

A top-down view of a wooden desk. In the top right corner, a portion of a silver laptop is visible, showing keys like 'esc', '1', '2', 'Q', 'A', 'caps lock', 'shift', and 'fn'. To the left of the laptop is a small green succulent in a dark pot. Below the succulent are a pair of black-rimmed glasses. To the right of the glasses is a white mug filled with dark coffee, with a yellow handle. In the bottom right corner, a portion of a black tablet is visible. The text 'Creating Converting Content' is written in a white, cursive font across the middle of the desk.

Creating Converting Content

**HOW TO CREATE GREAT CONTENT THAT
INCREASES TRAFFIC AND CONVERSIONS**



www.apogeeagency.com



Welcome!

Creating great content is the most important aspect of growing your income online. But what makes content great?

Apogee Managing Director and longtime content creator Lynsey Kmetz will show you how to write great content for your existing audience and the search engines that will bring you your future audience.

Plus you will learn how to **never run out of ideas** for new content, how to **consistently publish** great content, and how to use that content to **maintain a work/life balance**.


Let's go!



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A close-up, slightly blurred photograph of a woman with long blonde hair, wearing a blue top, sitting at a desk and writing in a spiral notebook with a black pen. A large, semi-transparent blue speech bubble is overlaid on the image, containing white text. The background is out of focus, showing what appears to be a window and some office equipment.

Content builds relationships.
Relationships are built on trust.
Trust drives revenue.

— Andrew Davis

Content Creation

1 / RESEARCH

Learn the basics of keyword research and why writing for search intent will make or break your income.

2 / WRITE

How to write your content in a way that satisfies the search engine, algorithms, and your audience.

3 / SHARE

Maximize your online presence with a social media strategy that works.

4 / SEND

Grow and cultivate a strong and lucrative email list that will send you recurring income every month.

5 / REPEAT

Put these four aspects of growing your online business into a schedule that works for you.





1 / Research

Content creation is the foundation of growing a successful, income-producing blog. No matter what niche you are in, great content will be loved by your audience, search engines, and social media. This will help you grow your income from ads, sponsored posts, ambassador campaigns, paid placements, and, of course, affiliate partnerships.

When choosing to monetize your blog, it is important to have a strategy. Every successful business has a business plan that maps out exactly how the business will run and blogging is no exception. Your content strategy is as important to your blog as a business plan is to a brick-and-mortar business.

**One of the best ways to sabotage your content is to not tie it to your goals.
Know *why* you're creating content. - Ellen Gomes**

Whether you want to share your perspective and opinions or create a resource for a specific topic, the overarching goal must be the creation of content that improves the lives of your audience.

Remember that businesses make money while hobbies cost money, so make sure you are approaching your blog with the right mindset. You must treat your blog like a business in order for it to pay you like one.

Define Your Target Audience

Before composing any content, the first step is to define the target audience for the post. This goes beyond just writing for your niche. You should be defining a specific audience within that niche that will be looking for this specific content. Every aspect of the content creation process will be directed toward satisfying the need of this specific audience.

For example, let's say you have a blog full of recipes and tips for people who want to live a ketogenic lifestyle. You have just joined an affiliate program for a ketone tester and want to promote in a post for affiliate conversions.

Your audience for this post is people who are looking for an easy way to test and/or monitor their ketone levels to help them achieve their goals. This is a different audience than someone looking for the best keto cookie recipe. Even though they are both in the low carb/keto niche, the audiences are vastly different.

Defining this audience will give you a place to start with determining what keywords they will be using to find your content.

Keyword Research

The next step is keyword research. Keyword research will give you a significant amount of insight into your target audience including their behavior around the topic. This is important for defining your post's main topic and any supporting ideas or questions your audience may have.

Keywords 699	Volume	CPC	PPC	Score
ketone tester	720	5.34	0	48
ketone breath meter	2400	2.37	0	40
keto breath tester	480	1.14	0.99	45
best ketone breath meter	170	1.48	0.76	32
perfect keto test strips	110	1.78	1	35
ketone meter breath	2900	1.14	1	34
ketone meters	5400	0.85	1	39

Three aspects of keyword research are important to your overall content strategy: search volume, competition, and search intent. Before composing any content at all, you should research your idea thoroughly to ensure you create content specific to that target audience.

Search volume is the estimated number of people who are searching for that term on a monthly basis. You may have what you think is a great keyword for your content, but if there is zero search volume, you will never get traffic to your content that is optimized for that keyword. Keyword research tools such as **KeySearch**, **SEMRush**, and **Keywords Everywhere** are great paid keyword research tools that are simple to use and

understand and all show the monthly search volume for your terms.

Ubersuggest offers a free keyword research tool that allows you to search 3 phrases per day and shows keyword ideas related to the phrase.

The **competition (score)** metric is an estimated measure of ranking difficulty for a given term. When beginning your Keyword Research, you want to put your own domain into the tool to get the competition score for your website. You will then be able to choose the keyword phrases that have good search volume and that you have a competitive chance at ranking for based on the scores.

Make sure you use the most recent search volume and competition metrics as that information changes when more content creators do their own research and publish great content.

"Focus on searcher intent. This should underpin all of your activities—research, creation and distribution. What is the searcher really trying to achieve and how is your content helping them reach this goal?"
— Simon Ensor, SearchEngineWatch.com

Search intent is the #1 overlooked aspect of content creation for most content creators. You can write the absolute best post ever for a highly searched keyword, but if the search intent is strictly informational—such as how to cook a certain recipe or how to train your puppy to roll over—it will never drive an affiliate sale.

"Without strategy, content is just stuff, and the world has enough stuff."
— Arjun Basu

There are three main types of search intent: educational (wanting to learn), entertainment (wanting to be entertained), or transactional (wanting to **buy something**). Two of these three types of posts will probably never result in a sale because they are simply not the searcher's intent.

When writing content that you want to convert to sales—such as affiliate product content—make sure you are writing for the *transactional* type of intent. Phrases like “gifts for” “must-have” and “tools for” are all great places to start with transactional intent.

Often when people are searching for a specific product or product name, they are ready to buy. This type of search generally signals that they have done the research and have made the decision to buy that specific item, so they are searching for where to purchase it.

One mistake many bloggers make when doing keyword research is to put priority on search volume when in fact the **biggest priority** for writing posts that convert is actually **search intent**. Ten people looking to make a purchase will make you way more money than 100 people just looking for information.

