

AliExpress Portals

About us

Help Center

API Center

Welcome, Internet Marketers!

About Our Program

AliExpress is an online marketplace created by Alibaba.com. On AliExpress, buyers can purchase more than 200 countries and regions order items in bulk or one at a time — all at low wholesale prices. We have more than One hundred million products supplied by more than 200,000 Chinese exporters and manufacturers.

AliExpress Affiliate Program will give you a great opportunity to earn money by promoting our products on your website or blog. Our top producers earn over \$30,000 / month and over 100,000 orders per month.

Why Portals Affiliate Program?

- 1. Competitive commission rates
- 2. Average 3.5% site conversion rate and \$140 USD order value
- 3. Monthly performance incentives and rewards
- 4. Dedicated affiliate team to support you

Contact Us: affiliates@alibaba.com

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HOW TO MAKE MONEY WITH ALIEXPRESS AFFILIATE PROGRAM



AliPartnership.com

CONTENTS

ABOUT ALIEXPRESS	1
HOW TO WORK WITH ALIEXPRESS AFFILIATE PROGRAM	4
COMMISSION STRUCTURE	5
BEST STRATEGY TO EARN WITH ALIEXPRESS	8
HOW TO CREATE PROFITABLE ALIEXPRESS AFFILIATE SITES	10
Registration	
Niche and domain	
Hosting provider	
WordPress installation	
AliPlugin setup	
Webstore customization	
Products import	
HOW TO PROMOTE ALIEXPRESS AFFILIATE SITES	15
SEO strategy	
Social Media marketing	
Video marketing	
Email marketing	
HELPFUL LINKS AND TOOLS	22

ABOUT AliExpress

Launched in April 2010, AliExpress ([aliexpress.com](https://www.aliexpress.com)) is a global retail marketplace targeted at consumers worldwide. The platform enables consumers from around the world to buy directly from wholesalers and manufacturers and have access to a wide variety of products at competitive prices.

AliExpress now features more than one hundred million products supplied by more than 200,000 exporters and manufacturers.

AliExpress brings buyers quality **products at wholesale prices** on even the smallest orders. And what's more, AliExpress offers free shipping on almost all products.

AliExpress.com is now **available in 16 languages**: Arabic, Dutch, English, French, German, Hebrew, Indonesian, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Thai, Turkish and Vietnamese.

Major Features

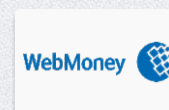
Global Delivery

Delivery to 200+ countries and regions with online shipment tracking. A wide range of shipping methods including DHL, UPS, FedEx, EMS and localized options.



Convenient Payment

Worldwide payment options including VISA, MasterCard, Maestro debit card and Western Union. Local payment methods such as QIWI Wallet, Web-Money, Boleto, Solo and Carte Bleue.



Buyer Protection

Full or partial money back guarantee for situations where:

- The order doesn't arrive within the stated delivery time;
- The item received is not as described.

Additional guarantees including "Longer Protection," "Returns Extra" and "Guaranteed Genuine".



Buyer Protection

- ✓ Full Refund if you don't receive your order
- ✓ Refund or Keep items not as described

Feedback and Rating System

- A system that encourages buyers to leave a product review and a seller review after each purchase.
- Buyer feedback will be reflected in the seller's profile and product listing to serve as a guide to the sellers' quality

Detailed seller ratings

Item as Described :	★★★★★	4.6(2469 ratings)
Communication :	★★★★★	4.6(2469 ratings)
Shipping Speed :	★★★★★	4.5(2469 ratings)

Seller Feedback [Learn more about our Feedback Rating System](#)

Seller Summary

Seller: **Tier 1 Distributor - Ankaka**
Positive Feedback (Past 6 months): **95.7%**
Feedback Score: **5,029**
AliExpress Seller Since: **12 Oct 2010**

How It Works

AliExpress offers a great platform for affiliate marketing, also known as the [Portals Affiliate Program](#). Through this program, which is completely free, you can get banners and links to promote products and sellers on AliExpress. Once a link or banner is placed on your site (this can be a website, blog, forum, social media page, direct email, or any other online channel) you can start earning already. If visitors of your site click through to AliExpress and make a purchase, you will receive a commission for this.

You can start earning in just a few clicks. Here's how:



How to Register

- 1 Visit AliExpress Affiliate Program [Registration Page](#)
- 2 Type in your affiliate account details and click Create Your Account.
- 3 Enter your website information. If you don't have a website URL, you can enter your blog, Twitter feed, Facebook page, etc.
- 4 After filling out your website information, please review the Alibaba.com Affiliate Program Publisher Agreement and Program Terms, then check I Agree to proceed.
- 5 Click Complete Profile to complete the registration. After you have completed the registration, you will be automatically directed to the Welcome Page.

You can also check this video tutorial about [How to Register with AliExpress Affiliate Program](#).

HOW TO WORK WITH ALIEXPRESS AFFILIATE PROGRAM

AliExpress Affiliate Program was launched in August 2013, and now you can get commissions offered by **more than 200,000** sellers

with **60 million** products

from **over 44** different categories, including:



Apparel & Accessories, Automobiles & Motorcycles, Mobile Phones, Computer Hardware & Software, Electronics, Health & Beauty, Lights & Lighting, Luggage, Bags & Cases, Security & Protection, Shoes & Accessories, Toys & Hobbies, Watches & Jewelry and Wedding Supplies. The AliExpress Affiliate Program works on a Pay-per-Sale system. It has already paid out over US \$30 million in commission fees since the program began. Its top publishers earn over \$30,000 per month, and continue to earn more and more each month.

Main Advantages



Global Market

Get sales and earn commission from all over the world. Working with AliExpress Program you are not limited with any local or specific market.



30-day Cookie Window

If a visitor comes back to AliExpress.com within 30 days and makes a purchase, you will still receive commission for that purchase via a tracking cookie which expires after 30 days.

