Verticals, target groups, and first steps

Affiliate Marketing

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https://digital.softuni.bg

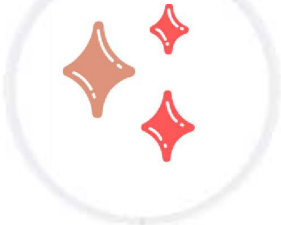
Questions?

Content and content strategy

2 videos from Neil Patel:

https://www.youtube.com/watch?v=n7LetryuALA

https://www.youtube.com/watch?v=NT9pucaSoXw



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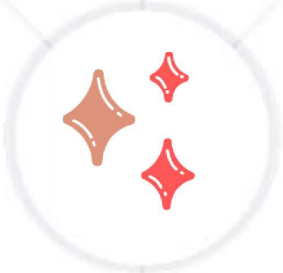
Verticals

Verticals

- The verticals contain segments of the market and the target audiences of these segments
- They divide the target audience with different features, creating niches

The show people's interests



How to choose a vertical

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- Identify something you are interested in (make a list)

Hobbies? Free time? Articles? Topics?

A tip: choose one up to two verticals

- A want or a desire

How are you going to help people? Do they need your help?

An idea: find companies in your vertical, research them /discussions/

- Is the vertical profitable? Is it popular?

Research affiliate programs

| A mother has experience in raising a child -> products related to raising children

Sample action plan

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Interesting niches

- Books
- Movies
- Music
- Hobbies
- Make up
- Clothing
- Design
- DIY
- Electronics
- Vehicles
- Traveling
- Photography

Verticals

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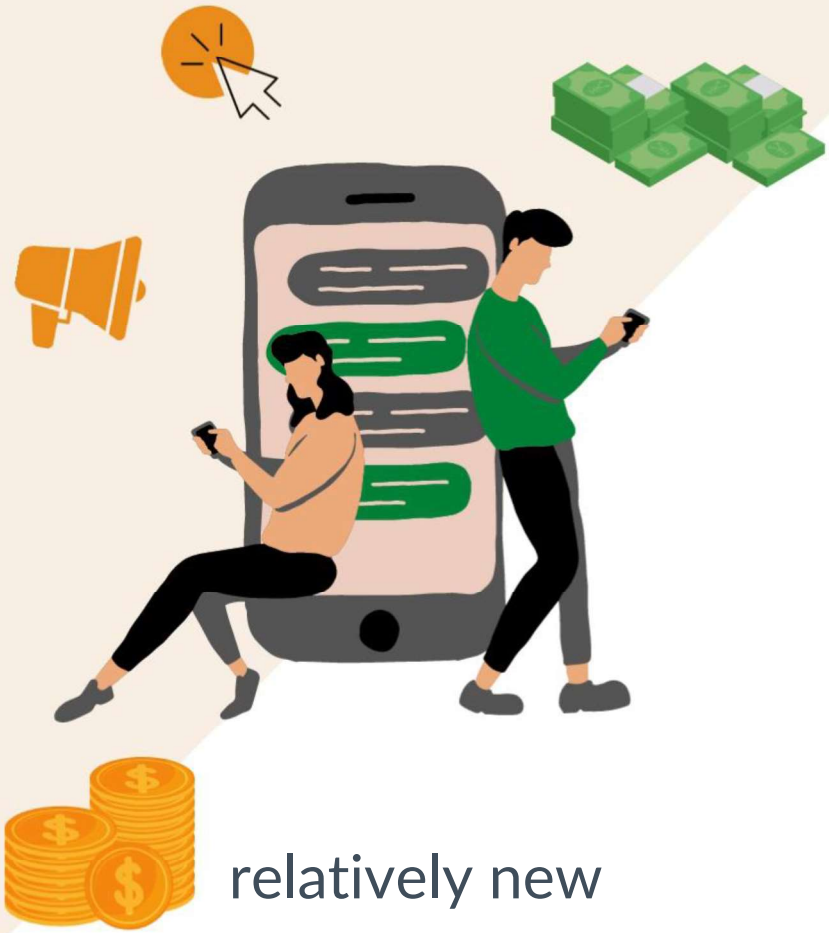
Mobile



relatively new

- Often offers related to apps, software free and paid

-> Apple store, Google Play, etc.

