

Podcraft, Season 17

Episode 14 – Affiliate Marketing

Colin: Hey folks, and welcome to another episode of Podcraft. This is the show all about podcasting, from launching your show to monetization and everything in between. I'm Colin Gray from thepodcasthost.com joined by Matthew, as always. Matthew, how are you getting?

Matthew: Good, good. Colin yeah, I'm doing that thing where you start recording, you start talking, talking, and then I just start moving all the tabs around because I couldn't possibly have done that before we started.

Colin: You need the boredom that comes from listening to my intro to get so.

Matthew: Bored I'm suddenly on the news, BBC news and all that.

Colin: Yeah, exactly. Nice. Okay, what we're covering today, this was a suggestion for you, wasn't it? What did you come up with for this time around?

Matthew: Yeah, affiliates. I mean, the audience are always interested in ways to maybe earn a wee bit more either on the side or really focused on earning eleven from their podcast. And affiliates have always been a good way to go about that for podcasters, even if they're just getting started, aren't they?

Colin: Yeah. Is it worth a quick definition? Like what's an affiliate scheme? An affiliate program, how does that work?

Matthew: Yeah, sounds good. So I guess the basics of an affiliate scheme is that you sign up to a partnership or agreement and the gist of it is that you will promote a product or service via this unique tracking link or a coupon code. And if you refer sales, if people buy through your link, you will earn a commission. And there's different ways that that kind of works, but there's a key difference here between that and podcast sponsorship, isn't there?

Colin: Yeah, sponsorship. It kind of works nicely like a sponsorship, doesn't it? Because it's like a sponsorship, you get to choose yourself and that people don't really control. Like a sponsorship, you kind of have to sell it on a set rate. You have to have a certain number of listeners maybe to qualify for it. But with an affiliate arrangement, you just sign up for the program, whatever program you like, and then you earn based on how well you sell it. So you still create a sponsor slot in your show? Well, you can actually I mean, there's different approaches, isn't it? You can create an actual advert, actual sponsor shallot, like you would with an actual legit sponsor, but instead you're just directing towards that affiliate link and you earn how much based on what you sell. And it could also be, though, you just actually talk about these things. Like some of this stuff we'll talk about later, some of these programs we're going to mention are things that we use and we just talk about how to use them. And that's the best kind of affiliate program, really in where it's something that you use, you love, you're talking about anyway, and so you're recommending it, you're teaching your listeners how to use it, why it's of benefit to them. And as a kind of extra bonus. You get a commission from it if they go and use it themselves. So, yeah, that's the like the great thing as well, is Matthew, isn't it? You can work with loads, you can work with more than one at a time.

Matthew: Can't definitely, yeah. I mean, we're sort of going to get into how you would utilize them beyond just mentioning them on your show, but just having a thought about the potential pros and cons of affiliates versus sponsorship. So the obvious con there is that there's no guaranteed income, is there? Like, you could be doing this for quite a while and you might not get any income whatsoever, whereas a sponsorship is giving you that guaranteed income. But then there's a flip side to that too, isn't there?

Colin: Yeah. Where you get no ceiling to that at all. There's no limit to what you can earn as well. So if you do a really good job of recommended it, you talk about this affiliate program, this tool, this book, this whatever, and everyone buys it, then you earn from that, you're rewarded and you're a great salesmanship. So, yeah, it's good that way. Definitely.

Matthew: So did you want to first talk about some potential affiliate programs that the listener might be interested to get started with?

Colin: Yeah, there's quite a few that we use, isn't there? Because that's kind of how the podcast host started off, really. Like, that was kind of we wrote content, we created podcast episodes, we created YouTube videos, and we started to include some of the stuff that we liked, some of the tools that we liked, the software we liked, the applications we liked in that. And that was kind of the first earnings for the podcast host. And the very first one was the classic it was Amazon. Do you remember that, Matthew? I think it was actually before you joined the team, I started putting in some Amazon links. Was that kind of underway by the time you started with me?

Matthew: Yeah, the Amazon stuff was well underway by that point.