COMMISSION STRUCTURE

Standard Commission Rate

Now the standard commission rate per product category is applicable to all types of websites.

Fixed commission rates per product category

Product Category	Fixed Commission Rate
Apparel & Accessories	8%
Automobiles & Motorcycles	8%
Beauty & Health	8%
Computer & Office	8%
Construction & Real Estate	8%
Consumer Electronics	8%
Customized Products	8%
Electrical Equipment & Supplies	8%
Electronic Components & Supplies	8%
Food	8%
Furniture	8%
Hair & Accessories	8%
Hardware	8%
Home & Garden	8%
Home Appliances	8%
Industry & Business	8%
Jewelry & Watch	8%
Lights & Lighting	8%
Luggage & Bags	8%
Mother & Kids	8%
Office & School Supplies	8%
Phones & Telecommunications	8%
Security & Protection	8%
Shoes	8%
Special Category	8%
Sports & Entertainment	8%
Tools	8%
Toys & Hobbies	8%
Travel and Vacations	8%

Performance Incentives

Performance incentives will be based on a total sales contribution made in the previous month.

Performance Incentives

The Level of GMV (USD per month)	Commission Rate
$\geq 1,000,000$	4.00%
$500,000 \leq \text{GMV} < 1,000,000$	3.00%
$100,000 \leq \text{GMV} < 500,000$	2.00%
$50,000 \leq \text{GMV} < 100,000$	1.00%
$\text{GMV} < 50,000$	0.00%

Example

Mary contributed to a sales total of US \$3,000 by promoting AliExpress in October 2015. According to the Performance Incentive table, Mary gets no additional commission for orders placed in November.

On November 15th, 2015, two orders were placed by customers during sessions initiated through affiliate link: 1 order in the category of Apparel & Accessories – total amount of US \$31.60, and 1 order in the Jewelry & Watches category – total amount of US \$46.80.

The calculation of the commission earned in November will look as follows:

$\text{US } \$31.60 * (8\% \text{ Apparel \& Accessories Category}) +$
 $\text{US } \$46.80 * (8\% \text{ Jewelry \& Watcher Category}) = \text{US } \6.27

Please note: commissions are always calculated to the cent.

How to Find Records

On the Order Report, you can check the income to be approved. Below, you can see an example of one of publishers' performance based on 7 days. Order Reports: You can view a summary of the total advertising clicks, product clicks, order quantities and other related information in the order report section on your Portals account. You can view a report summary including data from the last 6 months. Note: there is a 3 day delay for the latest data. For example, if today is March 27, the most recent data you can get is for March 24.

The screenshot shows the 'Income Report' page in the AliExpress Portals. The navigation bar includes Home, Ad Center, Reports (selected), Payment Center, and Settings. Below the navigation bar, there are links for Order Report, Income Report (selected), Traffic Report, and Live Order Tracking. The main content area is titled 'Income Report' and features a date range selector (01-23-2015 to 02-21-2015), a Tracking ID dropdown (Show All), a Promotion Type dropdown (Show All), and a View Report button. Below this, a table titled 'Total' displays the following data:

Type	Order Quantity	Total Amount (US \$)	Commission (US \$) ?
Completed Payments	64	1365.93	38.67
Completed Orders	13	505.86	13.65

How to Get Paid

You get paid for every purchase that is generated by your channel. You can view your income report here:

The screenshot shows the 'Order Report' page in the AliExpress Portals. The navigation bar includes Home, Ad Center, Reports (selected), Payment Center, and Settings. Below the navigation bar, there are links for Order Report (selected), Income Report, Traffic Report, and Live Order Tracking. The main content area is titled 'Order Report' and features a date range selector (01-11-2015 to 01-17-2015), a Tracking ID dropdown (Show All), a Promotion Type dropdown (Show All), and a View Report button. Below this, a table titled 'Total' displays the following data:

Advertising Clicks	Product Clicks	Order Quantity ?	Conversion Rate	Income to be approved (US \$)
165390	892107	3408	7	3015

A note below the table states: "This is an example, based on the publisher's performance: commission rate 3% (approximative data)".

If your balance account exceeds US \$16, you can withdraw from your commissions and bonus on, or before, the 20th of each month.

The screenshot shows the 'Payment Center' page in the AliExpress Portals. The navigation bar includes Home, Ad Center, Reports, Payment Center (selected), and Settings. Below the navigation bar, there are links for Withdrawals and Payment Information. The main content area contains a message about withdrawal rules: "You can withdraw from your account on or before the 20th of every month. The balance must exceed US \$16. There will be a US \$15 processing fee per withdrawal." Below this, a message states: "The account balance displayed in the AliExpress.com portal is for reference purposes only. The account balance displayed in the portal is subject to final adjustment and confirmation by AliExpress.com. Your actual account balance with AliExpress.com shall be the amount actually remitted to your account upon your withdrawal." Below this, the 'Account Balance (US \$): 2839.93' is displayed, along with a Withdraw button. Below this, the 'Withdrawals' section is shown with a date range selector (02-24-2014 To 02-24-2015) and a Submit button.

What kind of payment methods does the system support?

Currently it only supports international bank transfers. Transactions are handled in USD only.

When and how do I get paid?

A completed order means the buyer is satisfied with the purchase and releases payment to the seller within 60 days from the original purchase date.

How long is the cookie tracking?

AliExpress tracks all valid transactions occurring up to 30 days after a visitor is directed to AliExpress from your affiliate link.

When can I withdraw my commission?

You can withdraw your commission between the 10th and 20th of each month. In order to withdraw your commission, the balance must exceed US \$16.

Which products and brands are eligible to earn commission?

AliExpress has over 100 million products listed on its platform. All products are eligible to earn commission if the sale of that product was completed via an affiliate link.