"If you don't know the user intent behind the keywords you're optimizing for, you're doing it wrong. Also, If you are optimizing for keywords vs. the needs of the user, you're doing it wrong."

—Jordan Kasteler

"The best marketing doesn't feel like marketing."

— Tom Fishburne, Founder of Marketoonist

Choose Your Keyword Phrase

Use the search volume, competition scores, and search intent to decide your main keyword phrase as well as 3–5 supporting keyword phrases. Supporting keyword phrases give context and additional information to your audience. Show how the product you are promoting solves the problem related to the transactional search intent to maximize your conversion rate!

You can also use Google to find additional keyword phrases by searching your chosen keyword phrase and scrolling to the bottom of the first page. There you will find related searches which will be helpful in composing a thorough post.

This section also gives even more insight on the audience as well. In this example we see that users are also interested in the accuracy of ketone breathalyzers, so that would be good content to make sure to include.

Related searches :

best ketone breath meter **2022**

ketonix breath meter **reviews**

ketone breath meter **reviews**

ketonix breath ketone meter

biosense ketone breath meter

precision xtra ketone meter

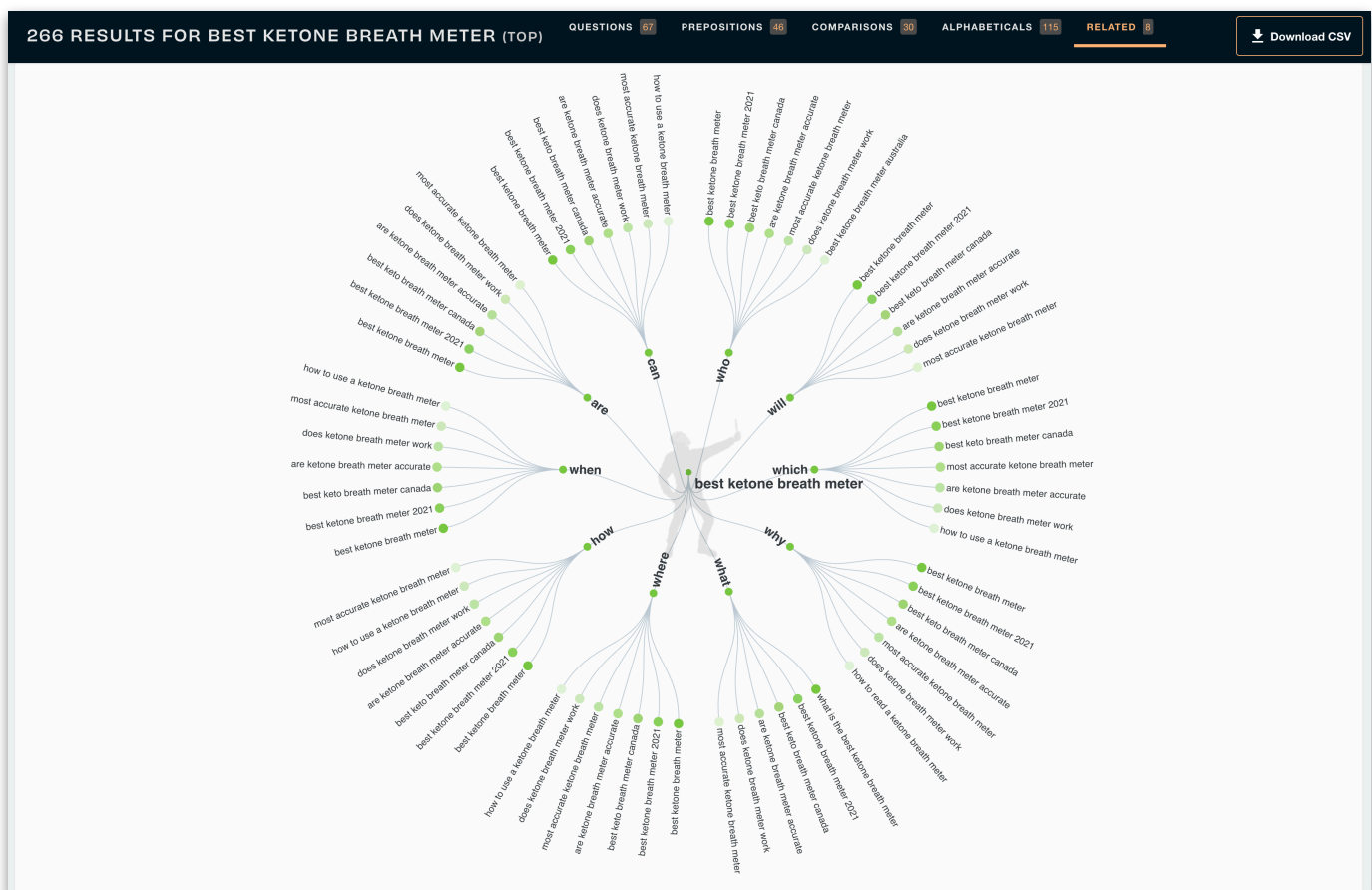
ketone breath meter **accuracy**

care touch ketone meter

The last step to proper keyword research includes finding related questions to the keyword phrases you have chosen. This step will help you to write a long, thorough post, and it gives you more insight into the search intent.

There are two ways to find questions related to your keyword phrase. The first is by typing the phrase into Google and scrolling to the “People Also Ask” section. This section will have related questions that users have asked and simple answers to those questions in a drop-down.

Another tool for finding frequently asked questions is [AnswerThePublic.com](https://www.answerthepublic.com). The free version of this tool allows you to search three keyword phrases per day and shows extensive results for each keyword phrase.



“Look at your blog like a product or a brand. What’s going to make your blog different from what’s already out there?” – Brian Dean, Backlinko

Answer the Public gives you related questions, prepositions, comparisons, and even an alphabetical breakdown of related keywords. You can download a CSV of all of the data to help compose your content.

All of this research will help you strengthen your content and may also lead to other topic ideas. Writing **content “clusters”** is a great way to show search engines that you are an expert on this topic, and it gives your readers additional resources to learn from.

The final step to research is deciding the type of post you are going to compose using the knowledge and information you have collected so far. Several types of posts tend to convert better because of how they fit into the customer journey.

Types of Transactional Posts

Here are five types of posts geared toward transactional search intent. Depending on the research you can choose one of these types of posts to help rank in search for the correct audience with buyer intent.

