

# The Affiliate Marketers Passive Profits Workshop 2022

## Social Media Cheat Sheet For Passive Income Affiliate Marketers

On Day 5 of The Affiliate Marketers Passive Profits Workshop I gave those of you who want to use content marketing with social media a run down on how to do it. I have created this document so you can have something to print out and look at if this is the traffic tactic that you will be using.

***With content marketing there is setup you need to do...***

**1.** You need to have a place where you put your content. A blog is the best option for this. If you're in ONE niche, then ONE blog will work.

I SHOULD be using my Liz Tomey blog for EVERYTHING I'm doing related to making money online and Internet marketing. Liz Tomey is my brand for this niche. You guys will see me with multiple blogs, and I do those for teaching reasons. So please don't do as I do. Have ONE blog that focuses on your niche. For example, if you were in the keto niche, and the strength training niche, and the IF niche. You'd have ONE blog related to health. *Make sense?*

**2.** You should focus on creating really great content and filling your blog with it.

Every piece of content you create should lead someone to do something. Signup for your free offer, buy something, etc. For you guys specifically, ALL of your content should point people to getting your squeeze page which is the entry of your passive income machine.

**3.** You need to decide on what social media networks you'll be using and what functions on them you'll be using.

**Facebook** has...

Your friend list  
Your profile  
Pages  
Groups  
Stories

**LinkedIn** has...

Your connections  
Your profile  
Pages  
Groups

**Instagram** has...

Your followers  
Your profile  
Stories  
Reels  
And a few other things I need to investigate.

**Twitter** has your followers and well... is just twitter, but there are some minor functions.

**Pinterest** is just Pinterest. You're pinning stuff in a strategic and optimized way hoping to get traffic from the traffic that lives on Pinterest, and getting others to re-pin your stuff so you get traffic from them too.

**YouTube** is video marketing. You post videos, get them ranked so people find them, and come to you.

*Now those are the only social networks I mess with as of right now. I recommend starting with ONE and using it.*

First check to see if your audience is there. There's a method for that on each social network site. If your target audience is there, then start with the first one you find

that has our audience. For example, if you see that your audience is on Facebook, then boom.... **Start with it.**

Once you have picked one that has your audience you need to start building your following with it. Well depending on what social media network you'll be using because not every social media network gets you traffic by having followers. Like YouTube and Pinterest require you to optimize the content you post their and then the traffic that lives on them finds you.

The rest of them though... Facebook, Instagram, LinkedIn, and Twitter.... You can't get traffic if you don't have a following. You also don't have to wait until you have a HUGE following to start getting traffic. More on that in a minute...

Now once you have a blog full of content and you have at least one social profile with at least a few people following you, that's when you start doing things to get traffic which leads us to ...

**4.** Start posting things that get people to know, like, and trust you, and get them to come to your site.

Let me give you an example...

Facebook is my main site for my content marketing.

I spend time there posting funny memes, quotes, stories about me and my life, etc. This gets people to know like and trust me. I also put links to my content which brings them to my blog. Everything on my blog leads them to getting on my list. I also will post links directly to my squeeze page. I use the 80/20 rule... 80% of things I post are the know, like, and trust stuff. The other 20% are my content and promotional things.

**And that ya'll is how you do content marketing...**

Have great content, build a following, and put it all in front of them while you're doing things to get them to know, like, and trust you.

Now of course there's a lot more to this and it's done differently on every social network, but this gives you a general idea of how this should work.