How does Portals track transactions?

Portals tracks completed transactions using cookies. If a buyer clears their cookie cache, AliExpress Affiliates will not be able to track any sales generated.

What marketing methods are acceptable?

Partners can promote AliExpress.com via content sites and website reviews that are geared towards small business owners or towards users who are looking to purchase low MOQs (Minimum Order Quantities) or small lots for wholesale. SEM (Search Engine Marketing) is also acceptable (excluding trademarked keywords). All other marketing methods will need to be approved by AliExpress.com in advance.

What support does AliExpress.com provide?

AliExpress provides a wide range of effective promotional materials for its affiliates: text links, banners, data feeds, themed promotions, API, video and much more. In addition, AliExpress provides customized materials on request. Please feel free to contact AliExpress anytime at: affiliates@service.alibaba.com.

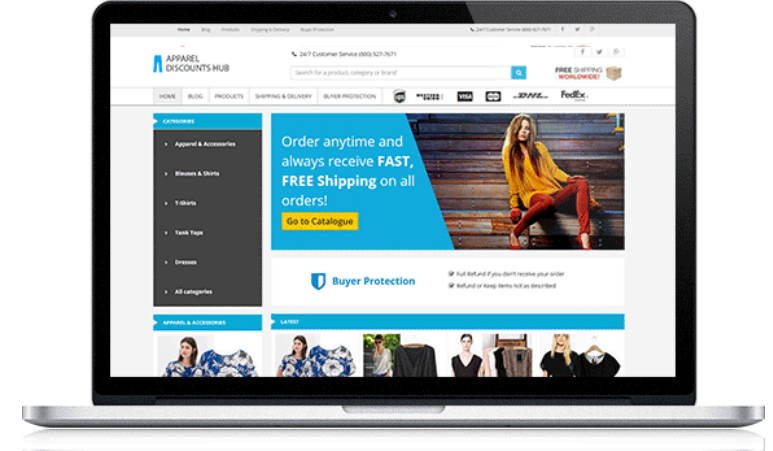
What are the restrictions?

All products are available for commission payout. Commission is valid for in-stock items that result in completed transactions. Affiliates cannot earn commissions on coupons redeemed. Only one discount or coupon per transaction is allowed.

BEST STRATEGY TO EARN WITH ALIEXPRESS

One can mark out two basic approaches to the AliExpress affiliate program.

- 1 You don't have a website of your own and place your partner links on outer resources such as social networks, blogs, forums, video hostings, etc.
- 2 You create your own website to work with AliExpress affiliate program (like this one, for example).



There are many reasons why running your own site is much safer and more profitable than just placing partner links on various resources.

In this chapter we'll analyze 5 benefits of creating owned webstores for earning money with AliExpress affiliate program. ✓



Reason 1. Control

When you are a webstore owner, you have much more control over your business, in comparison with simple partner link placement on someone else's resources.

For the first hand, you can be sure that nobody will remove your partner link or (sometimes it happens), replace it with another one.

Besides, if some partnership program terms change, and you already have your own well-promoted website, you can switch to another affiliate program at any moment and keep your income.

Reason 2. More profit

One of the most profitable features of owned webstores is that people can remember your site and domain, add it to bookmarks and place orders with you every time they need relevant goods and services. Thus you grow your income significantly.

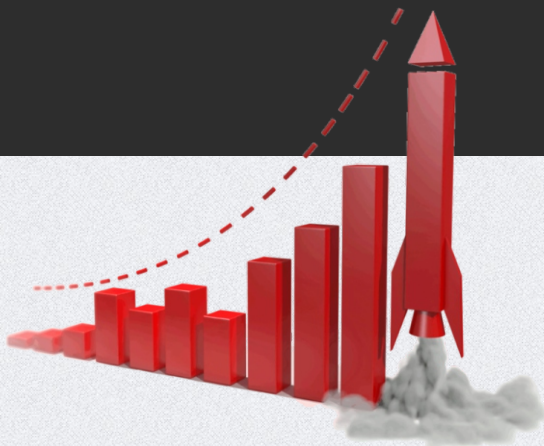
Moreover, you can monetize your site in several ways. For example, add an AdSense block and get income for every click on the banner, made by your webstore visitors. Or, you can collect subscribers' emails via a special form on your site and then sell newsletters with your special offers to this list.

Reason 3. More promotion variants

In comparison with old methods of work with partnership programs, when affiliates simply distributed their partner links throughout the Web, your own website gives you an opportunity of full application of such effective traffic attraction methods as:

- | | |
|-------------------------------|---------------------------|
| 1. Search engine optimization | 4. Advertising boards |
| 2. Social media marketing | 5. Contextual advertising |
| 3. Email marketing | 6. Offline marketing |

All these channels are able to bring you very good traffic which converts into sales and commissions.

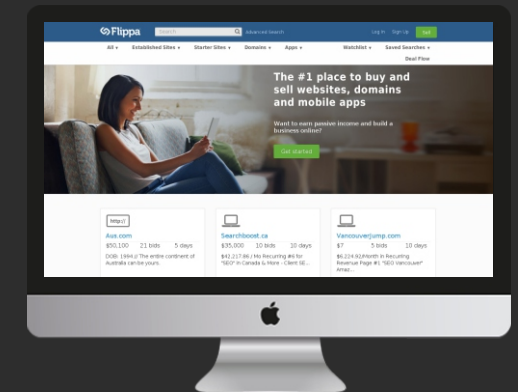


Reason 4. Business sale opportunity

An opportunity to sell your website is a huge benefit, considered by very few online entrepreneurs. There is always a chance, that in the future you may decide (regardless of the reason) to run another project or you may come across a necessity to gain a big sum of money in cash.

In this case you can sell your project with no efforts, and be sure – there will be plenty of buyers eager to buy it.