Colin: Yeah, it's a funny one because I just started writing articles back in what was it, 2010, 2011. I started writing about microphones because I'm a bit geeky that way, like some gadgets. So I wrote in some reviews about microphones, included some links for Amazon, sales pages for those mics, and then, weirdly, over a few months, just these little checks started dropping through the post, like \$10, \$20, \$50, that kind of thing. And that just grew over for years and that was really the first earnings for our company here. So Amazon is a really good one because it's kind of relevant to everyone, isn't it? Like, you've got books in there, you've got software in there, you've got gadgets in there, you've got all sorts of stuff that you can find on Amazon. So it's almost like it's kind of the all purpose it doesn't matter what your audience is you can probably find something on Amazon to cover and to link to so that can give you your first little bit of earnings. So it's really simple to sign up. All you have to do is go over to Amazon. If you search Amazon affiliate on Google, you'll find the sign up page for it right away and you just open the account, start sharing the links. And the kind of qualifying is that you have 180 days after you start your account. You have to send a couple of qualifying sales. I think it's three in total, isn't it? And once you've got those three qualifying sales, that's you kind of a verified Amazon affiliate and you can start to properly promote it from there. Yeah, that's kind of Amazon, maybe that's a good one to start with for a lot of people. Matthew.

Matthew: Yeah. The definite low hanging fruit of affiliates. I've never heard anyone being rejected to try and get on there. I should just mention as well, we'll have full details and links over at Forward Slash Affiliates. You'll find the full guide to what we're going to cover here today as well. And with Amazon, just that one bonus that I've thought of there. I think this is still the case, but basically if someone lands on Amazon through your link and they buy a whole bunch of other stuff that they were going to buy anyway, that's totally unconnected. As far as I know. You still get commission from that. You do them on the site.

Colin: Yeah, exactly. Yeah. So that was the funny thing, wasn't it? In the early days, I was looking at the Amazon sales. You get a full report on the stuff that you've referred. So you can see all the stuff that people have bought. Not individually, I can't see the person who has bought it. It's all anonymized that way, but I can see the products that have been bought. And it was like I'm sure you and I had a conversation in the early days, Matthew. Somebody had gone on, obviously clicked a microphone link, and then there was some, let's call them adult products that they'd bought on Amazon through our link. So we've been getting some commissions through somebody having a good time with their other half, whatever they may.

Matthew: Yeah, I would admit being me, but you're not allowed to buy through your own affiliate link.

Colin: And we've never done never done that. So number two is let's go to number two, which is another classic in the podcasting world, isn't it? If you've ever listened to podcasts, you'll have heard this affiliate program. What's that one with you?

Matthew: Yeah, and Jeff's empire as well. We've got audible. When I started listening to podcasts, honestly, every I was going to say every setting, it was literally every podcast had an Audible sponsor, which of course was sign up, get a free audiobook, and they would get a wee bit commission. So the commission as it stands here in 2023, seems to be fifty cents per audiobook sale, \$5 for a free trial, digital membership, \$10 for an Audible Gold member, and they've got a specific creator program podcasters could use, and that gives you \$15 per trial. Sign up through a custom link that they'll give you as well. So a couple of years ago, I applied to be an Audible affiliate, and I am an Amazon affiliate, and they wouldn't accept me. It was through we'll talk about the platforms later on. It was through like either a one or one of the other ones, and they just said, no, we're not interested in working with you.

Colin: I always found that a bit funny, actually, wasn't it? Because Audible is an Amazon company, but they never did it through the same program. Yeah, that was a bit annoying, but.

Matthew: Yeah, they didn't want anything to do with me because of my lingerie buying habits.

Colin: That was it. They could see what you're buying.

Matthew: It's like.

Colin: I like Audible, though in the early days, you're right, like every podcast had it on, so it kind of got a bit sickening. It's almost like that period where every podcast had a mattress advert, or every podcast these days has an athletics, greens, whatever it is advert. But the ones that did it well, I think found a book that was really relevant to their audience, or whether it was fiction, whether it was nonfiction, or even audio drama type stuff that Audible does as well. And they do a re review of it. They actually kind of talk through a little bit of it, maybe even include a clip. I was never quite sure whether that was legit or not, but I think it is fair use if you're doing a little review. Include 510 seconds and put that in. And that's actually a really good little selling point. So, like, if you like this, you might like this book. That seemed to work quite well.

