

# Affiliate Marketing Mastery

## Course Curriculum

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### Course Overview:

*This course is designed to equip beginners and aspiring digital entrepreneurs with the skills and tools needed to build a successful Affiliate Marketing business. Over four modules, you'll learn how Affiliate Marketing works, how to choose profitable niches and programs, build high-converting websites and content, drive both organic and paid traffic, and scale your efforts for long-term passive income. By the end of the course, you'll have a clear roadmap to start earning through Affiliate Marketing using proven strategies and real-world tools.*

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 1	Day 1	1. Introduction to Affiliate Marketing	To build a foundational understanding of Affiliate Marketing by defining its core concepts, identifying key players and their roles, exploring various affiliate program models and evaluating the benefits and challenges in order to confidently assess opportunities in the Affiliate Marketing space.	1. What is Affiliate Marketing? 2. How Affiliate Marketing works (merchant, affiliate, consumer). 3. Benefits and challenges of Affiliate Marketing. 4. Types of Affiliate Programs (CPS, CPA, CPC, RevShare).	3.0
✓	Day 2	2. Choosing the Right Niche & Affiliate Programs	To equip participants with the knowledge and tools needed to select a profitable Affiliate Marketing niche, identify and join reputable affiliate programs and networks, understand various commission structures, and effectively evaluate affiliate products and services for long-term profitability and alignment with their target audience.	1. How to select a profitable niche. 2. Best affiliate programs & networks (Amazon Associates, ClickBank, JVZoo, Impact, CJ, ShareASale). 3. Understanding commission structures. 4. How to evaluate affiliate products/services.	3.0
Week 2	Day 3	3. Building an Affiliate Website & Landing Pages	To guide participants through the process of building a functional and conversion-focused affiliate website by understanding the importance of having an online presence, selecting the right domain, designing high-converting landing and product pages, and incorporating essential website elements that build trust and drive conversions.	1. Importance of a website for Affiliate Marketing. 2. Choosing a domain, hosting, and CMS (WordPress, Wix, etc.). 3. Creating high-converting landing pages & product pages. 4. Essential website elements for trust and conversion.	3.0

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 2 contd...	Day 4	4. Creating Affiliate Content That Converts	To develop participants' ability to create compelling and SEO-optimized affiliate content by writing effective product reviews, comparison articles, how-to guides, and listicles, while applying content strategies that boost visibility, drive engagement, and increase conversions through blogs, videos, and social media platforms..	1. Writing product reviews and comparison articles. 2. How-to guides and listicles for Affiliate Marketing. 3. Using SEO to rank content (keywords, backlinks, on-page SEO). 4. Content strategies for high engagement (blogging, video marketing, social media).	3.0
Week 3	Day 5	5. Free & Organic Traffic Strategies	To ensure that each requirement can be tracked from its origin to its implementation, facilitating risk management, change control, and compliance while enhancing transparency and accountability.	1. Search engine optimization (SEO) for affiliate websites. 2. Using social media for Affiliate Marketing (Facebook, Instagram, LinkedIn, Twitter). 3. YouTube Affiliate Marketing (video reviews, tutorials). 4. Email marketing for affiliate success (lead magnets, funnels).	3.0
✓	Day 6	6. Paid Traffic Strategies & Retargeting	To equip participants with the skills to plan and execute paid advertising campaigns for Affiliate Marketing by learning how to run targeted ads on Facebook, Instagram, Google, and YouTube, explore alternative ad formats like native and solo ads, and implement effective retargeting strategies using tracking pixels and automated email sequences to maximize conversions.	1. Running Facebook & Instagram ads for affiliate offers. 2. Google Ads & YouTube Ads for affiliate marketing. 3. Native ads and solo ads. 4. Retargeting strategies using pixels & email sequences.	3.0
Week 4	Day 7	7. Tracking Performance & Optimization	To equip participants with practical skills for effectively setting up tracking tools (such as Google Analytics, UTM tracking, Voluum, and ClickMagick), analyzing Affiliate Marketing performance, and conducting A/B tests to improve conversions, while identifying and resolving common tracking and optimization mistakes.	1. Setting up tracking tools (Google Analytics, UTM tracking, Voluum, ClickMagick). 2. Analyzing Affiliate Marketing performance. 3. A/B testing for better conversions. 4. Common mistakes and how to fix them.	3.0
✓	Day 8	8. Scaling & Passive Income Strategies	To teach participants how to outsource and automate content creation using AI tools, leverage automation for business scalability, build sustainable passive income streams, and strategically expand into high-ticket Affiliate Marketing for long-term profitability.	1. Outsourcing & automating content creation. 2. Using AI tools & automation for scaling. 3. How to build long-term passive income streams. 4. Expanding into high-ticket Affiliate Marketing.	3.0
				Total	24.0