For example, flippa.com, world's most popular website sale portal, can market your site with **monthly income of \$100 for \$1500-2000**.



Reason 5. Priceless experience

Creating and promoting your own website, you get excellent experience, which can later be implemented into any online projects promotion. With every new project you'll become more and more skillful and informed – and the results will improve respectively.

HOW TO CREATE PROFITABLE ALIEXPRESS AFFILIATE SITES

Step-by-step Instructions

Step 1. Join the Program and get your Tracking IDs

To join AliExpress affiliate program visit this [Registration Page](#) and follow the instructions from this video tutorial [How to Register with AliExpress Affiliate Program.](#)



After registration you need to apply for API settings to get your own APP Key. It will give you direct access to Portals Affiliate data in order to start building AliExpress affiliate stores. [Learn How to Get Your Affiliate IDs.](#)



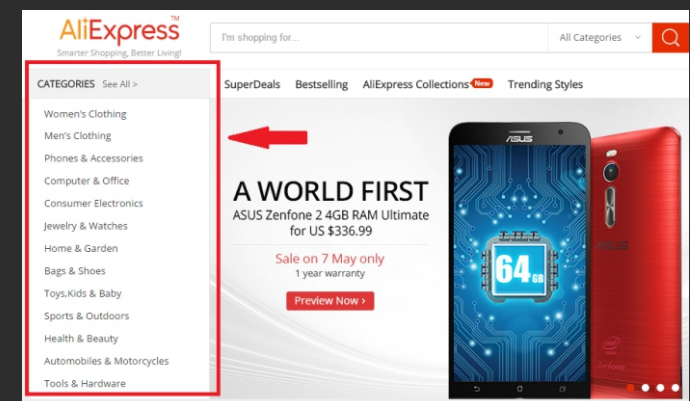
Step 2. Choose a right niche and domain name

How to find a good niche?

Many people think that choosing a niche for an affiliate store is the hardest part. It's not. At least it is not hard when you deal with AliExpress affiliate sites. To find a good niche for your AliExpress affiliate store we recommend that you go to AliExpress.com and check the list of categories at the left sidebar.

Here is a list of niches that usually show best conversion rate:

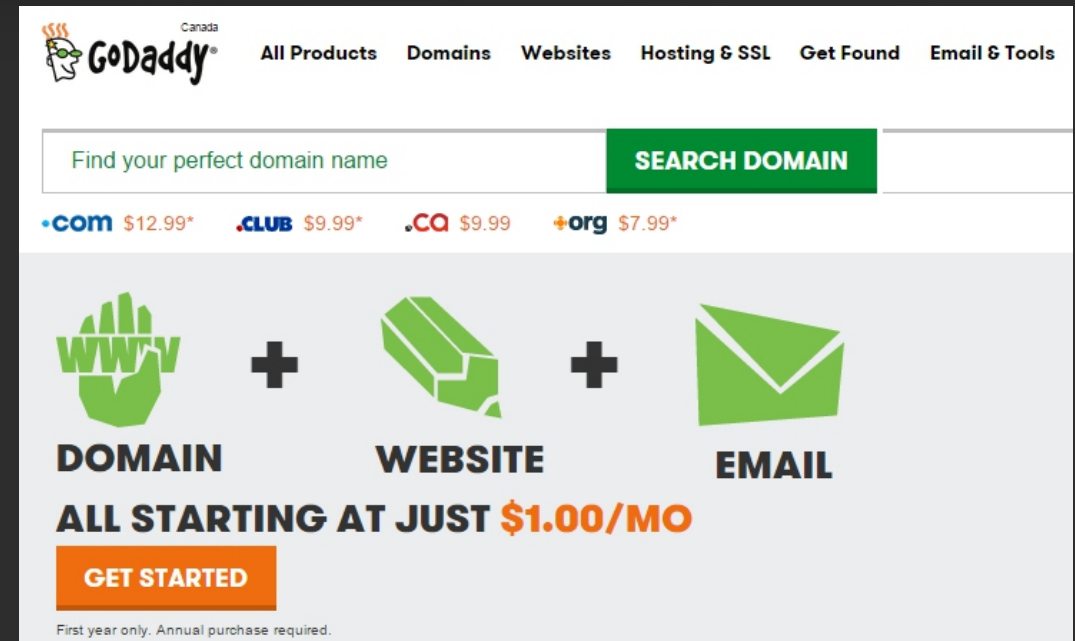
- Clothing
- Phones and Accessories
- Consumer Electronics
- Sports & Outdoors
- Health and Beauty



How to get a good domain?

You should choose your domain name very carefully, because it is going to represent your store forever. Try to choose professional and relevant (niche specific) domain name. It's better to avoid very long domains (2-3 words is the best choice) and domains with digits and hyphen. Select only ".com" domain zone that is considered to be more trustworthy for online store and attracts more customers. Besides, if you decide to sell your affiliate store in future, it will be much easier for you to do it with .com domain.

To find and buy a domain for your store, go to [Godaddy.com](https://www.godaddy.com) and start searching for a good domain name.



You need to select appropriate keywords to find a domain name in desired niche.



- Keywords by niche:** baby, fishing, car, auto, beauty, gadget, game, makeup, electronic, book, garden, grocery, phone, clothing, computers, kids, kitchen, laptop, pets
- Secondary keywords:** market, shop, store, mart, online, outlet, depot, trade, deals etc.
- Additional keywords:** best, top, luxury, hot, etc.

As a result your perfect domain name will look like: BestGadgetsMarket.com, LuxuryKitchenStore.com or OnlineElectronicsShop.com.

After selecting a domain name you need to go through registration process and buy domain.

Step 3. Setup Hosting and WordPress.

What hosting provider to choose?

There are tens of thousands of web hosting companies out there. The WordPress platform runs on a light weight script that's compatible with nearly all quality web hosting companies.