Matthew: I think that's definitely key with this, just saying, you're listening to this, you like audio, here's some other audio you could get that's just nobody's going to be like, well, that sounds exciting. But yeah, like you're saying, if you're talking about a book that you've just listened to, that you really enjoyed, and it's relevant to your topic, then I think that's a much better way to.

Colin: Go about it, that's it totally perfect. All right, number three, let's get on to a couple of things. So one of the things we were talking about before Matthew was the fact know the two above. So Amazon Audible, both are kind of general purpose. You'll probably be able to find something relevant to just about any audience in there. But the other thing that's almost relevant to just about any podcast is the fact that if you run a podcast, you get asked by every other person, like, oh, I see you run a podcast. Can you give me a bit of advice in setting up my own? How often do you ask that, Matthew?

Matthew: Yeah, quite a lot. Quite a lot. And I always say something like, well, I'll let you know when I've learned that myself.

Colin: Exactly. So we're going to give you a couple of bits of software, affiliate programs, which are about starting a podcast. Podcast software. Obviously, that's really relevant to us at podcraft, the podcast host. But the first one I'll mention as well is our own, our very own Alitu. So Alitu is our podcast maker platform. It does call recording, audio cleanup, audio editing, transcription. It includes hosting as well. So it's like an all in one. So it should be a really easy sell to just about anybody who wants to start a podcast, particularly beginners, because it kind of includes everything, makes it as easy as possible. And we do have a really competitive commission price in there as well, commission reward even, which is 20% forever. So 20% of their recurring revenue. So that is one method whereby you can get reimbursed for your affiliate stuff. You can either get a one off fee if somebody buys something, or you can actually get a part of their membership ongoing. And we do the recurring. So it's 20% of their monthly membership every single month. So current allot price is \$38, which means that you get Quick Maths 780 a month of that person's membership. So for every person you send towards Alitu, you get \$7.80 of their membership. So that means you get that percentage for the first year. So if you go over to thepodcasthost.com Alitooaffiliate, you'll see that there the sign up for that, thepodcasthost.com Alitooaffiliate. And again, that's in our main article that Matthew mentioned earlier too, thepodcasthost.com affiliates, but that's Alitu. But of course there are other ones.

Matthew: Too, applied for that one too, got rejected.

Colin: We rejected you. I mean, you're just not like, you're not a trustworthy affiliate.

Matthew: Yeah, but like you're saying, Colin, other platforms are available, obviously. These are three dedicated hosting platforms that I'd picked out to mention. So, like you're saying, Ala, two has the full package and know, recording, edit and production. But if somebody was just looking, if one of your audience members had maybe got their recording stuff set up and that, and they were just looking for somewhere to upload it, basically, then Three, you could use or Captivate, Buzsprout and Podbean. So they all have slightly different offerings, but all of them are pretty good. So Buzsprout, you could earn \$20 for every paid account you refer, and every person you refer to them also receives \$20 credit and their own account. So that gets them a good starting point to launch their first few episodes. Podbean affiliates, you earn \$25 for each referral signed up to use their Podbean unlimited plan. Sorry. And each person you refer will receive a one month free trial as well. And then captivate you get 25% recording payout for the lifetime of every podcaster that you refer. But yeah, Captivate, Podbean and Buzsprout and all links will be in the main article and the show notes.

Colin: Yeah, perfect. All great platforms. So, yeah, looking for hosting alone and then that'll do the job. All right. Another one that suits just about anyone, I think, or most at least, is education. So courses, and there's a couple of places we've used in the past for their affiliate programs, particularly Skillshare. Udemy is another option as well. But Skillshare is kind of probably my preferred at the moment because Udemy just do so many discounts that actually the courses on there are so cheap, that tends to be you won't earn that much. And I think the quality has kind of suffered a little bit from that sense. But it's worth having a look, see if there's any courses on Udemy that are particularly suited towards you. But certainly Skillshare offer 40% one off commission. So if somebody buys a course and they can be in the hundreds of pounds, hundreds of dollars, then you get 40% of that. So it's really cool. And generally, like I say, you can find something, some kind of course that suits the type of audience that you're talking to. Especially if you're an education, podcast, coaching, teaching, you'll be able to find something in there kind of supports your learning or your teaching and maybe it's something that's an inspiration for you to create a course of your own in future, to replace it in the long term. So, yeah, Skillshare, pop over there again. You can get the link at Forward slash Affiliates. All right, what about know, snacks? People like snacks. Matthew, what we got next?

