

17 Mistakes to Avoid as a New Affiliate Marketer



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Most online entrepreneurs who get into this type of career to earn money start out with affiliate marketing, only to end up confused that the flood of push button profits that were promised to them has failed to materialize.

Even those who work hard to make a success of this business model can struggle because they are so focused on tips about building a blog and figuring out how to write product reviews that they fail to learn about things they should be avoiding.

When you are aware of things that can sabotage your success, you can steer clear of these issues and begin earning as an affiliate faster. Below, you are going to find 17 mistakes that can derail your affiliate earnings.

The good news is, once you are aware of these, you can be proactive in your approach to combat them and make better decisions for your affiliate business. From issues affecting your niche selection and content creation to technical mistakes and problem areas with the competition, the mistakes listed below only post a problem if you allow them to.

#1 - Trying to Earn in a Niche That's Too Broad and Competitive

If you are an affiliate marketer who is trying to earn money quickly, and scale your income from there, the last thing you want to do is try to target a very broad niche. There are some affiliates who mistakenly believe if they cast a wide net, they will capture more sales.

But the truth of the matter is, there's much more competition for the broad niche topics, and you will have far more competitors to try to overcome both on social media as well as search engine results pages (SERPs).

Instead of making the mistake of going after a broad niche topic, narrow it down to something specific that still has plenty of monetization opportunities with a large enough audience to sustain your earnings.

#2 - Failing to Balance Your Promotions with Value for Your Audience

If you've taken several affiliate marketing courses, you'll often notice that they skip over the instructions about how to actually serve your audience well and instead go straight to the part where you are focused on getting the most money from the conversion.

If you want to be a true niche leader who earns a living as an affiliate, you'll have to understand that you have to strike a balance between promoting products and delivering value to your readers.

Whenever you create your product reviews, you might want to start with an article that revolves around the needs of your target audience. You will be addressing their pain points and struggles as well as the goals they have to change their life.

Then, you can go to the part where you introduce the product as the solution. But even when you do that, in addition to covering the features and benefits of the exact product, you still want to give value above and beyond a normal product review and provide them with information that will help them make the most of their purchase.

#3 - Not Choosing the Best Product for Your Readers But the Best for Your Wallet

If you are pursuing this career in a form of desperation, don't be tempted to make bad decisions that are unethical and which do not serve your readers in the best way. There are some affiliates who simply want to line their own pockets and not step up and serve their audience well.

If you want longevity in this business, and to see an increased income over time, you want to gain a reputation for being someone who is trustworthy in recommendations. So before you even consider whether or not you'll make enough from a promotion, start by seeking out the best product that will serve as a solution for your readers.

You may come up with multiple options that are equally beneficial, at which time you can make the decision to promote one or all of them. It's options to give your audience options, especially when it comes to the price point if the solutions are all something you would recommend.

#4 - Forgetting to Check Important Details of the Affiliate Program

One thing that many affiliates have sabotaged their own efforts with is neglecting to read the fine print or the terms and service with an affiliate platform or program. In fact, each vendor may have a unique license or rule that you need to be aware of.

For example, some vendors of info products will have rules that you cannot use any negative language in your promotion of their product. Many marketers used to create content that said something like: “(Name of product) is a scam!”

It was designed to get people to click on their site to find out why, and then they would end up promoting it. But it also did damage to the brand because some people would not click through and instantly just accept the headline as the truth.

You also want to read the fine print because it will give you details about when you will get paid from your commissions, if there's a payout threshold that you have to meet before you are cut a check or have a deposit made into your bank, and whether or not you have to disclose your affiliate connection in some way, such as Amazon requires.

Amazon has other rules that you need to be aware of if you are promoting products as an affiliate there. For example, they don't want you putting your affiliate links inside of a PDF that you give away to people, but instead you need to have those links publicly available for them to review at all times like on your blog.

#5 - Only Writing What You Know Instead of Researching

Many affiliates will take a shortcut when writing their product reviews and only go off of what they know off the top of their head. They may think that they are informed enough because they are interested in the overall niche topic, so that doesn't require them to do any further research.

But as you begin researching, you're going to find that there are many individuals who have completely different struggles and goals than what you originally knew about your niche.

Not only that, but if you are only writing the tips that you know, and sharing topics that you think people want to read about, you will be excluding yourself from money making opportunities that other affiliates are enjoying simply by conducting a little bit of research to see what people are searching for and discussing online.

#6 - Ignoring the Appeal of Multimedia Affiliate Review Content

If you look at the majority of affiliate review blogs, you're going to see that they rely solely on text content. This is a mistake in today's world, because many consumers prefer other media formats such as audio and video or graphics.

But even if they do want to read a review, if you fail to use any type of multimedia within the review itself, you'll be doing your readers a disservice. They want to see pictures of the product call mom possibly see a video of it or a slide show where you are discussing it if it is an info product, etc.