Product Roundup — These posts compare similar products and explain the pros and cons of each. With a round-up post, you want to be clear and concise on what sets the items apart with a clear call to action to click and buy. Roundups generally include 5-10 products. You want to give enough examples to have great options but not overwhelm your reader with too many decisions.

With this type of search, the reader has more than likely decided they want one of the specific product and they just want to make sure they choose the

best one to fit their needs. The buyer intent is there and it's up to you to help them decide which one to buy.

Examples: best air fryer, best raw dog food, 10 top keto snacks.

Comparison Review — This post is similar to a roundup but compares two very specific products, one versus another. This type of review is great because your reader has already done some of the research in their buying journey and has narrowed it down to just those two items. It's now up to you to help them choose which one to purchase.

While a product round up can be a broad topic, comparison reviews work best when specific brand names are used.

Examples: Android vs Apple, MailerLite vs ConvertKit, Dewalt vs Ryobi.

Singular Product Review — This post is meant to explain in depth why someone would want this specific product. It converts great because it's geared toward the final stage of the customer journey. The reader is already aware of the specific product and is ready to make the purchase.

Be sure to have a clear call to action for your reader to click through and purchase. Include any codes or sales incentives you can offer for the best user experience.

Examples: Keyto Ketone Breathalyzer Review, Viva Naturals D3 Gummies Review, PowerXL 8qt Air Fryer Review.

How-to Posts — How-to posts are also great for conversions because generally, the user intent is to find the solution to a problem they are currently having or expect to have. The search intent is directly focused on

solving the problem at hand. With a how-to post you begin with the problem and show how the products you are recommending solve the problem.

Examples: How to manage curly hair, how to painlessly test ketone levels, how to get better sleep

Gift Guides — Similar to a product roundup, a gift guide is a collection of related products for a specific person or event. While a product roundup compares many of the same products, a gift guide is a themed collection of related products. So while a roundup may include the best air fryers, a gift guide may include an air fryer, mixer, pressure cooker, etc.

With this type of post, the search intent is to discover and purchase an item with a specific person or event in mind. Make sure to explain why each product is a great fit for their needs and include a clear call to action to click through and purchase. Be sure to include any codes or incentives for each product.

Examples: Baby Shower Gift Guide, Book Lovers Gift Guide, Sweet Sixteen Gift Guide.



2 / Write

Once you have completed your research it's time to start composing the post. Search engines favor well-written, thorough posts that show the writer's expertise in the subject matter. However, always remember that search engines are computers, not people, so you must write in a language and structure that the computers understand.

You may want to begin by organizing your content into an outline that you can use to compose the post. An outline will help ensure you have all the content you want to cover in a structured, organized pattern that can be easily read by search engines and your audience.

An example outline may look like this:

- H1: Title (main key phrase)
 - Synopsis
 - Image with keyword phrase alt text
 - Proper FTC disclosure
 - Table of Contents
- H2: Search Intent Keyword (How To, Best, etc)
 - Thoroughly explain the topic in 3–5 paragraphs
- H2: Related Keywords
 - Explain related keywords with 3–5 paragraphs
- H2: Frequently Asked Questions
 - Answer 3–5 Questions
- H2: Conclusion
 - Wrap up synopsis
 - Call to action

Even with roundup and gift guide posts, this structure is important to SEO as it tells search engines what the content is about and gives your reader all of the information they could possibly want. Taking the time to create

supporting content around the theme of the post (and not just publishing a list of products) significantly helps your rankings and conversions.

Blog Post Structure

The **title** of your post is known as the H1 (Heading level 1) and it needs to contain the main keyword phrase. This signals to search engines what the post is about. Gone are the days of writing cute or catchy blog post titles. You want it to be clear what your content is about from the title.

The **URL** or “slug” should match the title. If you are starting a new WordPress-based site, you can set your permalinks to automatically match your title so you do not have to set that each time. However, on an existing site that already has ranking content, don’t change already published URLs. Just edit your new content as you create it.

The **first paragraph** of your post should be a synopsis of what the reader will discover in the post. Again, gone are the days of telling a story or setting up a cute and catchy line to lead into the content. You want the first paragraph to tell search engines as well as search users exactly what they are going to find in the post. Ideally, the main keyword phrase should appear in the first 10% of the post.

This paragraph should also include the **pain point** or struggle that someone is experiencing (the reason for the search) and explain how this post will quickly and easily solve that problem. It is the first impression of the post and will determine whether the reader scrolls or clicks back to the results page.

Next, you want a bright, full-width **image** that relates to the content of the post. You can use your own photography or a stock image. If using stock, you must purchase the rights to use it! Note: It is against copyright laws to use images from the internet without permission.

Save the image to your computer, rename the image (incorporating your keyword), and upload it to your Media Library.

Tip: use hyphens in your file names, not spaces, and keep the filenames as short as you can while still including the main keyword phrase.

When you insert your image into your post you want to make sure you fill out the alt text as this is not only a strong signal to the search engines but will also make your content user-friendly with screen reader software. Clear, concise alt text should explain what the image is and how it relates to your content.

After the first image, you may consider inserting a **Table of Contents** using either a plugin or jump-to hooks. If your content is long, a Table of Contents helps the user be able to find exactly what they are looking for. It also helps search engines to “see” the structure and content of your post.

The rest of your post should be organized in a well-thought-out structure based on your outline. Each H2 Heading should include a keyword phrase related to your main topic with 3–5 short, scannable paragraphs thoroughly explaining each point. You may also want to use the H2 heading for a Frequently Asked Questions list and your conclusion.

It is important to note that the H2 Heading is a strong signal to search engines for post content, and should **not** be used just for visual styling. Try to incorporate your keyword into at least one H2 heading.

Instead of focusing on reaching a specific word count, focus on **thoroughly answering** as many questions related to the post as you possibly can.

For instance, if you writing a recipe, include details on how to freeze, how to reheat, how to store, how to make ahead, how to substitute ingredients, etc.

Features vs Benefits

When you are writing about a specific product you want to be in-depth with the explanation of features and benefits, as well as what sets the product apart from the competition. Remember the adage of “features tell but benefits sell.” **Features** include facts about your products such as how it is powered or maybe the dimensions, for example. **Benefits**, however, are what really matters to your audience. These are the ways in which this particular product will make their lives better or easier.