Matthew: Yeah, not snacks for humans though, is it? Bark box and whisker box. This is obviously, at first glance, this seems highly niche, know, almost everyone listening isn't running a pet dog or pet cat podcast. But there's a funny thing with podcasting content creation in general, that when you listen to

someone over a long period of time and you kind of get to know them. And a lot of podcasters will mention things like their pets or that my wife, she watches a YouTuber who does yoga videos, and this YouTuber's dog is always there and the dog's like famous, basically, because he's always in these videos. So you think situations like that, you maybe reference your dog or cat a lot. You could use one of these services and if you like it and feel comfortable promoting it, that might be an opportunity for you as well, because a lot of your listeners are going to have pets. So, yeah, the two you could use here, BarkBox and Whisker Box. Are you a dog guy or a cat guy?

Colin: Colin, we've got a yeah, yeah, I used to have a dog when I was a kid's. Cat now, though.

Matthew: What's your cat's name?

Colin: Whisker Box. Coco.

Matthew: Coco.

Colin: Coco the cat kids named it after.

Matthew: Anything in particular?

Colin: No, I don't think so. Just liked it for some reason. And then it turned out there was like eight cats in our neighborhood called Coco.

Matthew: Good.

Colin: Turns out it's a common cat name.

Matthew: So, yeah, we'll be, I should say podcraft on the next episode. We'll be doing a bit of Wesker Box, won't we? So BarkBox has got a few just having a look. There's a few different affiliate programs. There BarkBox, Bark Shop, Super, Chewer, so you could get different sort of commissions. There \$18 10% or \$20 Whisker. Box, it says, offers a 10% commission for subscriptions as well. So loads of options there if you're a pet person.

Colin: Yeah, good stuff. I think that's a funny it's a great example, actually, of potentially thinking about outside the box in terms of the type of affiliates that you use or even I mean, it kind of ties in sponsorship as well, the type of sponsors you bring in, because you might be doing yoga videos, health videos, nutrition videos, whatever, but it becomes a feature. It's funny how content works that way in that the stuff you never expected to kind of break out or the thing you never expected to capture or somebody's imagination. That's what people remember and really get in touch with you about. And it's not that they don't like your main content, obviously. They have to like the main subject, too. People aren't going to tune in just to see that dog. They want to be doing yoga too, but it means that you might end up with kind of superfans because they like yoga and dogs. And so they identify with you more because of Matthew. It's those kind of funny little connections that really make those fans that will buy the stuff that you're actually talking about and help you earn those commissions.

Matthew: Imagine you watched the YouTube channel of a dog and it just so happened the dog's human was doing yoga in the background. So you got into yoga as well.

Colin: Yeah, that's alternative universe. YouTube. Cool. All right, so second last one, we'll do two more. Well, one's a kind of general one, eh, but one last specific one, which is Moose End. So actually there's a lot of affiliate programs around. If you teach something related to business, startups marketing, anything related to that, anything related to growth, that type of stuff. There are a ton of affiliate programs around anything from SEO software, to email marketing software, to social media management software. The vast majority of those platforms will have affiliate programs. So if there's one that you use that you like, it's worth having a research to see if they have an affiliate program listed on their website. And we'll talk about platforms next. Matthew, you'll go into that in a second where you can find them too. But just as an example, you've got Moosend. Moosend is a particularly good one. It's an email marketing platform. So this can work for even if it's not particularly a business, it's just like audience growth. So YouTubers, podcasters, all can benefit from running an email list, but businesses, sales, anything like that, everyone needs an email list, and Moosend are a good one to send them to because they give you 30% recurring forever. So if you get somebody to sign up, send them a customer, they'll send you 30% of that person's membership forever more. And they run a pretty interesting, good affiliate program in that they also do a lot of kind of engagement with their affiliates. For example, they do competitions, I think it's every month, might not be that often, but it's quite often anyway, where they offer \$200 bonuses or prizes for affiliates that achieve particular things or win the competition. So that's one example Moosend you can nip over to, but again, if you use a different email marketing platform, good chance that that one has an affiliate program as well. We've used Convertkits affiliate program in the past, for example, we've got ActiveCampaign all the rest. So yeah, have a look for them, but let's go into it. Matthew, what about the platforms themselves? So how can you find other ones now that we've covered a few specific ones, how can you find other pieces of software, other tools, other products that you can use as an affiliate product?