In some cases, simply telling people about the features of a product will not be enough to sway them to make a purchase. Instead, you can get higher conversions if you are willing to do something like an unboxing review on camera.

Even an infographic that shows tips or features of the product can be beneficial in convincing them to buy. You can use templates on Canva or elsewhere that can be shared within your blog and on social media platforms like Pinterest.

#7 - Sending Traffic Directly to the Product Instead of Your Landing Page

One big mistake that affiliate marketers often make is in putting out a lot of content on social media and elsewhere and driving traffic straight to the product. While it is an extra step, it's better for you to get the visitor to your landing page so that you can build a list of your target audience so that you can promote to them multiple times over the course of months and years rather than just once.

Sometimes, consumers have to build trust in someone before they make a purchase. And there are proven statistics that show people have to be exposed to a product multiple times before they are convinced to buy.

If you don't build a list, and you are unable to communicate with that person again, someone else will get the sale whenever they happened to see more information about the product, and that could have been your commission.

#8 - Not Adhering to Current SEO Guidelines with Your Blog and Content

Affiliate marketers sometimes have tunnel vision when it comes to their business, solely focusing on the search and promotion of products they feel will convert well for their target audience.

But even though content is of primary importance to your readers, you also have to make sure that your blog is capable of getting ranked for organic traffic so that those people can find your reviews.

If you're not adhering to search engine optimization (SEO) guidelines, which are constantly changing with Google and other platforms, then you might be ruining your chance to earn more.

Not only do you have to optimize your content for proper keywords and to meet the request of Google in terms of delivering comprehensive content that is authoritative and trustworthy, but you also have to address all of the technical SEO aspects of your site.

This includes making sure that your page loads easily and quickly, and that it can be viewed across all browser platforms and mobile devices. Google and other search engines also want to know that your navigation is optimized on your site, both for their search bots as well as human visitors.

And don't forget to go back and freshen up the content on your product review blog over time. That includes updating it with new information, such as a new version of a product that's been released – and making sure there are no broken links.

#9 - Allowing the Competition to Overpower You with Bonuses and Bridge Pages

If you're working diligently to overpower the competition, then you have to do things that set you apart from every other product review blog in your niche. This is especially true if you're promoting info products that people download to their computer.

The first way you can do this is to make sure you're being competitive with bonuses. Pay attention to upcoming launches so that you have ample time to create something of value for your buyers.

You want it to be so worthwhile that they'd buy the product *just* to get your bonus. Secondly, using a bridge page is going to give you an advantage over the competition because it allows you to warm the prospective buyer up.

#10 - Never Taking a Hands-On Approach to Your Product Reviews

It's not feasible for you, as an affiliate, to purchase every single product that you are going to be reviewing. Regardless of whether you are promoting digital or tangible products, this would be outside of most people's budgets, and impossible on the basis of space in your home or time spent conducting thorough, hands on reviews.

However, it lends credence to your product reviews whenever you can include a personal product review based on your experiences with something. If you are using a specific tool as your email autoresponder, and you review it for your readers, it helps them trust your recommendation because that's your tool of choice.

But if you are reviewing treadmills, it would be ridiculous for you to order a new treadmill every day, because you wouldn't have the money or space for this project. Instead, you have to do a good job summarizing and researching product benefits and studying reviews (both positive and negative) so that you can help the consumer shop smart online.

One way to get around the budget issues is to set yourself up as a strong influencer in your niche so that vendors and brands are eager to send you complementary products for you to review.

In fact, you can reach out to vendors of info products in your niche and let them know you're conducting a review and that you'd love an advanced copy if possible. Most will be more than willing to do it, especially as your list and influence grows.

#11 - Being Inconsistent with Your Content Marketing as an Affiliate

Whenever consumers are deeply interested in a niche topic, they are often immersed in that continually online, if not just on a regular basis. In order to meet their needs for content, you need to be consistent across the board.

First, you want to make sure that your blog has consistent content published to it. Not only does this help your readers get more information about the products that you are promoting and niche advice, but it also appeases the search bots that are crawling and indexing your site to determine whether or not you should be one of the top ranking positions.

You also need to be consistent with your email marketing. You don't have to email every single day if that doesn't work for you, but you do need to reach out to your subscribers at least a couple of times a week so that they know and remember who you are and why you're contacting them.

And lastly, you also want to be consistent with your social media content. Depending on the platform, you may need to only post once a week, but you may also need to post several times a day, such as on TikTok.

#12 - Not Being Strategic with Your Earnings

Previously, we talked about the fact that you need to make sure your primary concern when selecting a product is that it is a good value and solution for your target audience. But you also have to be strategic about your earnings.

When you are deciding which product to promote, out of the ones that you have pre qualified as a beneficial solution to your readers, you not only

want to look at the details about the platform and programs, such as the payout threshold and commission rate, but you also want to consider other details as well.

For example, if you are promoting an info product, and you discover that the front end is a low priced the product like in eBook, and you are only getting 50% commission, it may not make sense for you to generate a lot of traffic unless it is of high value to your readers.