- Target group – aroung 70% women
- All GEOs
- CPI

E-commerce

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- One of the most popular verticals
- Target group – depends on the offer (25-35 over 50%)
- GEOs –depend on the site

Amazon - Tier 1 (USA, Canada, European countries)

- CPS

brands are increasing their online presence

amazon | AliExpress

Weekly task

- Research the e-commerce vertical
- Write a short description of it
- Write a short description of it’s target group

| deadline:

Nutra

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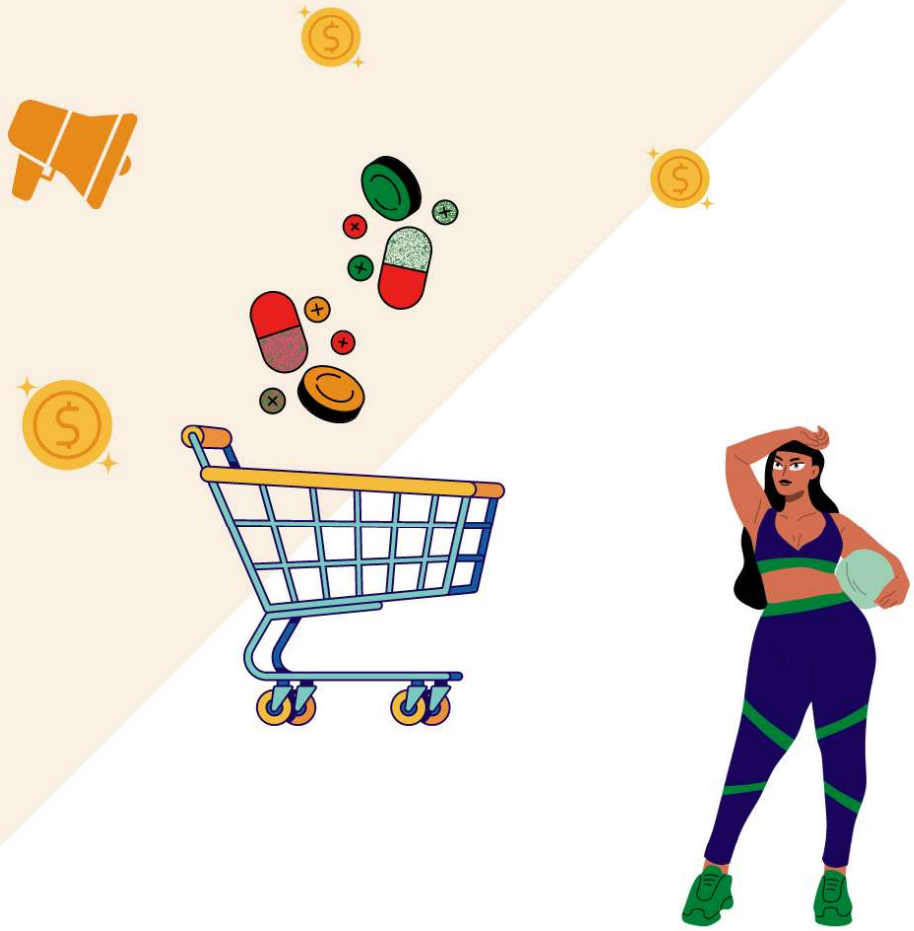
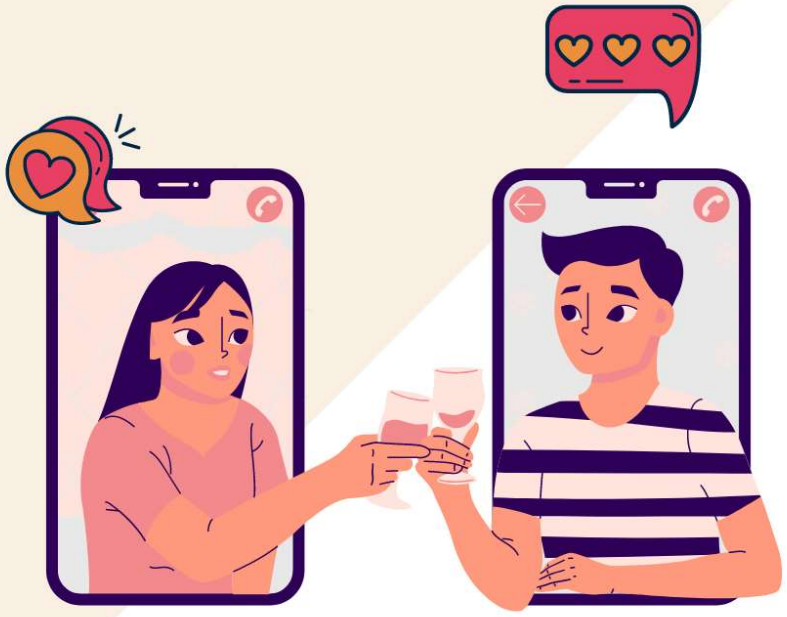