Matthew: Yeah, so if we go back like 15 years ago, I suppose affiliate marketing, affiliate schemes and stuff like that would have looked a bit different, wouldn't they? Because it was more up to the business owner, the tool owner or whatever to try and come up with a way to do an affiliate program. It was a bit more DIY, but now we've got a lot of these platforms that will take care of it for you. So you sign up to them and you put your program on there and they'll handle a lot of the links and the payments and stuff like that. So, yeah, there's a few platforms out there, you've maybe heard of some of them, CJ Affiliate, AWIN, Impact, Share a Sale. I think we use most of them in my own podcast and ventures, I use AWIN for Etsy affiliates. So I've done a few pieces of content around my Geeky Tabletop show, I've done some content around creating terrain and buying terrain and stuff like that for your games. And there's a lot of good stuff on Etsy, so I actually have been able to do a few sort of links towards Etsy, and that's been working okay for me for my very small audience. So I think I do that through a one. And the good thing about being on those platforms too, is that you do fill out your questionnaire, what kind of content do I create? Who's my audience and stuff like that. And then businesses on there will get in touch with you because they see that you're maybe a good fit for stuff they're offering. So it's basically affiliates, potential affiliates start coming to you. Don't get me wrong, it's like anything else, you get a lot of junk. It's just people on there doing the firehose approach, but now and then you'll see something that's interesting that you could maybe look into and it will create some opportunities for you too. So, yeah, put links to those platforms in the show notes as well.

Colin: Good suggestion. Yeah. AWIN used to be called affiliate window, didn't it? I used it a fair bit in the olden days as well, when I was writing a bit more about sports, mountain biking particularly, so they're good for sports and nutrition and that kind of stuff. So I was able to link towards a lot of the big bike shops online, like Chain Reaction, Wiggle, all them kind of places. So if I was talking about a bike or reviewing a saddle or a set of pedals or something, affiliate window or AWIN, we're good for that actually. So, yeah, there's a lot on there. Yeah, you get such weirdly specific stuff on those platforms, don't you? Like, you get on there and you find these things that you don't even understand what it does, like some kind of financial instrument or something like that, that people are trying to use to do investment or something. Like weird little things that you've never really heard of. So, yeah, no matter what you do out there, have a look on these platforms and I bet you can find something that's really relevant to your audience.

Matthew: What do you think the listener would rather listen to less, you reviewing a saddle or me reviewing like, tiny miniature toy trees? What do you think would bore them more?

Colin: I reckon, I mean, there's not a lot. I struggled to find more things to say about saddles, I have to admit. Sometimes we think like, what else can we write about microphones? We've said it all about microphones, but actually microphones have a lot of different stuff generally. But yeah, saddle, it's like no idea. It's pointy at the front, it's blunt, at the back, it's soft or hard.

Matthew: That's it comfortable on the ***.

Colin: Exactly. Is it worth a quick comment, actually, on if you do teach a subject, if you do cover a topic, you have a look around and you really can't find anything which covers it. Any affiliate program, whether it's like searching on the websites of tools you use, or whether it is looking at like AWIN or impact or whatever, any of these platforms, you still can't find it. One thing that I have seen work in the past is actually just reaching out to companies and setting up an individual relationship because it's possible. And we have this with a few different places where they can just set up a tracking link on Google and they can tie that into their stats. So you can tie into, say, your Google Analytics or however you track it as a company, and you can see how many sales a certain person sends you based on that link. So it is possible for companies to set these up individually. So if you do have a really kind of specific loyal audience talking about a really specific thing, and you can find a company that's really relevant, then reach out to them and kind of teach them how it works and you'll be able to get a kind of really good relationship with them yourself. And you can be kind of their prime affiliate, your only affiliate, because you're the one that helped set it up. So it's worth the way look. All right, what we do next, Matthew, we're going to how to actually do it a little bit more. Should we give some tips on how to sort of deliver affiliate content?