For example, the Keyto Ketone Breathalyzer is a lightweight ketone meter with a long battery life that is small enough to fit in your purse or pocket to keep with you all day long. Those are the **features**. The **benefits** are that you can monitor your ketone levels any time, anywhere without painful sticks or nasty strips, and there are no additional costs since the device uses only your breath for an accurate ketone reading.

It is important to note that you **do not** have to own or use every product that you write about. If you do have the product that is great, but what is more important is that you thoroughly research the products to understand them and give an informed recommendation. You are helping your audience by doing the research for them which saves them time and energy. You have done the legwork for them, so all they need to do is click through and buy.

"Here's everything you need to know about creating killer content in 3 simple words:

Clear. Concise. Compelling."

— Demian Farnworth

Lastly, you want to make sure you are talking **to** your audience members and not **at** them. Instead of using sentences such as *"I liked that I could test my ketones anywhere,"* consider saying, *"You can easily test your ketone levels anywhere, anytime."* By writing in "you" terms, your audience starts to imagine themselves using the product which helps create the desire to have the experience you are illustrating with your post.

Scatter images throughout your post that help to break up your text as well as visually tell the story or show examples of the content you are writing. Make sure to fill in the alt text for each image that is relevant to your content.

"Search engine marketing and search engine optimization are critically important to online businesses. You can spend every penny you have on a website, but it will all be for nothing if nobody knows your site is there."

— Marc Ostrofsky

You may also choose to use **affiliate banners** as imagery to help support the content of your post. Be sure to use the provided HTML code for the banner which will automatically track the activity and any purchases made from that click. Some affiliate banners are dynamic, which means if the image is changed in the network (by an affiliate manager for instance) then it will automatically populate the newest image in your content.

Once you have composed the entire post, go back and **proofread** for any grammatical errors or for opportunities to further explain points made in the

"The only way to win at content marketing is for the reader to say, 'This was written specifically for me.'"

— Jamie Turner

post. Remember that search engines are looking for content that gives the best, most thorough, and most comprehensive answers for the search intent, so you want to make sure you answer as many questions as possible about the topic.

Final Step: Adding Links

Once your blog post is edited and ready to be published, you can then decide where to include your **affiliate links** along with clear **calls to action** instructing your reader to click and make a purchase. Always remember **contextual affiliate links** convert far better than buttons or banners, but affiliate imagery can be great for added visual appeal.

Make sure that your links **stand out** in your text. Consider making them bold, italicized, and/or a different color text than the rest of your content so they will catch your reader's eye as they scroll. Be sure to explain to the reader exactly what they will find when they click and include any coupons or purchase incentives that your reader needs to get the best deal.

Tip: If you are using WordPress, create a **Reusable Block** with the current deal or promo for the affiliate product and insert the block in each post where the product is mentioned. When you receive your affiliate newsletter, simply update the Reusable Block to make sure you have the most current promotion on your site.

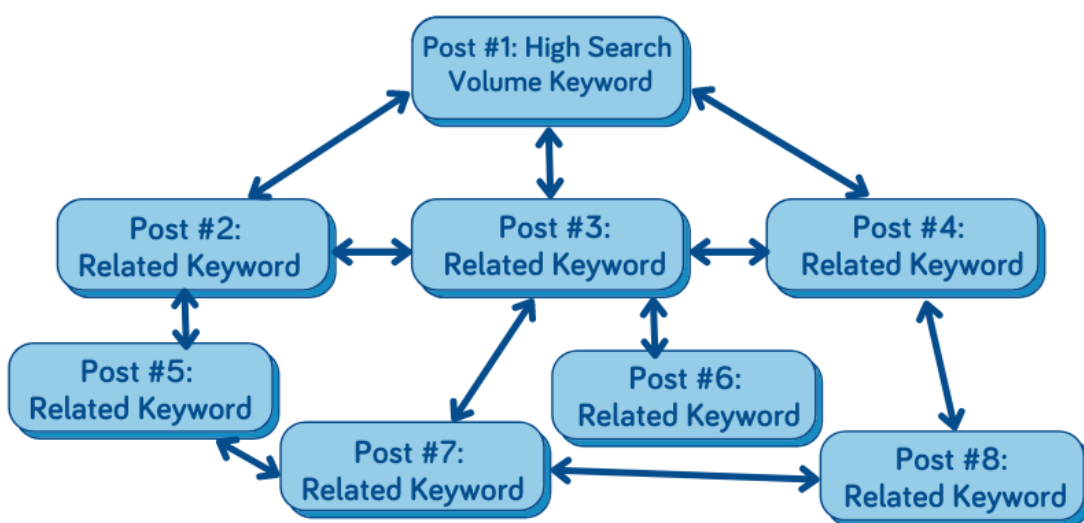
When inserting links make sure that you do not link away from your site using a keyword that you want to the content to rank for. Linking away from that content may negatively affect your SEO as it is guiding search engines away from the post for that term.

For instance, if you are composing a post titled “The Best Chocolate Cake” based on the key phrase “chocolate cake,” you would not want your affiliate link to use the anchor text “chocolate cake pan” as that may be too closely related to your keyword.

Instead, use something like “this deep 9 x 9 pan” to insert your affiliate link and direct your audience to the pan to purchase. This lets search engines know that your content is still the best resource for chocolate cake while letting your users easily find the pan they need for baking.

Speaking of links, another crucial step to composing a great post for search is to link your new post to related, relevant content within your own site. This process is called **interlinking** and is another strong signal for search engines to understand your content as well as help users to navigate other content on your site easily.

Remember the **content “clusters”** we discovered during our keyword research? These are perfect opportunities to create new content that support the topic and offer opportunities for strong interlinking within your site.



For example, say you are an affiliate for a low-carb pasta product. You want to create some content to show how easily you could make your favorite pasta dishes lower in carbs by using this product. This product is not available in stores, and you have an affiliate link as well as your own custom coupon code that lets your audience save while you earn a commission.

During the keyword research phase, you discover that “keto pasta salad” is a highly searched term with low competition. In addition, KeySearch shows related searches such as “keto tuna pasta salad,” “keto antipasto salad,” “keto pasta bake,” and others that have good search volume with low competition.

These are all content cluster opportunities. Create content based on the specific terms, promote affiliate products in each, and link them to each other. Search engines will see that you are the best resource for people searching for keto and low-carb pasta dishes. Help your reader discover all of the ways they can use your low-carb pasta product.