- Often offers related to immune system-enhancing, health and beauty care products
- There’s rarely any proof of the effectiveness of these remedies
- Target group – around 75% people over 35
- GEOs – mainly Australia, USA, Canada, UK, Germany, France
- CPS

Dating and Adult

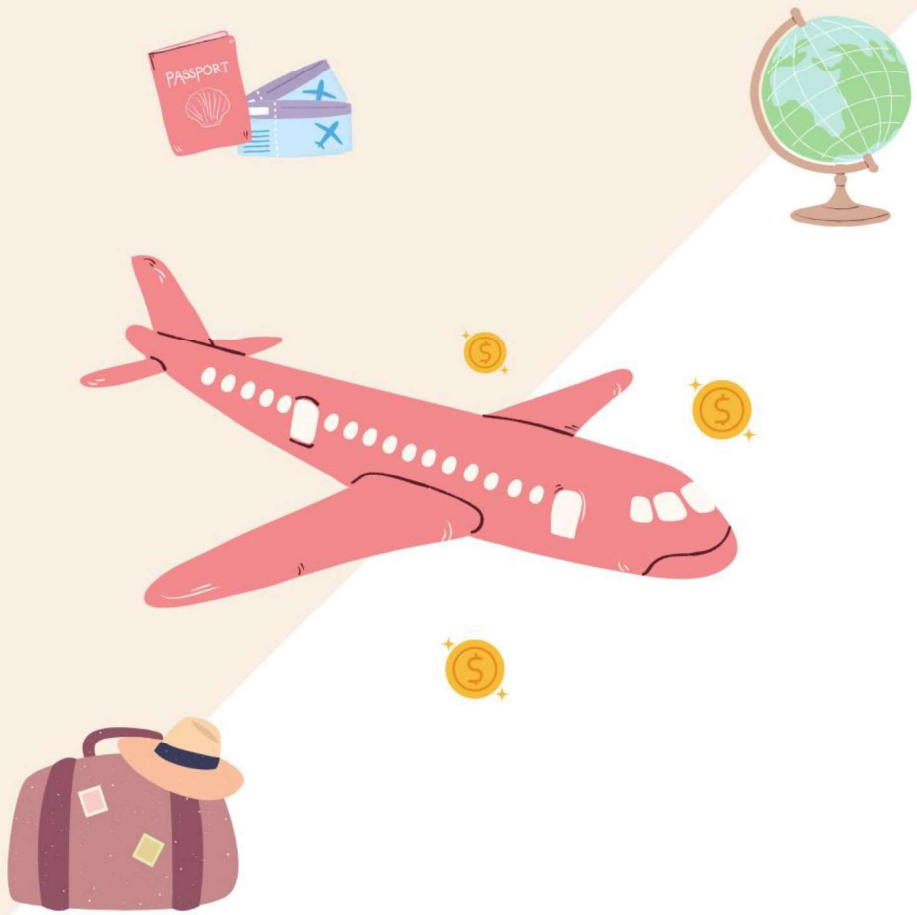


- Dating websites
- subdivided into mainstream and adult ones
- Target group – 75% men and 25% women

20-30 around 50%

- GEOs – mainly Europe, Australia, USA, Canada
- CPI (apps), CPA (websites)

