

3 TIPS FOR Educating Your Audience About AWeber

Affiliate Marketing Tips from a Fellow Affiliate



TABLE OF CONTENTS

Affiliate Marketing Tips from a Fellow Affiliate.....	3
Meet John Corcoran	4
A Look Into John’s Affiliate Marketing Strategy	5
What You Can Do	8
About AWeber	10

AFFILIATE MARKETING TIPS FROM A FELLOW AFFILIATE

As an AWeber affiliate, you enjoy the benefit of helping others improve their businesses by introducing them to email marketing.

While there are many ways to educate your networks about the ways email marketing can help them make new connections and grow their business, sometimes you need to add something new to the mix.

If you're in need of a little inspiration, then it's time to take a page from entrepreneur and AWeber affiliate, John Corcoran.

MEET JOHN CORCORAN

He's a part-time lawyer and mastermind behind the blog [Smart Business Revolution](#), which he created to teach people how they can build strategic relationships with influencers to grow their business.

After using AWeber to power his email marketing strategy, becoming an affiliate was a simple decision. For John, email marketing made it possible for him to turn his blog into his main source of income.

Between his success with email marketing and AWeber's awesome customer service and easy-to-use product, John was inspired to promote AWeber so others can experience similar success.

A LOOK INTO JOHN'S AFFILIATE MARKETING STRATEGY

To spread the good word about AWeber's email marketing tools, there are three things that contribute to his success.

Product Knowledge

John's familiarity with AWeber and email marketing were essential in establishing a solid foundation for his affiliate efforts.

"[AWeber] has been a product that's a game changer for my business," John said. "Once I prioritized building my email list in AWeber, that's when everything changed for me. My revenue has gone up a lot, my impact has gone up a lot, people perceive me as an expert."

John said he truly believes in the ways in which email marketing can transform a business (or even a part-time hobby), and that's made it easy for him to encourage others to give it a try.

An AWeber Tutorial

To show how easy it is to get started with email marketing, John created a tutorial explaining [how to set up an AWeber account](#). He also published multiple YouTube videos that show various details of how to set up an account, each of which drives traffic back to the main tutorial on his site.

“People like having tutorials that walk them through all the steps,” John said. “Setting up an AWeber account is easy as pie, but for someone who hasn’t done it before, it might be kind of intimidating. Putting that kind of help out into the world is a great resource, and it’ll definitely drive up your referrals.”

An Email Challenge

In addition to the tutorial, John also runs an “email challenge,” which is a free email-based course that teaches people how to grow their email list.

“I’m referring people to that a lot because people have been hearing more and more about how I built my email list to 20,000,” he said.

So he created the course to show them the tactics he used to do, and he makes sure to include a lesson on how to set up an AWeber email account. By driving traffic to the tutorials he created, he’s able to raise more awareness of AWeber, and make it easy for his audience to get started.

Balancing Educational & Promotional Content

Although John primarily promotes AWeber through his content, he's careful about how often he presents it to his audience.

John knows what kind of information his audience is looking for when they come to his site – about a third of his audience self-identifies as a “traditional entrepreneur” who runs a service- or product-based business. As a result, it's important that he doesn't stray too far from the content his readers want and what he wants to tell them about.

“People come to me for a variety of things, including how to build relationships face to face, so I'm careful about not creating too much content that talks about the online business side of things,” he said.

He knows his audience and what they're interested in, and he's committed to ensuring that they get what they come for on his website.

But when email marketing is a relevant topic for his audience, he makes sure to link back to his course and tutorial.

WHAT YOU CAN DO

Ready to freshen up your affiliate marketing efforts?

John encourages his fellow affiliates to try some of the tactics mentioned above.

Familiarizing yourself with the AWeber product (if you haven't already) is a good place to start. The more you believe in what you're selling, the easier it becomes to convince others that it's something they can benefit from too.

While John strongly recommends creating a tutorial on how to set up an AWeber account, he emphasizes the importance of doing so with respect to your site and audience.

“If you have a food blog, you want to make sure the tone is appropriate and fits in with the rest of the content on your site,” John said. “One day, you’ll be talking about chicken cacciatore recipes and the next day you’re writing about growing your email list.”

That might be too much of a disconnect for your readers – unless it fits with the tone you’re trying to set.

“Make sure your content about email marketing and AWeber fits within the context and voice of your site,” he added.

At the end of the day, meeting the needs of your audience is what matters most. Finding that balance between sharing content you know will be helpful versus what your readers actually want is tricky, but it’s important for building a loyal audience and making quality referrals.

ARE YOU READY TO PUT THESE TIPS INTO ACTION?

GET NEW DESIGN ASSETS TO SHARE WITH YOUR NETWORK TODAY

[Log Into Your Affiliate Account](#)

ABOUT AWEBER

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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