

## LESSON 4.

# NATIVE ADVERTISING AND CONTENT TRAFFIC: HOW TO CREATE INDIRECT ADS

## Why native advertising = the future of affiliate marketing

If you've ever scrolled through social media and immediately skipped a post with a banner saying "Buy now!", you know that **direct ads annoy people**. People are used to "salesy" banners and tend to ignore or close them.

**Native advertising hides the sale inside useful or interesting content.** It works like a soft suggestion, a recommendation, or a story. The user gets value, and you get clicks and conversions.

Real-life example:

1. Direct ad: "Buy the English course for \$199!"
2. Native ad: an Instagram post titled "How I improved my English in 3 months using these 5 apps" → gently mentions an affiliate course with a link at the end.
3. The difference: the first post immediately triggers resistance, the second is read, trusted, and people click the link on their own.

## Why it matters for affiliates:

1. High engagement: people don't "run away" but watch or read through the content.
2. Trust in you: helpful content builds authority.
3. More conversions: soft selling always converts better than aggressive ads.



### Lesson goal:

Learn how to create ads that look like useful content while naturally leading users to the offer. You'll learn which formats work, how to properly integrate links, and how not to scare off your audience.

Native advertising is not magic; **it's an affiliate tool that lets you sell without annoyance and increase profit.**

## WHAT IS NATIVE ADVERTISING

Native advertising is **an ad embedded in useful or interesting content** that **doesn't look like a typical banner, promo post, or aggressive sale.**



**The main idea:** the person receives value or entertainment, and the offer is integrated so as not to disturb, almost unnoticed.

## DIFFERENCE FROM DIRECT ADVERTISING

**Direct advertising:**



“Buy the course now!”, “50% OFF today only!” — aggressive, annoying, and causes rejection.

**Native advertising:**



showing a **problem solution or helpful tip**, with the product or offer as part of that solution.

*Simple example:*

**Direct advertising:** “Download our time management app and be productive!” → instantly feels like a “sale.”

*Simple example:*

**Native advertising:** Instagram post “5 simple ways to increase work productivity” → the app offer is mentioned at the end as one of the tools.

## Why it works

- Less resistance: the audience doesn't feel like they're being sold to.
- More trust: people see helpful content and the product appears as part of the solution.
- Better conversions: soft offer integration usually converts better than aggressive ads.

## Another affiliate example:

### Crypto affiliate:

Telegram post “3 newbie mistakes on the exchange that make them lose money” → ends with the advice: “For safer trading try Exchange X” and a referral link.

People read, gain value, and the link click feels natural.

**Native advertising is a tool for soft,** unobtrusive selling that works 10 times better than direct “buy now” if you skillfully embed the offer in useful content.

# NATIVE ADVERTISING FORMATS

Native advertising works only when the format is presented naturally, organically, and with value for the audience. Let's review the most popular formats that really work for affiliates.

**Minimum budget for testing one video is \$30–50.**



**Essence:** long texts providing value — tips, guides, comparisons. The offer is organically part of the solution.

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**How it works:** the reader consumes useful material → the offer feels like a logical continuation.

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## Example:

blog “5 ways to save on groceries” → one point mentions a delivery service with an affiliate link. The user gains value and immediately sees a tool to solve their problem.

## Social media and posts



**Essence:** stories, cases, tips in post or story format.

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**How it works:** storytelling builds trust → the offer is smoothly integrated.

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### Example:

“I lost \$200 until I found the right investment app” → the broker offer is added at the end. People read the story, feel the emotion, and see the offer as part of the narrative.

## Video and Shorts/Reels



**Essence:** short clips that quickly provide value. A minute-long video is easier to consume, especially in Shorts/Reels format.



**How it works:** mini-guide or entertaining content + offer in the description or at the end.

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**Example:**

video “3 beginner mistakes on the exchange” → referral link to a course in the description. The viewer receives value and sees the link as a natural tip.