Travel



- People started traveling again
- Tickets, hotels, etc.
- Target group - mostly women from 25-45, family men, traveling businessmen 30-45
- GEOs – mainly USA, European countries, Australia and Canada
- CPA

Gaming

One of the most popular verticals

- Appr. 2B people play games
- Different games
- Target group - 15-25 over 50%
- GEOs – mainly Tier 1
- CPA, CPI, CPS

Crypto

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- Cryptocurrencies and exchange
- Increased interest
- Target group - 25-45 year-old
- GEOs – mainly Tier 1, also Tier 2
- CPA
- Commissions can go $1000+ per conversion

Break

15 min

Questions?

Finance

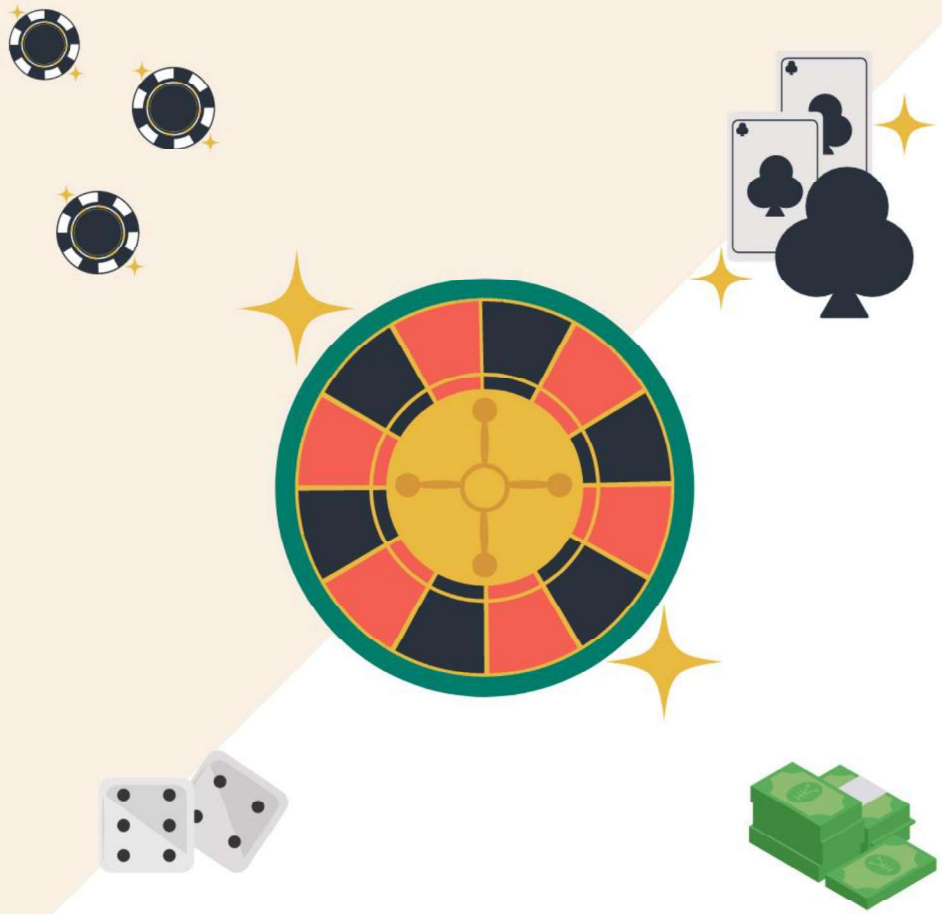
- Often deposits are higher
- Finance services, deposits, loans
- Target group - wealthy clients aged 25-45 for the first category, almost anyone for the second
- GEOs - Tier 1 for the first category , Tier 3 for the second
- CPA

Sweepstakes

One of the oldest verticals

- Contests, lottery, etc.
- The main prizes aren’t just money, rather it’s various devices
- Target group - teenagers and young people aged 15-25, “senior” audience (45-60)
- Almost all GEOs
- SOI, DOI, CC