All links—internal or external—should **bring value** to your reader and offer the opportunity to easily learn and discover more content related to their search. Links serve as a map to direct search engines and readers to the best content for the term it is linked with. Be intentional with your linking to give the best user experience.

Last, but certainly not least, proper **FTC disclosure** must be placed before any affiliate or paid links within your content. Your FTC disclosure should clearly explain to your readers that by clicking and making a purchase you may receive a commission at no cost to the reader.



3 / Share

Once you have published your amazing post to your blog, it is time to begin sharing it with your audience. The first place to do that is on social media.

Social media has significantly changed the affiliate marketing industry over the last several years and continues to grow and evolve as one of the most lucrative avenues for sharing great affiliate content. While writing for search engines is a long-term game that can take a while to gain traction, social media offers the opportunity to be immediately seen, shared, and engaged with by a potentially huge audience.

There are dozens of social media outlets with new ones being created what feels like daily. For our purposes, we will focus on the top social media sites

to reach current and future audiences: Facebook, Instagram, TikTok, Pinterest, and LinkedIn.

The one rule all social media sites have in common is that consistency is key. Choose the platform where you can commit the time and energy it takes to stay favorable within the algorithms to reach the most people.

"Quit counting fans, followers, and blog subscribers like bottle caps. Think instead about what you're hoping to achieve with and through the community that actually cares about what you're doing."
— Amber Naslund

Remember also that social media is all about being **SOCIAL**. Let your personality shine! Engage with your audience as much as you want them to engage with you.

Social Media Algorithms

Every social media platform has an **algorithm** designed to give the best experience to its users. Each one is a bit different, so understanding how an algorithm works is important to your success on social media.

When you publish content to any of your social media platforms, it's immediately pushed out to a small random section of your followers. If those followers **engage** (like, comment, share, etc.) it will be shown to a larger

section of the audience. If it is NOT engaged with, it will quickly fall out of the algorithm which means it will not be shown to any more followers.

The algorithm surmises that if the initial audience does not engage, the content is not great and does not need to be seen by others. On the flip side, when people are engaging with the content, liking and sharing, the algorithms will push it to more and more people.

This is how things go “**viral**” and why it is so important to make sure that every piece of content you publish to your social media is high quality, engaging, entertaining, informational, and calls the user to engage—whether it is to comment below, share the content or even “stitch” to join in the fun.

Remember, any content that has a direct link to an affiliate product needs a clear and concise disclosure.

Facebook

Facebook is the most popular of the social media platforms we are covering and has one of the strongest algorithms. While this can be difficult to overcome, once you are favored in the algorithm by publishing quality content that is consistently engaged with by your audience, the rewards can be incredible.

A **Facebook Page** is public and forward-facing like a billboard and offers a great place to share not only your content, but similar content in your niche. You’re able to give your audience the best of the best on a regular basis.

Because there are tens of millions of Facebook Pages, you must constantly post new, engaging content to stay in the algorithm. If you only post to your Facebook Page a couple of times a week—or worse, a couple of times a

month—that is a signal to Facebook that your page is inactive. The Facebook algorithm doesn't show what it considers to be inactive pages to anyone.

A **Facebook Group** offers a more exclusive experience where you can grow your audience with a bit more of a personal touch. Within Facebook Groups you can create lists and polls and events that offer your community value.

Facebook Groups offer an opportunity to really grow a **community** of like-minded individuals and “super fans” of you and the content you create and/or share. You can choose to create a Facebook Group specifically for fans of your blog where you share a variety of content, or create a Facebook Group for the niche you create content for - such as new moms, gardeners, pet lovers, etc.

Instagram

Since its inception, **Instagram** has offered a unique opportunity for users to grow a highly engaged following by sharing photos and videos of their lives and the things they love.

Your **Instagram Feed** is where you will show chosen photos and videos to your audience. These are mostly permanent posts that your followers will see in their feed scroll. Additionally, you want to use relevant hashtags to grow your audience and reach new accounts.

Your **Instagram Stories** are where you will truly connect with your audience daily. Instagram Stories are like your own personal reality show and should be where you share everything you love— including your favorite affiliate

products— over and over again. Stories allow you to share every aspect of your life, deepening the connection and trust with your audience.

Instagram Reels are an enormous opportunity to reach new users to grow your following. Instagram is currently favoring Reels over any other content in their algorithm. You can quickly create Reels that feature your content, your favorite affiliate products, and more.

"The secret to getting results from your social networking is
to act like a member, not a marketer."
— Mari Smith

Instagram Highlights are also a huge opportunity for you to share content for your existing audience as well as your future audience. Instagram Highlights should feature your best content in an organized manner with strong calls to action for your audience.

With all users now having the ability to link in Stories, utilize this tool and save to your Highlights. Check out our full tutorial on [Affiliate Marketing on Instagram.](#)

"Content marketing is a commitment, not a campaign."
— Jon Buscall, Chief Executive Officer of Moondog Marketing

TikTok

TikTok is the fastest growing social media platform globally. TikTok was originally dominated by a younger demographic but grew in popularity among the older demographics during the pandemic. It's a place for entertainment, education, and information about current events.

Because of TikTok's massive growth and unique creator tools such as the ability to **“stitch”** TikToks with other creators, it is very easy to grow a large following quickly. TikTok's audience is highly engaged and TikTok has made it very easy for their users to share content, increasing your chances of going viral.

Much like Instagram Reels, you want to jump on **trends** early and put your own spin on them while relaying back to your content in a way that is fun and unique. TikTok allows you to create videos that show off your personality, your favorite products, tips to make life easier, and funny experiences.

Make sure every TikTok has a clear call to action if the goal is to grow your traffic and/or following. With TikTok the only link is the one in your bio, so make sure you are utilizing that link with your best content.

Pinterest

Pinterest is a visual search engine where users go to learn, discover—and shop! While many content creators feel that the glory days of Pinterest have passed on, it is still a viable place for sharing your content and increasing traffic to your site.

Because Pinterest is a **visual search engine** you want to make sure that your pins are visually appealing and that the caption of your pin explains exactly what the user will find when they click through to the post.

Pins should be sized at a 2:3 ratio— for example 1000px wide 1500 px tall— and show exactly what your content is about. Searchers want to know at a glance if they have found what they are looking for. Some content creators choose to put text on their pins to clearly state what the content is about while others let the imagery speak for itself.

