



KIDS & TEENS FREELANCING TRAINING INSTITUTE

Affiliate Marketing Course Outline

Module 1: What is Affiliate Marketing?

- What is affiliate marketing and how does it work?
- How do affiliates earn money (commissions, links, tracking)?
- Real-life examples: YouTubers, Instagram influencers, bloggers
- The difference between affiliate marketing and selling your own product

Module 2: Choosing the Right Affiliate Products to Promote

- How to pick products you like and believe in
- Where to find affiliate programs (Amazon Associates, ShareASale, etc.)
- Understanding affiliate links and how they work
- Fun activity: Brainstorm your favorite products to promote (toys, books, games, gadgets)

Module 3: Signing Up for Affiliate Programs

- Step-by-step guide to signing up for an affiliate program
- Understanding the rules and guidelines of affiliate marketing
- How to choose the right affiliate products for your audience
- Creating your affiliate dashboard (Amazon Associates, etc.)

Module 4: Creating Content that Promotes Affiliate Products

- How to create simple content that features your affiliate products
- Writing blog posts, social media posts, or making videos about your favorite products
- Adding affiliate links naturally into your content
- Creative ideas: product reviews, unboxing videos, “top 10” lists

Module 5: Tracking and Analyzing Your Affiliate Links

- How to track your affiliate links and clicks
- Introduction to basic tools to monitor affiliate earnings
- Understanding your traffic (who’s clicking, where they’re coming from)
- Why it’s important to test and tweak your content to improve sales

Module 6: Promoting Your Affiliate Links on Social Media

- Using Instagram, TikTok, and YouTube to promote affiliate products
- How to make your social media posts creative and engaging
- Creating fun posts, stories, or videos with affiliate links
- How to stay honest and transparent with your audience about affiliate marketing

Module 7: Building Trust with Your Audience

- Why honesty and trust matter in affiliate marketing
- How to avoid “over-promoting” products
- Providing value to your audience (sharing tips, personal experiences)
- Being transparent about affiliate links (disclosures)

Module 8: Final Project – Promote Your First Affiliate Product!

- Choose an affiliate product to promote
- Create a blog post, social media post, or YouTube video with your affiliate link
- Track your clicks and conversions
- Share your results with a mentor, friend, or class

Bonus Materials:

- Printable affiliate marketing checklist
- Social media content calendar template
- Tips for writing effective product reviews
- Certificate of Completion