Matthew: Yeah, the listeners excited now, they know what they're going to sign up for. They just need to know how they're going to utilize it in their content, don't they? So what's a big important thing that we need to start with on this front end?

Colin: Yeah, first thing is you have to declare it. So you have to say, like, if you're including affiliate links in a blog post, particularly, you want to put a little statement above that, even just a sentence that says some or all of the links below are affiliate links. If you click on them, we'll earn a commission. But don't worry, it doesn't cost you anything. It just gives us a share of the company's profits or something like that. There's little kind of templates out there that you can find if you search for affiliate disclosure. But the main thing is you have to say these are affiliate links and we'll earn a commission

if you click them. But we put that in all our content, don't we, Matthew? And that includes them. And it's not like it puts people off or anything, does it? Just gives transparency around how it works.

Matthew: No, I mean, that's the thing. We're quite clear that it's supporting the free content that we're putting.

Colin: Yeah, that's a really good way to say it. I think it's like something along the lines of the links before, affiliate links before. Below are affiliate links. They help to support our free content, all of the free content that we put out there in the world. So we appreciate you using them. If you buy any of these products, it doesn't cost you an extra penny and just gives us a bit of income, something like that. Cool. All right, what next? What do you think about in terms of creating affiliate content?

Matthew: Yeah, I mean, we've kind of touched on this already, but the way I look at it is I would treat them the same as how I would treat a quote unquote real sponsor. So I would have my ad reads. In there. My host Red ad reads, I could do maybe a pre roll, a mid roll and a post roll, beginning, middle and end. Or if your episodes are on the shorter side, that might be slightly overboard. But yeah, I would treat it like this is a real sponsor. Unless I'm just doing the old, like, I've got 50 different affiliates and I need to mention them all, that's not going to be very effective. But yeah, I would pack one that you really liked and just have a good run up a good few episodes, just thinking this is the sponsor and sort of see how it goes.

Colin: Yeah, we've often found that, haven't we? We've talked about this so many times. One of the weaknesses of podcasting is getting people to take some action in terms of getting them to visit a link or something like that. So sometimes you have to mention it over two, three, four episodes. So probably the most effective way is to find test them out, like find five or ten affiliates that you think will work for you, and then test them all over a year, give them a month each, see which one works for you. And if any of them convert particularly well, if any of them turn out to be particularly popular with your audience, then dive in on them much more deeply. Like, use them a lot more and see how that goes. So, yeah, that sounds cool. All right, next one I would say is related to that, which is how you actually deliver those links. So if you are trying to get people to go and visit a link, like we said, it's kind of difficult to get people to actually go and do something like that sometimes, so make sure it's memorable. So use short links, which means either using one of the kind of shortlink tools out there in the world, whether that's Bitly or something like that, where you can go my affiliate, or whether it is on your own site. If you have a WordPress site, for example, you can use a tool like Pretty Link, which lets you set up those short links as well. That's what we use for the links, like forward slash affiliates and that'll send them to a longer link. So you can kind of hide those complicated tracking links which you use for your affiliate program, behind that memorable short link that's just set up as a Redirect. So, yeah, Pretty Link if you're on WordPress or something like Bitly if you're on something else. But many of the web platforms out there have these set up for you now. All right. What else, Matthew?

Matthew: Yeah, it kind of ties into that doesn't know. We don't just want to mention these links on the podcast, we want to put them in your written content too. So get them in your show notes. If you're running an email newsletter, that's a great place to put them. If you're running a blog or keep my resources page is really good practice as well. If your show mentions a lot of stuff that you're using, tools, services, et cetera, get that resources page that you could always link back to and you could update it and it becomes a really good resource for your audience as well. And that could obviously contain some affiliate links in there too.

Colin: That's a really nice way to do it, isn't it? So, as us, as an example, we're talking about podcasting tools, podcasting gear, microphones, all that kind of stuff all the time. And if we tried to do a separate short link for every single one of them, it's just not that memorable. But if we always just say we talk about a mic, we talk about a mixer, we talk about an app, we say, if you want to see it, go over to the resources page. Our podcast resources page includes everything you might need for a podcast. It's over@thepodcasthost.com gear or something like that, that works really nicely. So, yeah, good tip. All right, I think.