If you are looking for something to promote and you find an alternate product that has not only a front end, but several upsells and downsells that your buyers can consider, that will be a better deal for your income, assuming quality and value is the same with both.

Another thing you may want to consider in terms of income is whether or not you're going to earn recurring commissions from your promotion. Sometimes, the payment initially may be a little bit less, but you stand to earn over the course of many months and years rather than just one time.

#13 - Letting the Opportunity to Jumpstart a Campaign Slip Through Your Fingers

Another mistake you may be making as an affiliate marketer that can sabotage your success is not getting a jump start on campaigns when you have the opportunity. If you are not publishing content the minute you find out about an upcoming launch that will benefit your audience, someone else will, and they will be able to rank higher than you and get the lion's share of sales.

This is a concept known as launch jacking. Whenever you find out about an upcoming product launch, such as one that is three to four weeks away, you want to begin blogging using keywords that will help with discovery and findability whenever users go to Google and start looking for information about that product.

Even if you don't have details about what's in the product yet or whether or not you truly recommend it, you can go ahead and publish the content so that it has a shot at getting crawled and indexed early on.

That way, whenever the information does come out, and you have a chance to review it, you can go back and add your opinion to the piece and it will already be ranking high for you so that you can succeed more as an affiliate.

This requires you to engage in some strategic networking and research period you want to be paying attention to product launch groups and sites. You can usually find these on Facebook or visit sites like Muncheye to see upcoming launches.

Then, you can reach out to the vendor and tell them that you want to prepare a campaign for your blog, emails, and social media site and ask for any details they may have that you can include in your early content.

#14 - Failing to Operate as an Affiliate Who Has the Back of the Consumer

Even though you are in this for money, you have to not only believe but prove to your target audience that you are someone they can trust and that you have their back. This comes in many different forms, starting with the fact that you will conduct ample research about the products you promote and only choose those that will serve a purpose in helping them solve a problem.

They want you to be truthful about your product reviews. If you go around and look at various affiliate review sites, you're going to find many that gloss over or fail to even mention any flaws.

Instead, the affiliate simply highlights all of the benefits of the product, even going so far as to make them up or lie about how wonderful a product is just so they can earn a commission.

Another thing you can do to prove that you have the consumer's best interest at heart is to help them secure deals so that they don't have to spend as much money or so that they get more value with their purchase.

Most affiliates don't bother trying to get them any type of savings because it eats into the commissions that they will earn when the price is lowered. But if your audience knows they can trust you to get the best price on

something, or even get something listed for them that the general public doesn't get access to at that price point, that will increase their loyalty to you with future purchases.

#15 - Not Paying Attention to Analytics to See How You Can Convert Better

If you're not paying attention to the results of your affiliate marketing campaigns, then you are not going to be as competitive because you're unable to improve upon your existing efforts.

You have to pay attention to many different types of analytics, starting with your website analytics to find out how people are finding your site, what they are navigating to within your domain, and where they are bouncing out.

You also want to pay attention to your social media analytics, which is often provided for free if you have a business account or page. This will be able to tell you how much engagement you're getting and what times your content is interacted with, as well as who your demographic is that is responding best to your product review content.

Email analytics are another area that you want to pay attention to. Are your subject lines convincing people to open your emails? Is your call to action working properly within the body of the content, and is short content more effective than long content?

#16 - Jumping from One Niche to the Next Instead of Setting Down Roots in a Niche

A big problem some affiliate marketers have, especially when they are new and not earning yet is that they don't see those quick profits come rolling in, so they immediately abandon their blog and niche and jump to something else.

It takes a little bit of time to find your footing, to have your content ranking in search engines, and to gain a following on social media platforms. Even though this is one of the quicker ways to earn money, it's not an overnight

development, so if you lack the patience that your competitors have, you will be sabotaging your success.

#17 - Underestimating Your Ability to Diversify and Increase Your Income

And lastly, don't make the mistake of failing to diversify and ultimately increase your income as an affiliate marketer. You'll find that many people stick to promoting products in the niche that they originally started out with.

But you have other ways to diversify your income as an affiliate. The first is to create your own info products. If you are able to share a lot of information with your target audience anyway, you might as well write an eBook that teaches people a lot more information and still has the ability to hyperlink out to products for you, depending on the platform it's on.

Another way to diversify your income is to begin accepting sponsored ads on your profiles. As long as they are labeled so that your followers know you are being paid for the promotion ahead of time, such as on TikTok, you can earn money as an influencer even though you don't have any products of your own.

Plus, if you go the route of providing a nice balance of value with your promotions, you're going to find that you develop a fiercely loyal audience that is willing to give you the views and shares that you need to take advantage of content creator funds and gifts that are given to you during live streams.

Being an affiliate marketer is an easy way to earn money because you are not required to create a product of your own. However, you do have to avoid making common mistakes that will delay your success and give your competitors the opportunity to earn the commissions you were seeking.