**3 Ways to Use Affiliate Marketing With Social Media**

Affiliate marketing is one of the modern ways of making money. It is a marketing arrangement where online retailers pay a commission to an external site for traffic or sales generated from referrals. Social media has significantly helped affiliate marketers extend the reach of their campaigns and make more residual income.

If you are new to affiliate marketing, you need to find a product that people often use, that is also easy to promote, then you can send traffic to the retailer’s site, and you get paid every time each referral converts. In this guide, we look at three proven ways you can leverage social media for your affiliate marketing campaign.

Create an Affiliate Redirect Link

After years of social media use, most people can easily recognize an affiliate marketing link, and they will hardly click on it. One of the best tips that successful affiliate marketers have used extensively is by creating redirect links to the site with the products. Compared to affiliate links, redirect links are much cleaner and more attractive to your fans and followers.

The minute they get to the retailer’s landing page, there is a higher chance that they will make a purchase.

Publish Quality and Valuable Content

Many affiliate marketers give up after a few slow initial months. Social media strategists have found out that bugging your followers and fans with products all the time will decrease your conversion rate. Endeavor to create and publish useful content that will entice your connections to click on the affiliate redirect link. Use the link as a call-to-action strategy and will have greater results. You can deliver your content in the form of blog posts, YouTube videos, infographics, podcasts, social media posts, et al.

The most successful affiliate marketers use the products they are promoting, and they sound more convincing in the content they publish.

Use Images of the Products

It helps your affiliate marketing campaigns if you post pictures of the products you are promoting on social media. You can also use screenshots of the retailer’s site next to your affiliate redirect link. Ensure that the images are of high quality to pick the interest of your followers encouraging them to click on the affiliate redirect link.

In conclusion, statistics show that 70% of social media users use the platforms to gather product information to make a buying decision. Most of the Social Media sites have features that can help you keep track of the number of people who saw your posts and the percentage of individuals who clicked on your affiliate redirect link. As an affiliate marketer, you can help them make the decision by providing easy access to the products they need and earn a handsome income for it.