Video Pins are also super popular. You can create Video Pins quickly and easily with tools like **Canva** and **PicMonkey**. You can upload short video clips or begin with still photos and overlay an animation to turn your photo into a video file. Duplicate the image to lengthen the duration of the video.

You can create more than one pin for the same piece of content, but it is best practice not to pin the same image over and over again.

Idea Pins are also great for Pinterest users and are currently being favored in the algorithm. While Idea Pins do not direct link to your content, they are a great opportunity for growing your following by showing off your great content.

LinkedIn

LinkedIn is a little different than the previously mentioned platforms, but depending on your niche, it may be very lucrative to build an audience and share your content.

LinkedIn offers the opportunity to be seen as an **expert** in your field, which can lead to things such as local speaking opportunities, business collaborations, and sponsored brand work.

You want to share your content to LinkedIn similarly to how you would on Facebook, but remember that LinkedIn is a professionally-focused platform. Content related to business, how-to's, personal finance, investing, and networking seems to do well on LinkedIn.

Hashtags are also widely used on LinkedIn, so make sure when posting your content that you choose 3–5 relevant hashtags to increase reach and engagement.

As with other platforms, follow the accounts that inspire you and seek out connections that will help you understand how to think like a business, not just an individual.

The most important part of LinkedIn is **networking**, so be sure to set aside time each day to engage with other accounts, share things that inspire you, and get involved with activities and discussions where you can bring value.



4 / Send

Growing and cultivating an **engaged mailing list** is one of the most lucrative things you can do for your online income. While search engines have tough competition and social media has an algorithm to overcome, your mailing list gives you a direct line of communication between you and your opted-in audience.

You will want to use a professional service for growing your mailing lists such as MailerLite, Aweber, or ConvertKit. These services offer seamless integration with your site, easy setup for workflows and email sequences, segmented lists, A/B testing, and the ability to create beautiful HTML emails with very little tech knowledge.

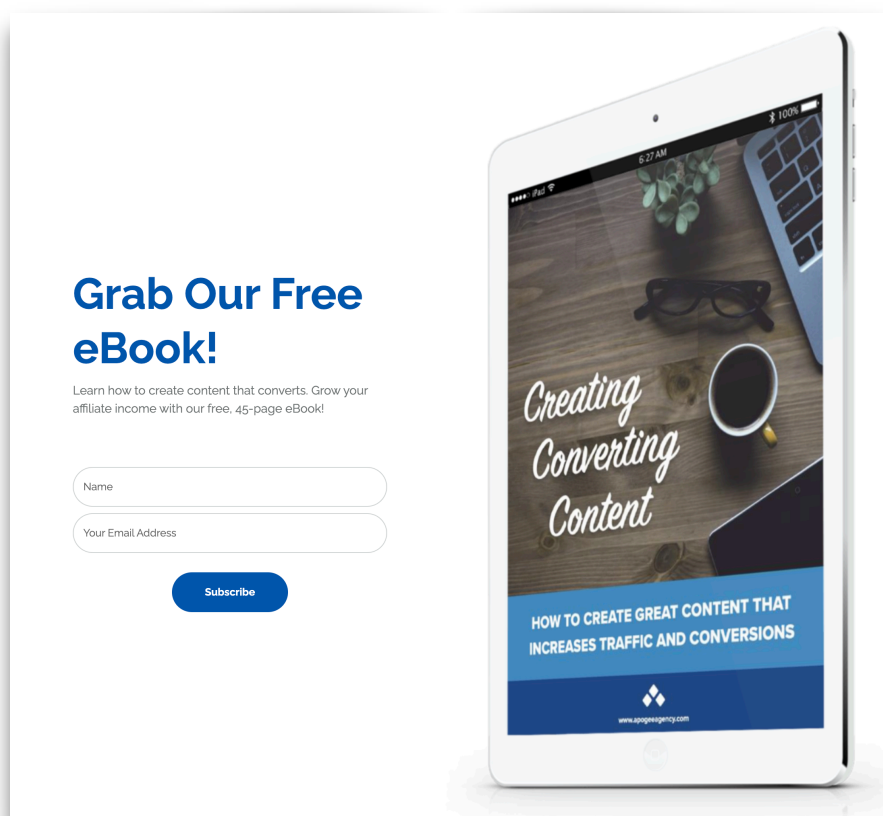
"Every email is a customer survey of your target market,
by testing they vote on what resonates best with them."

—Kath Pay, Founder and Senior Consultant at Holistic Email Marketing

Growing your mailing list

The first step to growing a great mailing list is to have a unique, relevant, and in-demand **opt-in freebie**. Depending on your niche this can be something as simple as a free printable, collection of recipes, a free report, or maybe a free consult or discount on products you sell.

The opt-in freebie is what visitors to your site or social will want to receive in exchange for them joining your list. This is why it is important to make sure it is relevant to the type of content that you create—make sure your new subscriber will be happy to receive more from you.



"I want to do business with a company that treats emailing me as a privilege, not a transaction."
— Andrea Mignolo

After a new subscriber enters their email address into the form, they will need to confirm their email address. This is called a **Double Opt-In**. Professional email services automate this process with only a bit of customization needed on your part.

Once the subscriber confirms their email address you can route them to a **landing page** on your site where they will download your freebie. This is an opportunity for you to really connect with your new subscriber, so it is recommended that you also customize that page to have some of your most popular content, along with direct affiliate links to products that are relevant and related to the opt-in.

Welcome Content Creators!

Thanks so much for subscribing to **Apogee Insiders**. As an **Apogee Insider**, you will receive training and strategies for maximizing your online presence with traffic building, SEO, keyword research, social media strategies, email list building, and more.

We are super excited to work with you and cheer you on as you grow! Be sure to check out our [Apogee Insiders Resource Center](#) to learn more about growing your income with affiliate marketing.

Here at Apogee, it is our goal to help content creators make the most of their online presence by connecting you with the best brands and the most lucrative partnership opportunities.

Be sure to join the [Apogee Insiders Facebook Group](#) for the most up-to-date information from all of our programs. We would also love to connect on [Instagram](#), [TikTok](#), and [LinkedIn](#).

Click [HERE](#) to download your free eBook.



For instance, if your opt-in is a collection of favorite keto recipes, your landing page may include things like other favorite recipes, your keto journey, and links to favorite (affiliate) products such keto snacks or the Ketone Breath Sensor.