**Email and newsletters**



**Essence:** emails with useful content where the offer is integrated unobtrusively.

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**How it works:** the recipient gets instructions, a checklist, or a roundup → the offer is part of the solution.

**Example:**

an email with a checklist “10 ways to improve English” → the online course offer at the end. The reader got value and can take the offer if interested.

Native advertising **doesn't annoy the audience** but makes the offer logical and useful.

Choose a format according to platform, content type, and audience habits, and the offer will be perceived as part of the solution.

## PRINCIPLES OF CREATING INDIRECT ADVERTISING

Native ads only work when the content solves the audience's problem and the offer fits organically.

Here are the key principles so any beginner understands how to create “indirect” ads.

## Pain point solution = post's core



**Essence:** All content should revolve around what truly concerns the audience.

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**Why it matters:** people dislike “watching ads just for ads.” They look for problem solutions.

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### Example:

meme about work stress → small meditation tip → meditation app offer. The user first gets emotion, then a practical tip, and only then the product recommendation.

## Content must be useful, interesting, and engaging



**Essence:** Posts, videos, or articles should give value: instructions, mini life hacks, funny or emotional experiences.



**Why it matters:** engaged users trust more, read everything, and click links.

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### Example:

article “5 ways not to overspend” → one point mentions a delivery service with affiliate link. The reader got real tips and the offer looks like a natural continuation.

**Offer — unobtrusive, “like a bonus” or recommendation**



**Essence:** Don’t shout “Buy now!”, show how the product solves the problem or improves results.

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**Why it matters:** direct sales annoy, soft recommendations feel like friendly advice.

**Example:**

Shorts video on how to plan a day → ending phrase “If you want to make planning faster, try this app” with a link. The user gains value and sees the offer as a bonus.

**Native advertising = content + value + soft offer.**

Following these principles, your audience won't be annoyed, and the offer will be perceived as a natural part of their problem's solution.

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## COMMON BEGINNER MISTAKES IN NATIVE ADVERTISING

Native ads only work when content interests the audience and the offer fits organically.

Beginners often make mistakes that cause posts to “fail” and referral links to get no clicks. Let's analyze them.

## Too obvious advertising



**What it is:** when a post or video yells "Buy right now!", "Sign up via the link!", without providing any useful information.

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**Why bad:** the audience instantly loses trust, the post or video is skipped.

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### Example:

Instagram post "Buy the English course now! Link in bio."  
No value, no interest → almost no clicks.

## Useless content



**What it is:** Posts or videos that give no concrete value, knowledge, or emotion.



**Why bad:** no engagement → readers don't finish and miss the offer.

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### Example:

video “Watch me working on the exchange” without explanations or tips. The user gains no insight → affiliate trading course ignored.

## Offer doesn't match content



**What it is:** The offer is unrelated to the content topic.

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**Why bad:** the audience sees no logic → CTR drops.

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### Example:

post about healthy sleep, offer is investment course. The user thinks “What's the connection?” and doesn't click.

## Ignoring analytics



**What it is:** Publishing content without tracking metrics: views, CTR, conversions.

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**Why bad:** can't understand what works and what to scale.

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### Example:

you posted 10 publications with different headlines, didn't check CTR → keep using ineffective formats, lose traffic and money.

The main reason native ads “don't work” **is boring content, too obvious selling, or offer mismatch with the audience.**

Avoid these mistakes, and your posts will **naturally engage and encourage clicks on referral links.**

Native advertising only works when **content is useful, interesting, and logically linked to the offer.**

Key lesson takeaways:

- 1. Pain point solution = the post's core.** People click when they see a solution to their problem.
- 2. Content must be useful and engaging.** Even a joke or meme is better than an empty post.
- 3. Offer = unobtrusive bonus.** Organically embedded, not aggressive advertising.
- 4. Analytics = key to growth.** Check metrics, test different formats, and scale what works.