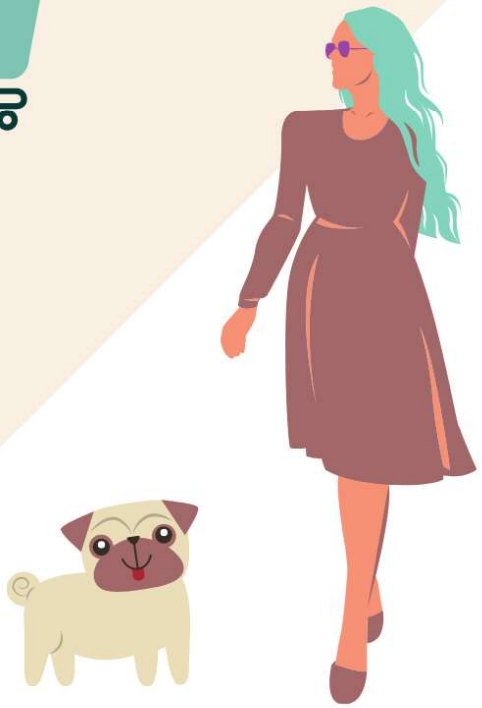
Gambling, Betting



- Various online casinos or similar services
- Target group - Tier 1 and Tier 2
- GEOs - mainly USA, UK, France and Germany
- RevShare

B: traditional sports and events together with exotic as women's volleyball in Zimbabwe

And others



- Hobbies & Education
- Movies
- Pets
- and more

Target groups

Target group

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- Your audience is sometimes right before your eyes
- Once you know who your target audience is and what's most important to them, you can increase your revenue by creating strategic content and engaging users
- When you know your target audience, you know where to find the people who are most likely to buy what you sell and how to convince them to do so

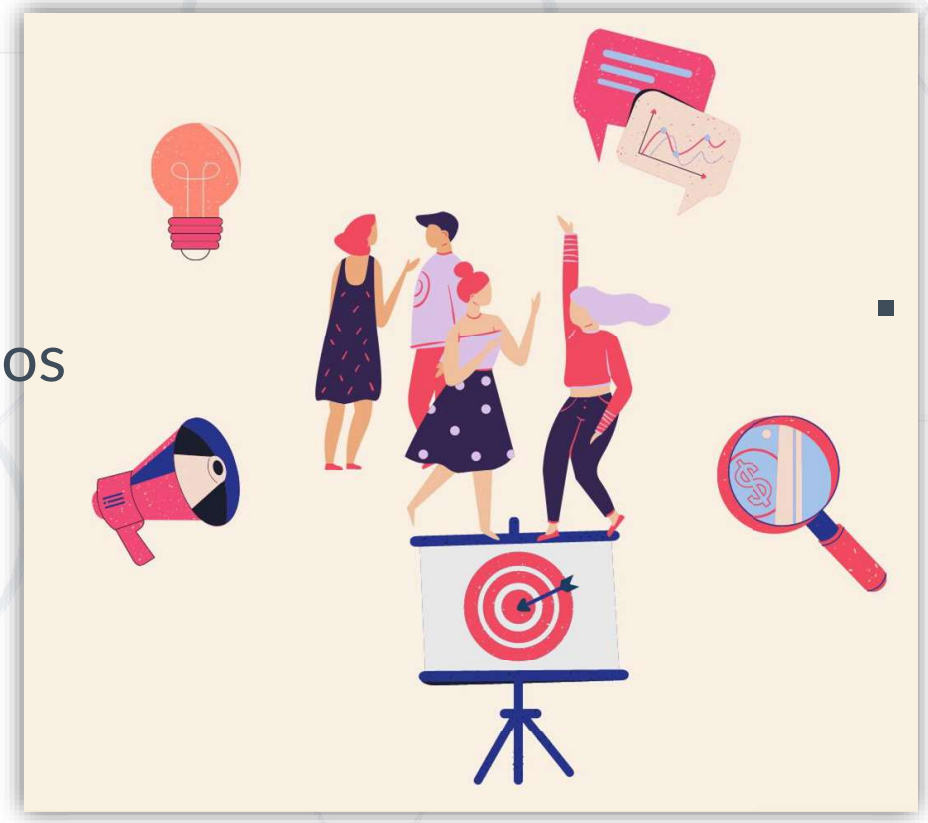
Target group [2]