Email Welcome Sequence

In addition to sending your new subscriber to the page on your site, they will also be added to an **email welcome sequence** that will begin to build the relationship between you and your new subscriber. Again, your email service will allow you to set up a sequence or workflow to guide your list through.

The **first email**—which should also include the opt-in freebie and be delivered immediately after the new user subscribes—should also include content such as a photo of you, an intro of who you are and the content you create, and a call to action to connect on your favorite social media profiles. You also want to include when your subscriber can expect the next email, and what will be included.

The **second email** should arrive 1-3 days after the initial email. Ask your subscriber if they were able to retrieve the opt-in freebie and consider including another free product that compliments your content and adds value for your subscriber.

The **third email** should arrive 1-3 days after the second email and can be a list of your best content related to the freebies you have sent out. Make sure you are not trying to sell anything yet! The point of this sequence is trust and relationship building, so be generous with your content and show your new subscriber why your content is the best.

Each email you send **builds** on the email before and leads your subscribers through a journey of discovering your best content and learning your style. At the conclusion of the welcome sequence, your new subscriber should flow seamlessly into your mailing list to receive all future emails along with everyone else on your list.

Forever Green Sequence

One wildly successful strategy for optimizing your mailing list is a “**forever green**” strategy where you continue an email sequence to include virtually all your content in a timed sequence. This strategy takes some time to set up, but once it’s complete, each new subscriber is guided through the sequence to experience all your best content in a deliberate pattern.

The beauty of the forever green strategy is that no matter when someone subscribes or how long ago a post was published, the content will be featured in the sequence and be presented to your new subscriber. This gets ongoing traffic to that content and offers the opportunity for your subscribers to share as they see fit.

As you publish new content, you simply add it into the sequence where it best fits, and your subscribers will receive it when they reach that point in the sequence.

If that seems too daunting of a project, choose your favorite posts for your welcome sequence, and then have your subscribers flow over into the main list to receive new emails as they go out.

Why Email Matters

Owning your own mailing list gives you the opportunity to send an email out and reach your audience at any time. You can choose to send out an email every time you publish a new post or consider sending out a weekly “round up” of sorts where you share your favorite things from the week.

If there is a great deal happening in an affiliate program that is perfect for your niche, you could send out a one-off email just letting your audience know about the amazing deal. Remember that your emails are a part of the content creation process. Making sure everything you send has **value** to your audience is crucially important to your long-term success.

A few more quick tips on growing your mailing list:

- Always use a double opt-in for your freebies. This will make sure your new subscriber understands and agrees to be added to your list for further emails.
- Unsubscribes will happen, and it is perfectly OK! Your content is not meant for everyone all of the time, but just keep putting out great content that adds value to your subscriber—the right people will stay.
- Consider removing inactive subscribers twice a year. Since most mailing list software charges by the number of subscribers, it is okay to remove inactive users.
- Send newsletters at a cadence that you can be consistent with, whether that is weekly, biweekly, or bimonthly. Like every other aspect of blogging, the more consistent you are, the more success you will see.



5 / Repeat

Congratulations! You have made it to the final step! Now that you know and understand the basics of **Creating Converting Content**, it's time to put together a content publishing strategy. You'll get to be creative, write and publish great content, and connect with your social media audience regularly, all while still having time for what matters most: self-care and spending time "unplugged" with your loved ones.

The truth is, the more quality content you create, the more successful you will be. This is true for websites, social media, and even your mailing list. It is important to create a publishing schedule that keeps your financial goals in mind while also making sure you do not overwork yourself and lead to burnout.

**"If you want to continually grow your blog, you need to learn to blog on a consistent basis."
– Neil Patel.**

Knowing that content creation takes some time, setting a publishing schedule of 2-3 blog posts per week is ideal for full-time work. If you are only working part-time on your blog (under 25 hours per week) you may only publish 1-2 blog posts per week. Just remember that search engines and algorithms reward **consistent** activity.

If you are publishing new content consistently, putting together your newsletter should be an easy task with your new content. A **weekly newsletter** that highlights the posts you have published along with other things you have discovered that bring value to your subscribers is a reasonable schedule for staying in front of your audience in email.

Social media requires a much more strenuous publishing schedule but can be batch- created and scheduled using either a native or third-party scheduling tool. Additionally, you can **repurpose** some of your content to be used on multiple platforms. TikTok Videos can be used as Instagram Reels (just remove the watermark first), and your Instagram Stories can also go to your Facebook Page Stories.

Your Social Media Presence

Because of the way social media algorithms work, your entire audience will not see everything that you post. Pair this with the fact that consumers need to see a product up to twelve times before making the choice to purchase, and you can see how valuable consistency is to social media conversions.

That is why **repetition** is so important — especially when it comes to your favorite affiliate products. Share yourself using and loving the products as often as you can, along with your links and codes to make buying easy for your audience.

Use your social media channels as your own reality show. No detail is too mundane to share. Even the most “boring” people can build incredible followings and connect with like-minded individuals who love the same things you do.

By being consistently present and “social” on social media, you will grow a strong and committed following that will love you, share your content, buy from you, and be a constant inspiration for new content as well.

Daily Social Content Ideas by Niche

If you are a **food blogger**, show the foods you eat daily - even if it is a peanut butter and jelly sandwich! Social media is a place to show the real you and the behind-the-scenes you. Share what you eat and/or feed your family and share links and codes to any of the tools or ingredients you use. Your audience will be inspired by the beautiful complex dishes as well as feel connected to you by the realness of enjoying a pb&j.

If you are a **keto blogger**, you can share the foods you are eating throughout the day while linking to any of the ingredients that your audience may want to try — like the low-carb pasta. You can also show yourself taking your ketone measurements using your Keyto Ketone Breathalyzer and show how it fluctuates during the day. Showing these products over and over in use in your daily life will make your audience want to have the same experience and success that you are — which will lead to conversions.

If you are a **beauty blogger**, share your skincare routines daily using your favorite affiliate products along with your links and codes. You can then share techniques for how you apply makeup, hair, outfits, handbags, and footwear... the more you share and the more often you share, the more your audience will want what you have.

"Instead of one-way interruption, Web marketing is about delivering useful content at just the right moment that a buyer needs it."