The web hosting companies below offer a one-click WordPress platform installation, reasonably priced plans, unlimited hosting and responsive customer service:

HostGator:

Annual plans starting at **\$3.96** per month

HostMonster:

Plans start at **\$4.95** per month.

BlueHost:

Plans starting at **\$4.95** per month, with 50% off for the first month.

How to Install WordPress?

To start the installation process, first you need to download WordPress from its official [Download Page](#). We recommend that you always download and install the latest stable version of WordPress.

Once you click on the Download button for the latest WordPress version, the installation package will be saved to your hard disk. Locate the installation package that you've just downloaded and extract it to a new folder.

There are two ways to install WordPress – quick installation or manual installation. Follow these instructions to install WordPress:

[WordPress Quick Installation with HostGator](#)

[WordPress Manual Installation](#)



Most often, it's always economic to buy a shared hosting account for a minimum of one year.

Step 4. Download and Install AliPlugin.

To start filling your store with products from AliExpress you need to install affiliate tool that is called AliPlugin. It allows you to add thousands of AliExpress products to WordPress website quickly and easily. The Plugin will put your affiliate ID in all links back to AliExpress, so you get commission for all sales referred to AliExpress.com.

To learn more about AliPlugin [Watch This Powerful Tool in Action](#)



You can [BUY ALIPLUGIN NOW](#) with 25% Discount using this Coupon Code: **Starter25**

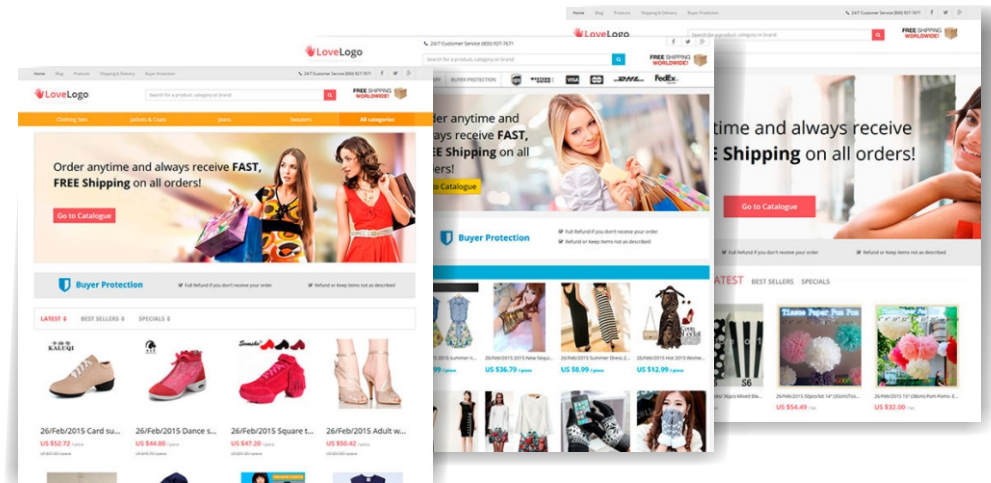
You will get the link to download the Plugin and your personal License key instantly after purchase.

[Complete a few simple steps to integrate the Plugin to WordPress website.](#)

Step 5. Customize your store.

AliPlugin comes with three built-in WP themes and you can select any of them.

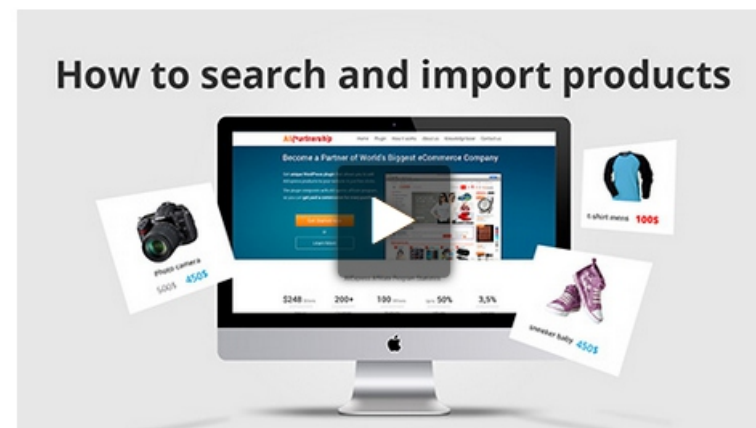
To make your site look unique you can easily customize it according to your requirements using a special customization menu. You can edit header, logo, text, buttons and other elements. To make such changes at your website go to **yoursite.com/wp-admin**, find **Appearance** section on the left WordPress panel and click **Customize**.



To learn more about customization options, check this Guide [How to Customize the AliPlugin Theme](#).

Step 6. Add products to your store.

Using AliPlugin you can start searching and importing products in your site directly from AliExpress. [Watch this video](#) to learn about all searching and importing options.



In order to find the best and most profitable products to add to your site you need to select necessary filtering options.

Select Category: Consumer Electronics

Enter Keywords: apple

Leave the field blank to import ALL products from selected category

Commission Rate: 3% - 50%

Your commission rate is calculated based on your Affiliate Level

Purchase Volume: 50 - 10000

The amount of purchases of the product over the last 30-day period

Feedback Score: 50 - 10000

The total number of positive feedback received by a seller

Unit Price: 20 - 50000 USD

Apply Filter

- 1 Select Category and keywords to find desired products.
- 2 Set Commission Rate between 3% and 50% to avoid products with low payout.
- 3 Choose Purchase Volume between 50 and 1000 to get products which are popular among buyers.
- 4 Filter products by Feedback Score Rating between 50 and 1000 to find most trusted sellers.
- 5 Set the price range and click Apply Filter.

If you don't find enough products to add to your site, you can expand the filters' rates a little.