Matthew: Yeah.

Colin: So let's get into a bit of dedicated content as well. It's worth mentioning this, I think we talked about using them as a real sponsor, whereby you do like an actual kind of ad read. You mention a book that you're promoting on Amazon, you mention it in the pre roll, you mention it in the middle roll, you mentioned in the post roll. But actually creating a whole episode about something can be really relevant to this sometimes. Because if you teach, let's say it's that startup podcast talked about earlier, and then you do a whole episode around how Moose End can be a tool that can help you grow your business, that's actually teaching it's value, it's giving the audience something really useful. But actually it's all an affiliate bit of content as well because it's going to send people towards Moosend. So creating that dedicated content can work really well. So, yeah, one of them is a review. You can get in there, you can review Moosend, you can talk about all the features, how it works for

you, the pros and the cons, who it works, know all the good stuff about it costs, all that kind of thing. So yeah, that review, that works really well. What else can you do with that, Matthew?

Matthew: Yeah, I like the Versus strategy, which leans into what people are searching for when they're doing research. So this could work well as a podcast episode by good accompanying blog posts. So, yeah, it could be taking one of your affiliates and putting them up against something else that you're an affiliate for or just a rival product, BarkBox versus MutS Nuts, which is another service you could use on that front, I've heard. So yeah, people are obviously searching for that and you're going to provide the answers, you're going to go through things like pricing and what you get in the box and how much your dog likes them and create helpful content about it that people are actively searching for.

Colin: Yeah, totally. Yeah. This is based on kind of some of the top search types out there, isn't it? Like review. So when people are at a buying level, they'll say a road podcaster review they'll type in. So that's one way, but versus is the other road podcaster versus the blah, blah, blah, their mic. And the third of those is Lists. So best it's always worked well for us, actually. So best microphones, best mixers, best podcast software, or top eight, top ten, wherever you want to go. So lists work really nicely too. Include three, four, five different products. Hopefully you've got an affiliate program for all of them, so it doesn't matter what they choose. You can be totally honest, impartial, unbiased. You can include all the pros and cons. They can choose whichever one they want, and you hopefully get a commission from them. So, yeah, Lists is another nice one. And there's a final one. No, it's a fourth one, isn't there, Matthew? What's the other one again?

Matthew: Yeah, costs is the next one isn't know how much does alitu cost? Is a question that some folks research, and you could answer that and you're then kind of turning into a review. But it's just got a different sort of spin on the title, doesn't it?

Colin: Yeah, totally. Absolutely. And a final one that's worth doing is just kind of case studies. So how does this work? And it can be done in a teaching way as well, so it can work really well alongside in any content. Like, bear in mind saying, these reviews, these verses, these lists, the costs, case studies too, all can work as blog posts, can work as video episodes, can work as podcast episodes. You can do all of them, but case studies and kind of teaching articles, if you do them as a blog post, something written can work really nicely alongside a podcast episode. Because in the podcast episode, you can talk about your experience with, let's say, Moose End. Here's how I used it, here's what happened. And then you write up a case study of how you used it, exactly what you did, tutorials around how to set things up. Maybe some other people as well, do some case studies around them too. Tell us about your experience so that can work really nicely, that dedicated content. And again, this is really kind of how our company started up all of these. We did a kind of mix of these over the first few years, and a lot of that started the income that we generate these days. And we've kind of expanded out beyond that now, but still, it's still a part of what we do, for sure. All right, anything else, Matthew, before we finish up?

Matthew: I guess there's just one last thing I wanted to mention, and it was the use of dynamic ads. Say you want to go full on with one of your affiliates, know, really create a sponsor read for it and all your back catalog. You could use dynamic ad tools to just add it in there. Always find a host read ad that's part of the content is going to work much more than like an interruption clip. But if it's you that's reading it, it's not quite as jarring as just big random radio voice jumping in. So a lot of hosting tools have good dynamic ad tools, ad insertion tools that you could just record an ad and then put it into your entire back catalog as well. Just worth doing if you've been going for a wee while and you've got that back catalog there.