— David Meerman Scott

If you are a **fitness blogger**, share your daily workouts along with any snacks or supplements you take to feel and look your best. Share tips and experiences to help your audience to achieve the same results you have. Show any of the tools you use daily to prioritize your health, from the water jug to meal prep containers to apps and trackers.

If you are a **pet blogger**, show fun videos of your pets as well as other fun pet videos you find. Use TikTok or Reels and “stitch” fun videos of your pets reacting or doing the same things other pets are doing. Share their favorite toys, bedding, treats, food, and grooming products along with links and codes to buy. Share tips for pet ownership such as flea control, minimizing scratching, keeping fish tanks clear — whatever is related to your niche and helps other pet owners.

If you are a **technology blogger**, share tips every day related to the technology you cover. Excel tips, Canva tips, iPhone tips, favorite apps, and new tech advancements in the industry. Your audience will come to think of you as the expert in all things technology and will know to go directly to you to find answers to their tech questions.

If you are a **travel blogger**, share every step of your trips along with travel tips such as tips for packing light, booking flights, hotel recommendations, attraction tickets, and other affiliate products. When you are not on a trip, talk about experiences from past trips, things you learned, things you would do differently, and things you plan to do in the future.

If you are a **craft blogger**, share trips to the craft store along with behind the scenes footage of projects you are working on. You can also show popular trends, seasonal ideas, and where you find inspiration for new projects. Be sure to show the “fails” as well as your audience will connect with the realness of things not always being “perfect.”

No matter what niche you're in, there is sharable social media-friendly content related to your niche that will help you grow both your following and your income.

By showing up every day for even just a few minutes per day, you will form strong connections with your audience who will come to know, like, and trust you (and therefore buy from you). Over time, will become highly favored in the algorithm and be shown to more and more of your audience.

How Often Should You Post?

It is important to remember that when it comes to social media algorithms the two most important things are **engagement** and **consistency**.

Depending on your niche and the type of content you create, you will want to choose which social media platforms to focus on - if any at all!

For example, if you write from a more personal angle, you may find that Instagram and TikTok work best for growing your community and sharing your content. If you are more information focused, Pinterest and LinkedIn may be a better fit for you.

Some bloggers choose to not have any social media presence at all — focusing instead only on search traffic directly to their website. Since the main goal is to capture users searching for specific solutions, there is no real need to create a community, and therefore no need for social media.

If you choose to include social media in your content strategy, you want to choose which platform is best for you and then maximize your presence there. It is unrealistic to try to have a presence on every single platform.

Recommended “best practices” minimums posts per platform:

- Facebook Page: 1-5 times daily
- Facebook Group: 2-3 times daily
- Instagram Feed: 3-5 times per week
- Instagram Stories: 8-10 slides per day (4 slides = 1 minute)
- Instagram Reels: 2-4 per week
- TikTok: 3-5 per week
- Pinterest: 5-10 pins per day
- LinkedIn: 1-3 times daily

Again, you do not have to be on every single social media platform. Choose the one that suits you best and maximize your time there.

What about scheduling?

Scheduling social media posts can help you to maintain an online presence without being online 24/7 and without taking too much time away from the most important aspect of blogging — which is creating great content for your blog. While there are great social media scheduling apps, to get the best results you should use the native scheduler on the specific platform.

Whether you choose to schedule your social media, post live as you go, or not worry about social media at all, it is important to remember that the most **profit producing** activity you can do is to write great content that converts on your blog over and over again.

A silhouette of a person with long hair, wearing a tank top and shorts, standing on a wooden pier or boardwalk. They have their arms outstretched and their head tilted back, looking up at the sky. The background is a vibrant sunset or sunrise over the ocean, with a warm orange and yellow glow. The sky is filled with soft, wispy clouds. The water in the foreground is dark, with some reflections of the light from the sky.

Apogee Insiders

Join our exclusive *Apogee Insiders* facebook group to learn more strategies for maximizing your online presence through affiliate marketing, influencer campaigns, traffic, and more!

CLICK HERE TO JOIN!

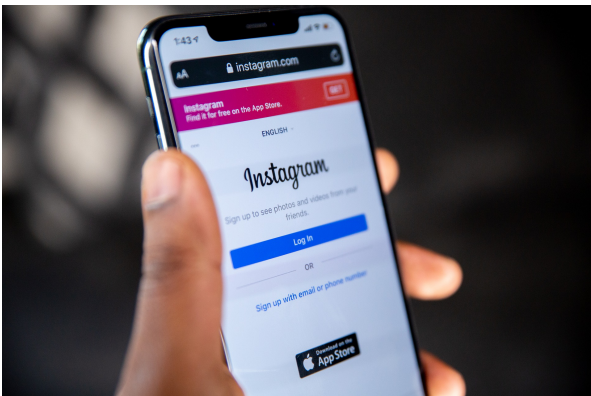
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**HOW TO BE CHOSEN FOR
SPONSORED CAMPAIGNS**



**FIRST FIVE THINGS TO DO
WHEN YOU JOIN AN
AFFILIATE PROGRAM**



**INCREASE YOUR INCOME
FROM INSTAGRAM**



Lynsey Kmetz

MANAGING DIRECTOR

Lynsey oversees affiliate program management, public relations, influencer, and paid advertising. Her collective work as a content creator and experience in the direct sales industry led her to be the focal point of strategy and operations. She has a strong Type-

A personality that fuels her passion for helping people create their own financial success while maintaining balance and spending time on what matters most.

Who is Apogee?

Recognized as industry leaders in affiliate program management, Apogee's mission is to make our client brands and their affiliate partners profitable while enforcing high standards of integrity and ethical practices. Apogee reaches for the highest point of integrity in performance marketing.

Founded as a boutique management agency in 2009, Apogee has transformed from a one-person shop to a fully-staffed agency that has facilitated \$75 million in revenue for its clients.

Our leadership team is CEO and founder Greg Hoffman, President Jennifer Hoffman, CTO Daniel M. Clark, and Managing Director Lynsey Kmetz. The group brings decades of combined experience to bear on the challenges inherent to modern digital marketing.

Apogee is proactive with recruitment, activation, and education—requirements to the success of every affiliate program. Our team's diversity of skills and professional backgrounds gives us the ability to service every client and always be forward-thinking in our management. The future of digital marketing lies in the overlap between affiliate, influencer, and public relations. Apogee leads the way in bringing those disciplines together for the benefit of our clients and our partners.



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