

Clickbank Marketing Secrets

MINDMAP

Your CB success depends on the NICHE you choose

How failed marketers choose niches

- they think it's personally 'hot'
- they focus on popularity (gravity)
- they copy someone else (blindly)

How winning CB marketers choose niches

- they find traffic first
- they figure out how others market to that traffic
- they create a VALUE-DRIVEN marketing platform to push CB products (usually a mailing list)
- they use a 3 LAYER CONVERSION SYSTEM

How the 3 Layer Conversion System works for CB marketing

Fact: people looking to buy your CB product are looking to solve problems

Fact: they are not looking to hand you cash as their top priority!

Convert this need into cash in your pockets

Layer 1: Content that discusses their problem

- * Establishes your authority and credibility

Layer 2: Content that lays out their options

- * Get them to like your option / build up credibility and trust

Layer 3: Content that sells the CB product you're pushing through COMPARISONS

- * comparative review format
- * get reader to pick your recommended solution due to the trust you've built

Why use a 3 Layer approach

- Too expensive to promote a CB link directly (you haven't qualified them)
- Walk reader through KLT sales process
- More versatile promotions strategy – promote LEVEL 1 content (innocuous – not obvious spam)

CB Marketing Secrets Overview

I selected these since you can do these yourself manually or you can hire virtual assistants to do these

Quora Answer Marketing

- What it is

Global Q+A platform

- How it works

Someone asks a question / you post an answer that relates directly to question and message in mention / facts from your LEVEL 1 content

- Pros

- * high traffic
- * lots of niches

- Cons

- * visibility of answers need upvotes
- * click throughs depend on quality of answers
- * only certain % of your answers can be promotional in nature – if you promote too much, you get banned

Blog posts that Use Facebook Comments

- What it is

Blog posts targeting your niche keywords
Blogs using FB comments plugin

- How it works

Do SE search using your niche search string and FB comments
Post comment and answer post and relate to your LEVEL 1 content using shortened link

- Pros

- * highly targeted traffic
- * sticky/permanent

- Cons

- * low volume traffic
- * click throughs depend on quality of answers

Forum Marketing

- What it is

Online message boards that talk about topics related to your niche
Directly related vs indirectly related

- How it works

Discuss / Become credible / Share 3rd party content / then message in your Level 1 link

- Pros

- * highly targeted traffic

- Cons

- * low to mid-volume traffic
- * click throughs depend on quality of answers
- * many forum members are sensitive to spam so you need to post a lot before dropping links

AutoTwitter Marketing

- What it is

Build a following through curation / following / use targeted hashtags

Passively publish your content to get targeted traffic to your site

- How it works

Curate niche-related materials

Get massive list of niche-related hashtags

Rotate 3rd party content with your Level 1 / Level 2 / Level 3 content on your Twitter feed

Follow accounts your competitors follow

- Pros

* Can be completely passive / automated

* niche targeting through hash tags

- Cons

* traffic varies quite a bit

* follower volume depends on quality of curated content

* you have to follow your competitors' followers

AutoFacebook Marketing

- What it is

Build a following through curation on your FB page

Republish your page posts on niche-related groups to get a following

- How it works

Curate niche-related materials (top performers in terms of engagement)

Rotate 3rd party content with your Level 1 / Level 2 / Level 3 content on your FB page

Syndicate your FB content on niche related groups to get FB page likes

(Alternative: build a group and add active posters to niche groups and niche pages you monitor)

- Pros

* Can be completely passive / automated

- Cons

* traffic varies quite a bit

* you have to syndicate your FB page links to other groups

Shortcut

Hire a VA from Cognoplus.com Fiverr.com or Freelancer.Com

How To Select a Niche Product To Promote – THE SMART WAY

Step #1: List out your personal interests

Step #2: Filter by demand (search volume)

Step #3: Filter by competition (search box numbers)

Step #4: Enter into CB Marketplace and pick by relevance

Step #5: Use all products at first

Strategy: promote all products on your site first / pick the top 3 winners and stick to them

NOTE: Gravity is not really all that helpful because of different circumstances

How to Get your Niche target keywords

Select your product targets

Find websites promoting your target products and reverse engineer their keyword targets

Use Google Keyword Planner Tool

What are you going to do with your keywords?

- Use these to find places to promote
- Incorporate into your content
- Turn these into questions for Twitter

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Someone asks a question / you post an answer that relates directly to question and message in mention / facts from your LEVEL 1 content

Step by step directions

Step 1: Use your niche keywords to get questions re your niche

Step 2: Filter questions based on how you can use your LEVEL 1 materials to answer them

Step 3: Answer 10 to 15 questions before answering your first niche-related question

Step 4: Answer your niche-related question by

- * addressing the question directly
- * quoting materials from your resource (LEVEL 1)
- * dropping the link to level 1 by saying SOURCE:

Step 5: Answer 10 to 15 other questions before answering your next niche-related question

* Drop other links (curated content) for your other answers

Step 6: Drop your target link (LEVEL 1) 15% of your total posts and DO NOT COPY AND PASTE

* otherwise, you might get banned for spamming

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Post comment and answer post and relate to your LEVEL 1 content using shortened link

Step by step directions

Step 1: Use your target keywords in Google to find blog posts about your niche that use the FB comments plugin

Step 2: Go through each result and see if you can message in your LEVEL 1 content link (use link shortener)

Step 3: Do not post worthless responses (hey good post, etc) / Actually ENGAGE the poster / raise points / raise questions / tie post to your content's main posts

Step 4: Don't be afraid to skip a blog post if there's no direct fit to your LEVEL 1 content

Step 5: Pace yourself

Shortcut: Cognoplus.com or Fiverr.com VA's

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Step by step directions

Step 1: Use google to get a massive list of forums in your niche or related to your sub-niche / Find either direct forums or sub-forums / or worse.... off-topic / general chat sections

Step 2: Create a 'real looking' account complete with picture / bio / etc

Step 3: Post 50 to 100 times before to establish a track record / don't drop links yet

Step 4: After 100 posts, drop high quality 3rd party links 30% of the time

Step 5: After 200 posts, drop your own Level 1 link as a response

Step 6: Drop Level 1 as a discussion thread after 300 or more posts

Alternative: find sub-reddits and post there

Do not use sig spam

Do not spam and leave

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Follow accounts your competitors follow

Step by step directions

Step 1: Use your keywords to find high engagement content using BUZZSUMO or some other tool

Step 2: Find your competitors on Twitter and find their keywords

Step 3: Load Hootsuite with Buzzsumo-retrieved high engagement content and autopublish in rotation with your Level 1 / 2 / 3 content – rotate your target hashtags

Step 4: Follow your competitors' most active REAL followers

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Step by step directions

Step 1: Use your keywords to find high engagement content using BUZZSUMO or some other tool

Step 2: Use your keywords to find FB pages and groups in your niche

Step 3: Post high quality Buzzsumo-detected 3rd party content on your page or group (Use autopublishing tool like Hootsuite)

Step 4: Engage with other niche-rated FB pages and groups – build credibility

Step 5: Drop 3rd party links in addition to engagement posts

Step 6: Drop your site's links from time to time / keep engagement posts going