The group (or groups) of people who are most likely to resonate with the products and convert. Your target audience influences your success as an affiliate in many ways, including:

- Content

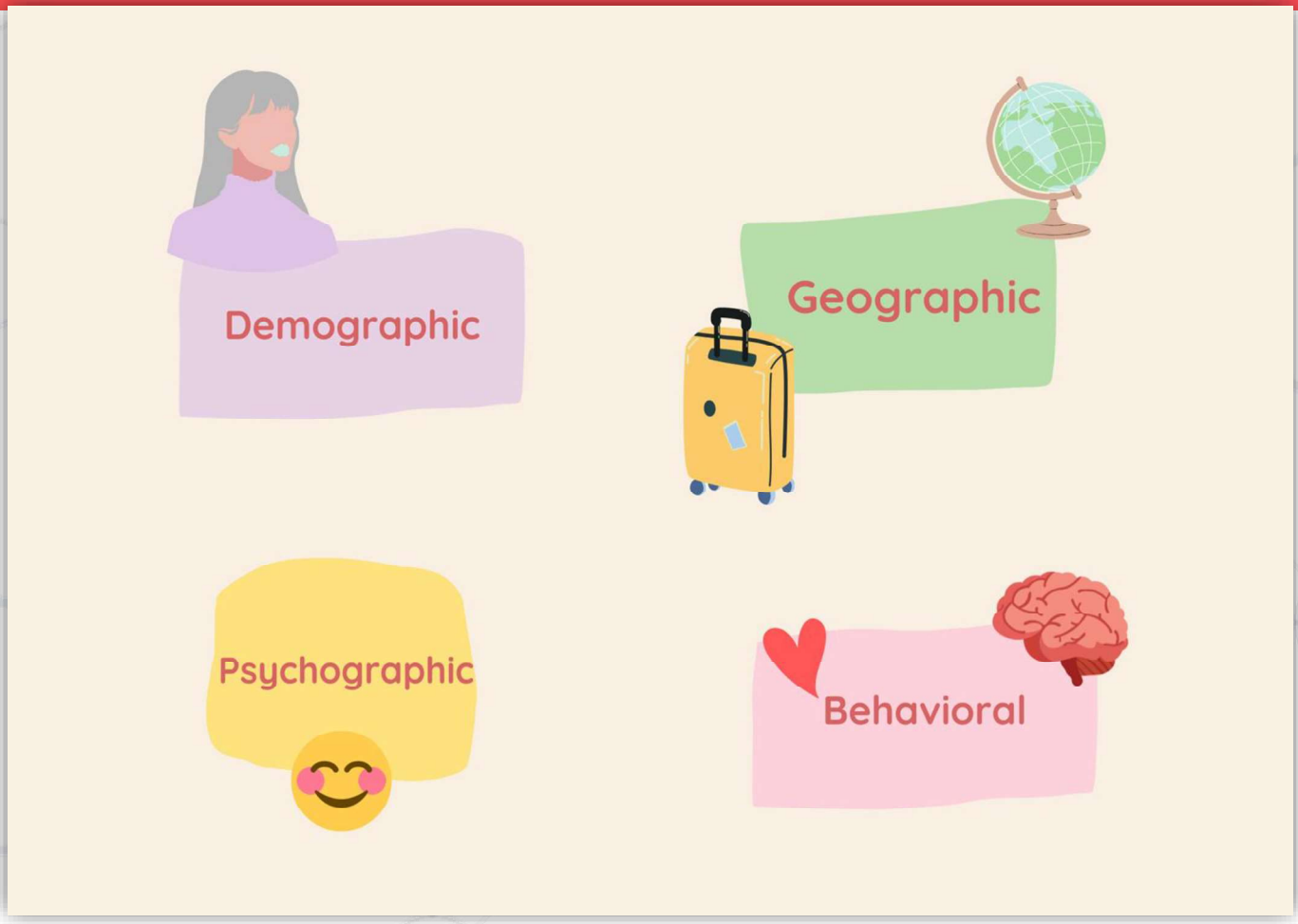
f.e. YouTube videos

- Brands



- Social media presence

Target group [3]



| Pillars of segmentation table

Target group [4]

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- Demographic

Potential clients are identified by criteria such as age, race, gender, income level, family size, occupation, level of education and marital status.