Colin: Yeah, definitely do. You know, a bit of data I would love to see. I'm not sure if anyone has this. I've never seen it in the past, is how the comparison of imagine you could put a certain short link in all of your old episodes towards, well, anything an affiliate program or even just an article, whatever it is, something you can measure. And then have a different link in your most recent episode. And you could see the kind of proportion of folk that visit something based on dynamic insertion in all your old episodes compared to the people that visit in your new episode. Because I've always wondered how effective that is. Like putting it into all your old episodes. We know that people listen to old episodes, don't they go back and they listen through. So you presume it's effective. But there's also like a whole bunch of people listening, loyal audience listening to your newest one too. So I'm not sure you got a gut feeling that Matthew any.

Matthew: I wonder, though yeah, if you'd be surprised at how low the clicks would be in the depths of your back catalog.

Colin: The older ones, that's kind of what I wonder. Yeah. If people are listening back to old stuff, do they really click links off that? I don't know. I'm not sure. Maybe they do.

Matthew: Maybe it depends on how evergreen. I mean, obviously if your podcast would have to be evergreen to an extent for people to be going back and listening to it. But if you've got a software podcast from like 2012 or that, well, it would take a bit for somebody to be listening to that, but I don't know.

Colin: Okay, cool. Anyway, it's a good thing to try. It is definitely worthwhile trying because it's not much work and it might well work for you especially. I think you're right, Matthew. I think particular kinds of podcasts that are very evergreen, it could work well for so yeah, I'll just do. Before we tie up a wee final mention for the Alitu affiliate program, we'd love to have you. If you do think that it'd be worthwhile talking about Alitu on your podcast, because you get asked questions about setting up a podcast, or if you talk about business, startups, growth, marketing, anything like that, where content marketing is a thing, then Alitu is obviously relevant. Try and convince people to start up a podcast. So that's over at the other thing quite mentioned for you, Matthew. Did you know I'd finally managed to get our Lunch Essentials course live on our community?

Matthew: I didn't, but I just saw you corrected your spelling error there because you.

Colin: Spell that L-A-N-C-H luanj luange luanche Essentials course.

Matthew: But no, I did not know that. Tell me more.

Colin: Nice. So if you're out there listening, you might know about our community. We've got a community called IndiePod for all for independent podcasters. You can see it over at IndiePod thepodcasthost.com IndiePod Thepodcasthost.com, and that'll take you straight to it. And we've been working on releasing some courses in there as well. So we've got loads of free stuff in there, as in loads of good conversations, some really good people. We've got like two and a half thousand people in there now, some great conversations going on, some great tips and support and education and all sorts of stuff, live events every month. So there's tons of stuff you can do for free. But we've been working on moving our old academy courses in there. We've got so much education we used to have on our podcast host academy that we want to move into the community because it's just a better place to support it, I think, to offer more kind of chat around it, support all that kind of one to one stuff. And Launch essentials is now in there. So if you're looking for a course that will take you through the whole thing around Launch, right from planning. So the strategy around how you set up a podcast in terms of your ideal audience, the problem we're solving, the solution you're offering, the uniqueness, all that kind of stuff, those things that actually really matter in making your podcast a success, right from that stuff up to gear, software setup, hosting, all that kind of stuff, that's all in Launch essentials. And it's all guided through hands, holding your hands the whole way, videos for everything, text for everything, tasks on every lesson as well to make sure you're guided through it. You can find that over in Launch Essentials. So, yeah, go over and get that at IndiePod thepodcasthost.com and you'll see it in the left hand navigation under premium courses. Alrighty for this week, Matthew, are we going to finally move on with our gear season next week then?

Matthew: I think so. I think so. Yeah, let's get cracking with that.

Colin: Unless you come up with some more bright ideas like this one. Yeah, so that's the plan, everyone, if you fancy listening in, we're going to refresh our gear equipment, our podcast gadgets season, look back at microphones recorders software from every angle because it's a while since we had that season, so we're going to refresh that one, go through it all again from next week onwards. So join us for that bit of gadgetry. Thanks, Matthew. Good catch up.

Matthew: Thank you.

Colin: All right, thank you for listening and we'll talk to you then.