



C H A



N G E

Stage 3

Building Content
(Part 2)

Building Content (Part 2)

This Ebook primarily applies mainly to those in the Affiliate Marketing space. Still, there may be some tips and tricks that those active in the ecommerce world can use to help drive their success.



Show Your Face

In sales, it is known that people buy from people. They will respond more positively to a service with a personal touch rather than a generic automated service. This is not different for those trying to succeed in the Affiliate Marketing space. You must post content featuring your face. It adds credibility to your content, builds a personal connection and puts a name to the service on offer. It doesn't matter what the content is. Just have your face front and centre.

Videos are more Engaging

Videos see more engagement than any other type of content. It helps you communicate information and convey your personality more effectively than any other medium. It is a practised skill and can take time to master. Still, you are encouraged to use videos as much as possible when doing Affiliate Marketing. You can practice by recording videos, not publishing them initially, and assessing how you did. When you are confident enough in your content, start posting them.



Backdrops and scenery

When collecting your content, feel free to travel to different locations and get photos for future use. It's the perfect excuse to take a holiday or a weekend trip, and it can lead to financial gains. Go above and beyond to find some locations that will stand out and provide you with some great content. Over time you build a very unique library of images and videos in some great places, which bolsters your social media presence and credibility. If you don't want to travel far, you can always find some unique locations in your local vicinity as exciting backdrops. The more creative you are, the more unique and interesting your content will be. Wherever you go, always be thinking of content opportunities in day-to-day life.

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Collecting content on an ad hoc basis is inefficient and can lead to you falling behind on schedule. It is far more efficient to schedule a day or two every two weeks or monthly and build a library of content that will last you months in advance. Take different outfits to give the appearance of the passage of time and vary your location to change the pattern. This technique is used frequently in the modelling scene, where models will go through a whole wardrobe and drip feed it to the public over time. Using this system, you can stay consistent and on schedule whilst delivering unique content. You can also shoot videos of you doing things other than talking, e.g. vacationing, driving, hiking or sports, to use as B-roll footage.



Use Content Wisely

Once you have collected your content, build a strategy on how to release it. Don't rush out all of your content all at once and deplete your resources. It is also recommended that you keep in mind content fatigue and have an idea of what you want to achieve ahead of time. You can vary your content topics, such as travel, lifestyle, hobbies, cars, clothes etc. It is also recommended to leave a wide array of images you've collected over time in your camera roll or a dedicated album. It helps if you need to upload something quick and need options.



Building Content (Part 2)

This E-Book offers strategies for adequately building and managing a library of content for regular releases when active in Affiliate Marketing. It also highlights the importance of collecting content in bulk and provides tips on how to stand out from others on social media.

Change's E-Books are designed to accompany an extensive library of videos and articles that our founders, business consultants and members have curated to equip you with everything you need to succeed. Please click on the image below to watch the relevant video and learn more.



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