HOW TO PROMOTE ALIEXPRESS AFFILIATE SITES

SEO: Long Tail Keywords Strategy



The long tail keywords technique is fundamental to your AliExpress affiliate online success. Long tail keywords strategy may sound like a tricky marketing term initially, but actually all that “long tail” really refers to is the length of the keyword and nothing else. I'll tell you how long tail keywords work on your site and how they can bring you huge profit.

What is a long tail keyword?

A long tail keyword is a keyword (or, rather, a search that has been made on the internet) which is really specific to something that the searcher is looking for. So, if, for example, you're selling exterior paint, your research may lead you to discover that there are real people (your potential customers) out there who have asked “can exterior paint be used on interior walls”, for example.

It's very a specific phrase, and by answering that question on your site, you can attract traffic for that term. Similarly, you may discover that other people are searching online for “exterior paint for aluminum shutters” – and again, that's an opportunity for you to use long tail keywords to get traffic.

However these keywords are highly specific, and draw less traffic for the website, they tend to draw more quality traffic, which leads in more conversions than normal keywords.

Using long tail keywords with AliExpress affiliate stores.

Let's take a look at one of AliExpress affiliate sites

HealthyHairMart.com

that obtains traffic with the help of long tail keywords technique. As you can see users come to this store searching for different specific key phrases and most of them are long tail keywords.

Keyword ?	Sessions ? ↓
	168 % of Total: 27.80% (464)
1. (not provided)	113 (87.60%)
2. straight hair with volume on top	15 (1.55%)
3. afro kinky clip in	9 (0.78%)
4. feathered bangs	8 (0.78%)
5. queen king hair products	6 (0.78%)
6. classic hair extension	3 (0.78%)
7. longoneside hair	1 (0.78%)
8. new look wigs fiber	1 (0.78%)
9. nice human hair 2015	1 (0.78%)
10. noble extensions for kinky	1 (0.78%)
11. noble gold bloom curl	1 (0.78%)
12. noble gold classic hair extension	1 (0.78%)
13. noble gold dreadlocks synthetic hair extensions afro kinky twist	1 (0.78%)
14. noble+gold+hair+extension+bohemian+style	1 (0.78%)
15. queen king hair products	1 (0.78%)

Now let's take one of such keywords as an example – “noble gold classic hair extension”. Exactly this keyword brought a visitor to the store and earned commission from AliExpress for a successful sale of the item.

A related short keyword phrase here might be “hair extension” which is more specific than “hair” but still too general as a keyword phrase because it attracts very general audience.

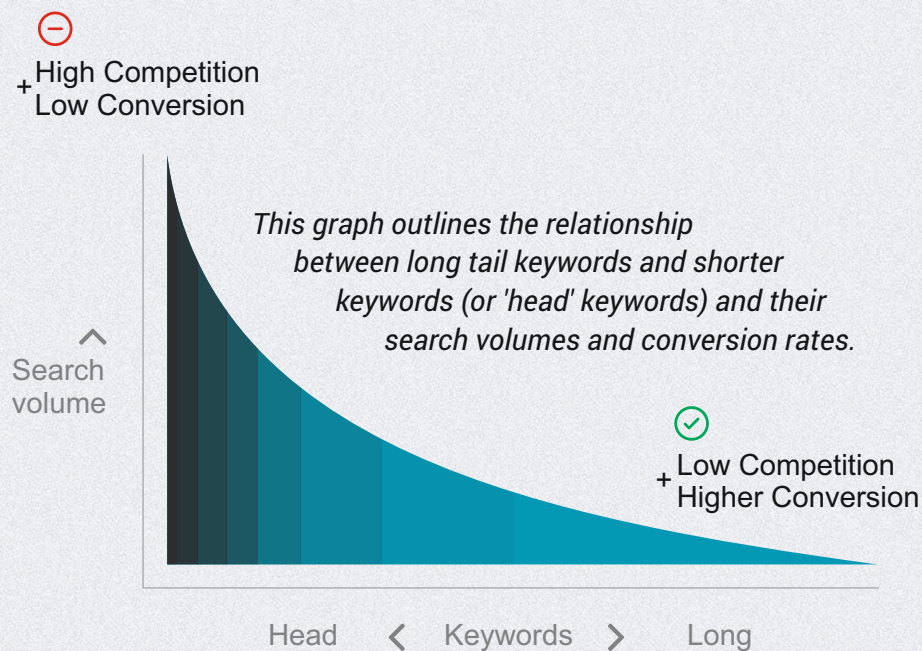
Now, “noble gold classic hair extension” is a long tail keyword that is very specific. Someone searching this phrase doesn't want information on all kinds of hair extensions; he or she wants information specific to “noble gold classic hair extension.”

If your store sells noble gold classic hair extension, then as a searcher, I am going to be happy to find your site, and potentially buy this item on AliExpress through your affiliate link.

Obviously it is a win-win situation for everyone. Google wins because it delivered a better search result. Your store wins because it received a highly qualified visitor and the prospects win because they found the perfect website for their purchase needs.

Such keywords do generally have lower search volumes and bring less traffic, but there's also less competition for those keywords. It's much easier to rank highly for a long term keyword like “noble gold classic hair extension” than for a more general keyword like “hair extension”.

Also, it's likely that someone searching for “noble gold classic hair extension” is closer to a buying decision on a specific product than someone searching for a more general term like “hair extension”. The person searching for “hair extension” is probably at the start of his research.



How to find long tail keywords and add them to your store?

Here is good news! You DON'T need to do any research, add meta tags to your site or promote your store with the help of SEO or any other marketing tools. Using AliPlugin everything is done automatically. You just need to select a category of products you want to have on your store and click upload button. Hundreds and thousands of products/pages will be added to your store in minutes and Google will start indexing new pages finding plenty of long tail keywords appeared on your site. That's all.

