



LESSON 5.

PAID PROMOTION FOR AFFILIATE MARKETING: HOW TO SCALE COMBOS THAT WORK

Hi everyone. In this lesson, we'll break down how to run paid promotion on Instagram with affiliate sign-ups in mind. You'll see which formats pull, what results cost, how to avoid burning budget, and how to scale once a combo starts making money. All examples and numbers come from real cases.

1) Why Instagram still works

Instagram remains one of the most consistent platforms for converting to registrations, even with TikTok's growth. Audiences are used to links in Stories and don't see "tap the link" as something wrong.

This converts especially well in motivational niches, educational accounts, and crypto/trading communities. If you have short videos, clear delivery, and a single clean link path, Instagram can produce registrations in the \$0.70–\$1.80 range in solid niches.

2) Formats that perform

01

Stories with automatic promotion. Think 15-second vertical clips with a headline, quick voice line, and the link bar at the bottom. A workable headline format: “3 crypto trading mistakes. Do you catch yourself doing these?”

02

Reels with a clickable caption and a pinned comment. Keep the offer in the pin, for example: “Exchange with low fees, 24/7 withdrawals. Link in bio.” The video itself can be cuts, quotes, or a short VO.

03

Boosted feed posts from a personal or fan account. This passes review better if the account looks real. Aim for at least six to nine posts on the grid before you start.



3) What to promote

Directing people straight to EVEDEX will usually fail moderation. **Set an interim step instead.**

1. A Telegram bot with a simple auto-funnel that hands out the registration link.
2. Your Instagram profile with one link in bio (Linktree, Hipolink, or similar).
3. Your own micro-landing on Tilda or Framer with a single button to the exchange.

4) Starter budget and realistic results

Plan a weekly test budget in the \$30–\$50 range.

Typical performance from crypto-exchange affiliate cases looks like this:

CPM (cost per thousand) of about \$0.80–\$1.50, CPC (cost per click) of about \$0.03–\$0.06, cost per registration of about \$0.15–\$0.35, and cost per active user of about \$0.70–\$2.00. If one active trader brings you roughly \$3–\$7 in commissions within a month, the combo pays back in the 200–300% range.

5) Step-by-step setup in Meta Ads Manager

1. Create a Business Manager account at business.facebook.com, verify identity, and connect your Instagram page.
 2. Create a campaign with the “Traffic” or “Video Views” objective. Use Traffic when sending to Telegram or a micro-landing; use Views to test Reels engagement.
 3. Define your audience. Geo: Kazakhstan, Armenia, Ukraine, Latin America, and Eastern Europe. For age, test 18–45. For interests, include cryptocurrency, Binance, trading, blockchain, and personal finance.
 4. Set budget controls. Start at \$3–\$6 per day per creative. After two to three days, scale the ad sets where CPC is under roughly \$0.05 and registrations are coming in.
 5. Build creatives that carry emotion and clarity. Short cuts with VO or subtitles work best. Always include a plain call to action such as “Link in bio,” “Tap to go,” or “Telegram bot in bio.”
-

6) How to scale once it's working

1. Increase budget gradually—no more than 30–40% every three days.

2. Build lookalike audiences based on those who clicked or signed up.
 3. Duplicate winning campaigns with new creatives while keeping the same offer.
 4. Split geo into separate ad sets, for example Kazakhstan in one and Ukraine in another.
 5. Consider a second fan account so you can run a parallel combo and avoid ad-account limits.
-

7) Common mistakes to avoid

1. Killing a campaign too early; give it two to three days to learn.
 2. Skipping the interim step and trying to drive straight to the exchange; expect rejection or bans.
 3. Shipping flat creatives with no emotion or without a clear CTA.
 4. Pushing a vague offer; “best exchange” means nothing. Use specifics like “fees from 0%” or “withdrawals in two minutes.”
-

8) What to do right now

1. Spin up a fan account and have six clean posts there.

2. Connect Business Manager and link your Instagram page.
3. Post one Reel and one Stories creative fit for promotion.
4. Launch a Traffic campaign at \$3–\$6 per day.
5. Check results at the 48-hour mark and note which geos and creatives respond.
6. Start scaling if your registration cost sits under about \$0.30.

9) Bottom line

Paid promotion on Instagram scales when three pieces align: a format the audience actually watches, a clean mid-step that passes review, and an offer that's specific and verifiable.

Start small, track cost per registration and per active user, raise budgets slowly, and expand creatives sideways rather than rewriting what already works.