

How I Made \$1000 By Promoting A \$25 Product – Affiliate Marketing Case Study

This case study is a breakdown of the strategies I used to promote a \$25 product and make \$1000 (money that I've already been paid) in less than a year.

The purpose of it is to show you that making money with affiliate marketing is possible even if you are an affiliate for lower priced products and that this process can be automated and become passive income in time. (So you only need to put in the work once!)

For this particular product, once I set up the right links in the right places and automated the promotion, I didn't have to do anything else, so for the past 4-5 months I haven't made any efforts to promote this and yet, I've continued to make sales.



Affiliate Program

Name	House of Brazen Affiliate Program
State	Active
Contact Details	Click to contact merchant
Cookie Validity	3 months (expires after first sale)
Payout Delay	Paid at start of month
Links	Click to see affiliate links
Click-throughs	5546
Unsettled Earnings	\$110.00
Year to Date Earnings	\$1,058.80
Total Earnings	\$1,066.40



PRODUCT INFO

Product: [This affiliate marketing ebook](#)

Price: \$25 (used to be \$19)

Commission: 40% (\$10 per sale)

Total Clicks: 5546

Sales: 110

Total Earnings: \$1,066

You can see the payment breakdown below:



Payouts

Month	Amount
September 2017	\$130.00
August 2017	\$120.00
July 2017	\$320.00
June 2017	\$130.00
May 2017	\$40.00
April 2017	\$70.00
March 2017	\$70.40
February 2017	\$22.80
January 2017	\$45.60
December 2016	\$7.60

HOW I GOT STARTED

The first thing I did when I came across the ebook was to buy a copy for myself. I was still trying to figure out affiliate marketing myself and I needed some guidance.

Shortly after I started implementing the strategies in it, I made my first affiliate sale in December 2016 using Pinterest.

My first payout was in January 2017, so I decided to join the affiliate program for the ebook and write a post about [How I made my first affiliate sale in 2017 with Pinterest](#).

By May, I was making consistent sales that were coming from:

- The pins I had that were leading directly to the sales page (read my post above to see how I did that)
- The blog post itself where I explained why the ebook was helpful to me

Takeaways:

- ◆ **When choosing what products to become an affiliate for, I highly recommend testing them out yourself or choosing the ones you are familiar with.** Because I had bought the ebook myself, I knew everything there was to know about it and I was able to share my own experience with it. Therefore, I was able to tell people exactly what the ebook would help them with.
- ◆ **Promote your affiliate links in blog posts too.** Writing a blog post allowed me to share my experience with the product in more depth and showed people exactly what I use it for. By sending people to the post first, they were able to get a clearer picture of the product and didn't need to do any extra research before purchasing.

- ◆ **Use Pinterest to drive traffic to your affiliate links and posts.** Pinterest played a huge part in my first few affiliate sales and many more after that. Because my blog traffic was quite low at the time, Pinterest sent extra clicks to my affiliate links and brought people to my blog posts as well.
- ◆ **Ask people to check out whatever you are promoting.** I made sure to include clear call to actions (such as “check this ebook out now” or “grab your copy of the ebook here”) in my blog post and even created a button so that people would be more tempted to click on it and get to the sales page.
- ◆ **Focus on giving value.** While my blog post was mainly aimed at sending people to click on my affiliate links, I made sure to provide tons of value in the post, so that even people who are not ready to make the purchase would benefit from it.
- ◆ **Focus on sending traffic to your affiliate links.** I was easily discouraged in the beginning when I reached my first 100 clicks and had no sales. But affiliate marketing is a number’s game and a good conversion rate (the percentage of people who buy from those who click) is considered to be something as low as 1-2%. So don’t stress over the number of people who click but don’t buy. Just continue sending high-quality traffic to your affiliate links.
- ◆ **Send the right people to the right affiliate offers.** When I started out, I was a lifestyle blog so my readers were all over the map. Once I focused on who I want to help and write for, I attracted more of those people. And because they were interested in blogging, they were also interested

in what I was promoting. As a result, I send the right people to the right page and saw more sales because of it.

- ◆ **Keep sending traffic to your blog posts.** Because the post I wrote as a review for the ebook was doing really well, I started to send more and more traffic that way by mentioning it in newer blog posts, actively promoting it on social media and making sure that new people who find my blog read it. This way, you don't have to create a ton of posts for the same affiliate offers and you only put in the work once.

HOW I INCREASED MY EARNINGS AND STARTED MAKING A PASSIVE INCOME

After the month of May, my earnings spiked and have been consistently over \$100 every month since.

In June I implemented a few new strategies to drive people to check out the ebook, which is why July was my best month ever. (I'll be going through all the creative ways I promoted it below.)

My overall blog traffic also doubled over the summer which explains why my overall earnings increased.

Here is what I did differently in June:

- ☑ I created a [resource library](#) and featured the ebook there, in the affiliate marketing section
- ☑ I added a photo of the ebook (with the title visible) in my sidebar
- ☑ I started mentioning the ebook in other affiliate marketing or Pinterest related posts
- ☑ I created a banner and started promoting the ebook on Twitter once a week
- ☑ I added a link to the ebook in my [free email course](#) for bloggers

- ☑ I created more Pinterest graphics to promote the main blog post and one of them went mini-viral (reached 1k repins)
- ☑ I started using [Tailwind](#) to automate my Pinterest and made sure my graphics were pinned to different boards every single week
- ☑ I added a link to the ebook in my email sign-ups thank you pages
- ☑ I was active in Facebook groups and recommended the ebook to the bloggers who were looking for affiliate marketing training

The biggest takeaway from making a consistent and passive income from this ebook was the fact that you need to let your audience know how much you love a product repeated times for them to check it out.

As a rule of thumb, people need to see something 7 times before making a purchase, even if it's something they really need!

By getting creative with the placement of my affiliate links, I was also able to stir people's curiosity to check out the ebook and reinforce how much it helped me.

While the increase of traffic also played a part, a good strategy can pay off even if you're just starting out. And because everything was already set up, I was able to monetize the increase in my traffic right away.

Do you have a low priced product that you know your audience would love? Start promoting it today! You can also [join my affiliate program](#) here and promote my [blog traffic ebook](#) and my [affiliate marketing training bundle](#)!

If you have any questions about this case study, you can email me at ana@thesheapproach.com.

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