Put simply, this strategy looks like this:

**More Products = More Pages on Google =
More Long Tail Keywords = More Traffic = More Commissions**

Social Media Marketing

Social media marketing (SMM) is the process of gaining traffic from social media sites



rising brand awareness



gaining reputation



communicating with customers



As an internet marketing strategy, SMM focuses on creating attractive (ideally – viral) content to draw attention and encourage internet users to share it via social media. To achieve this aim companies open social media accounts/pages in addition to corporate websites. The first thing here is to decide what social networks, blogs and forums suit you better, since this set is individual for every niche and business. The choice depends on your target audience and its habits: what sites these people prefer, what virtual communities are interesting for them, how and where they discuss their problems, etc.

(Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, Pinterest, etc), as well as blogs and forums.

Commonly businesses avoid too much advertizing in social media and don't try to sell anything directly to the subscribers. But the experience of some successful accounts (created in support of affiliate sites) show that selling goods via social media is not only possible, but can be a great success. Just look at [this Facebook public page](#), the number of its subscribers and the quantity of likes and shares. Some niches, such as fashion, entertainment, baby care, etc., seem to be ideal for sales via SMM channel, so why not take over this strategy?



What else can a business give to social media audience? **Well, people come here for entertainment – so give them interesting and/or funny content. Give them great photos and videos they will want to spread all over the Web. Entertain them: tell stories relevant to your niche, show pictures, chat in comments and – that's important – give them useful advice as an expert in the field.**

For example, you have an AliExpress affiliate webstore and sell pet care goods. What content can you provide for your social accounts? Place 10-15 posts a week concerning animals, their habits, problems and ways of solving them. Cute and funny pics and videos would also be great. And dilute all this useful or entertaining stuff with posts promoting your website with links to product pages.



Or let's say you have a store selling shoes for women. Pick out 3-4 items and combine them in one image.

As a result you will get an ideal picture for your post at social media network. Write a small attractive description and place the links to these items on your online store.



You can go even further and create more interesting combinations of your products.



This strategy works really great. Just use imagination, take actions and enjoy the ride!

Video Marketing

Video allows you to generate instant emotional connection with an audience. Posts with videos have a significantly higher average time on site than those without videos. Video posts perform better on social networks than the more traditional blog post format, and this is particularly true on Facebook. Videos allow companies to display a “human” side considerably more efficiently than through image, audio and text. Online video can also indicate professionalism and brand quality: if a company has enough time, money and skills to create high quality videos, they are often perceived as a legitimate business with a genuine interest in providing a great service.



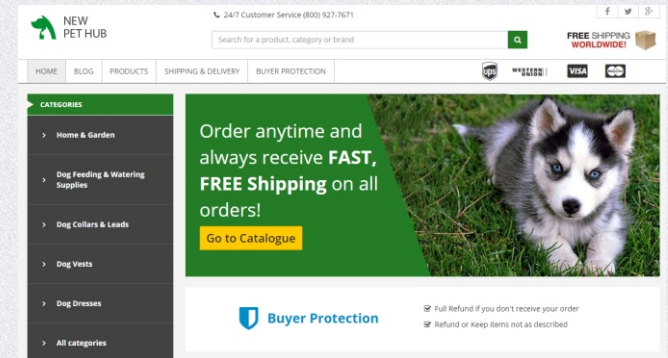
Video is also an extremely valuable resource for SEO, as it assists with the following goals:

- ✓ Generating more traffic through rich snippets. By including video on your site and implementing the correct technical mark-up, it's possible to get augmented search results. It can be a fantastic way of increasing traffic for a website.
- ✓ Link Building
Links continue to be an important metric with which search engines determine the authority of a piece of content, seeing referring links as akin to “votes” for various pages around the web. Pages with a mixture of media types and form, especially those containing video, generate more inbound links than plain pages with only images and text.
- ✓ Improving conversions. Product videos have become popular in the eCommerce world – as a method of improving the rate at which users click “add to basket” and complete a full purchase
- ✓ YouTube is the world's second biggest search engine (after Google). The only way to get a presence on YouTube (and Vimeo) is to have video content and a channel, which you can use to rank in both YouTube and Google search, which will drive brand awareness, referrals and sales. Don't forget to add keyword-rich titles and descriptions to every video.



The common way of promoting affiliate websites through video marketing channel is creating video reviews of goods offered by the store. These can be simple (amateur looking) customer reviews or detailed professional descriptions of a product's features and benefits. The first variant, if ordered on such sites as fiverr.com, can cost only \$5, and the second one can be quite affordable, too. Anyhow, these costs will surely be repaid many times.

For example, you have a pets' products store like this one built with AliPlugin - <http://newpethub.com>

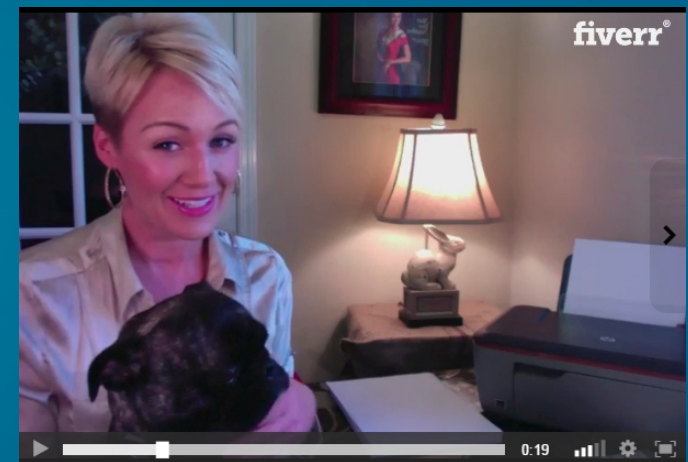
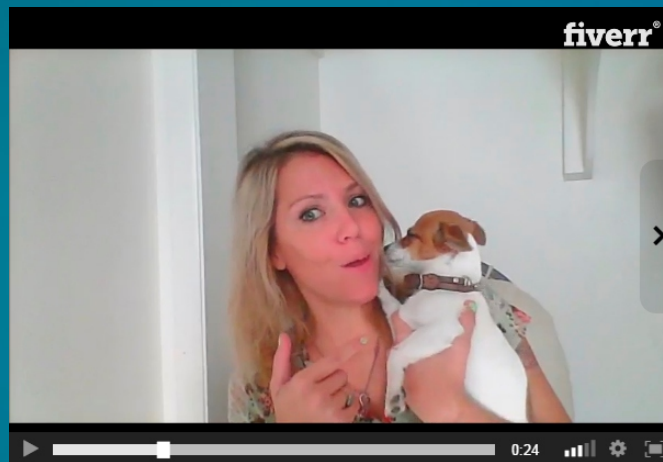