- Geographic

Potential customers are in the local, state, regional or national market segment.

Example: Agricultural machinery - geographical location is a major factor

- Psychographic

Offering products based on the attitudes, beliefs and emotions. The desire for status, improved appearance and more money are examples of psychographic variables.

- Behavioral

Products and services are bought for various reasons such as brand, loyalty, price, how often and at what time of year customers in a segment use and consume products.

How to define your target audience?

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1) Research
2) Look at your existing audience (if you have one)

Questionnaires, analyse social media

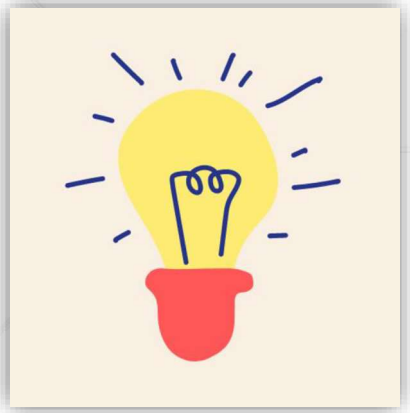
2) Define problems you have solutions for and who has those problems

3) Research your vertical and your competition's target group

Social media, forums, sites, etc.

Considerations

- You create the ideal customers you're looking for, you generalize
- You need to understand the target audience and be transparent
- You need to build trust
- When you join an affiliate network, your affiliate manager can help you with the targeting



Crypto example

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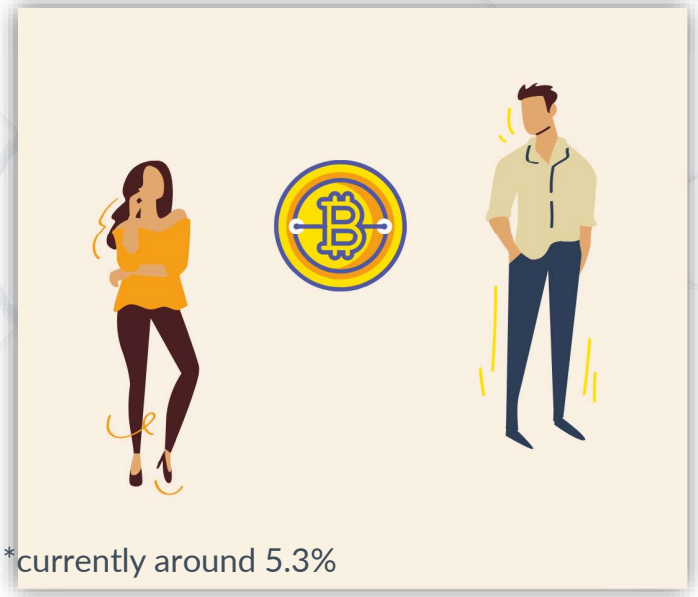
- 25 to 34-year-old
- Second highest group, 35 to 45-year-old
- Mostly Male but female investors are doubling every two months or so
- Low-tech to high-tech individuals



*currently around 5.3%

First steps

First steps

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1) Choose a platform. You can create a website, a blog, etc.
2) Choose an industry and vertical
3) Research products in your niche which you can promote
4) Join an affiliate program
5) Research other affiliate programs
6) Keep up with trends
7) Create content and use your affiliate link
8) Optimize your campaigns

Summary

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- There are numerous verticals, you need to find yours
- Your target group is key for your success
- Now you know the first steps
- Let’s learn about personal branding

Weekly task

- Research the e-commerce vertical
- Write a short description of it
- Write a short description of it’s target group

| deadline:

Feedback

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Good feedback is key for improvement

| A questionnaire

Questions?

Guest lecture

Etien Yanev

- Marketing lead at Atos
- Digital marketing and social media masters degree from Sheffield University
- Teaches different courses for SoftUni's and international students
- Part of the Association of the Bulgarian Leaders and Entrepreneurs (ABLE)

Diamond Partners

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