You go to Fiverr.com and find people who are making reviews about such products.

https://www.fiverr.com/barri07/video-review-a-dog-product-with-my-dog?context=advanced_search&context_type=auto&pos=2&funnel=f866ea59-62b1-4475-be66-3540658baed9&autoplay=true

https://www.fiverr.com/stayingvintage/do-video-product-review-with-my-dog-puppy-pet?context=advanced_search&context_type=auto&pos=4&funnel=f866ea59-62b1-4475-be66-3540658baed9&autoplay=true

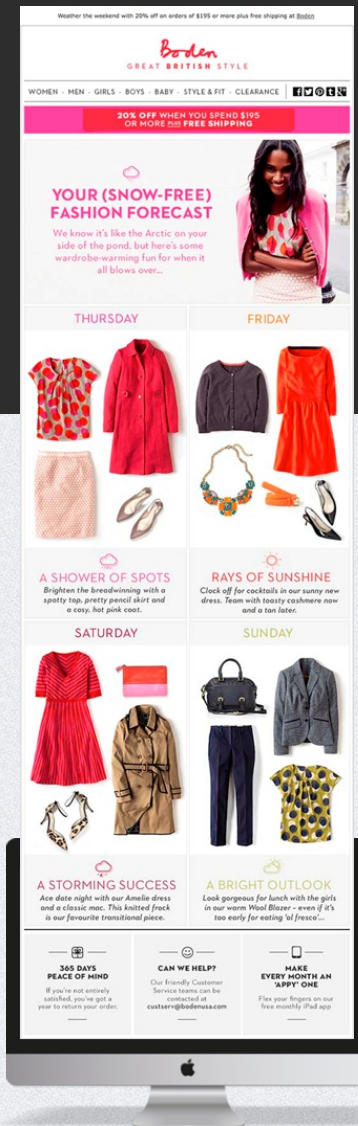
https://www.fiverr.com/motherstucker/pet-product-video-review?context=advanced_search&context_type=auto&pos=6&funnel=f866ea59-62b1-4475-be66-3540658baed9&autoplay=true



You order a review for only \$5, get video file and publish it on YouTube channel with a link to your AliExpress affiliate store. Such video quickly attracts viewers and provides your site with stable and relevant traffic for a very long time.

Email marketing

Email marketing is the most cost-effective channel for products promotion and gaining customers' engagement. Email campaigns return up to \$44 for every dollar you invest (experian.com). It generates quality leads and high conversions – if you do it right.



- ✓ Email marketing accumulates your prospects' personal data for further interactions via registration, subscription and contact forms integrated into your website or landing pages.
- ✓ You attract targeted traffic to your website from email marketing channels.
- ✓ You generate demand for your offers by providing high quality content.
- ✓ Even more importantly, people share their contact details voluntarily and are ready for your emails, so you can forget about spamming.
- ✓ You re-engage your established clients by means of loyalty programs, delivering newsletters on company events, fresh offers, promotions, sales, etc

What you need to do first is to provide a lead generation form on your website. To stimulate a visitor to share his/her contact information you should offer something valuable in exchange for every email. In affiliate business this value might be brought by loyalty programs giving discounts and coupon codes only to the subscribers. The email base (list of subscribers) should be accumulated on some trusted postal service such as Aweber, MailChimp, etc. You will use this list regularly to send emails with your goods promos, company and industry news, sales, discounts announcements, etc.

Pay attention to the aesthetic part of email marketing. All postal services give an opportunity to design newsletters by means of samples or to download your own designs. Look how attractive an advertising email can look when it is nicely shaped and its texts are written with warmth and care.

Try not to send newsletters too often (once or twice a week would be ok) and not to overload them with pure advertising and product pushing. The principle of bringing value is appropriate for email marketing as well as for any other way of business promotion. Even if your webstore is perfect and equipped with dozens of affiliate links, it's not enough to sit and wait for customers to come and buy. You should make it happen! Affiliate marketing is a full-fledged business and the more serious you treat it, the better future it provides. Good luck!

HELPFUL LINKS AND TOOLS



[Portals.AliExpress.com](https://portals.aliexpress.com)

AliExpress Affiliate Marketing Platform.

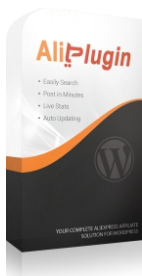
Join AliExpress affiliate program FREE to get your personal account and Tracking Ids.



[Godaddy.com](https://godaddy.com)

Internet Domain Registrar.

Use Coupon Code **wowwinwow** to get discount on domain name purchase.



[AliPlugin](https://www.aliplugin.com)

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[Top-Ranking Products](#)

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Annual plans starting at \$3.96 per month.



[HelperAli](#)

AliExpress Affiliate Helper

Helper Ali Extension enriches Live Order Tracking page from AliExpress Affiliate Portal. Now you can instantly get a commission amount and a country of your affiliates.