



LESSON 1.

ARTIFICIAL INTELLIGENCE IN AFFILIATE MARKETING: how neural networks help you earn more

Artificial Intelligence (AI) is no longer just “science fiction” — it’s a practical toolkit that **speeds up routine work, generates ideas, and helps boost conversions.**

For affiliates, this means producing more high-quality content faster, testing hypotheses more accurately, and saving money on tedious tasks.

What AI and LLM Are in Simple Terms

AI refers to programs that can perform tasks similar to humans: writing texts, generating images, analyzing data.

LLM (Large Language Model) is a large language model — a “brain” trained on massive text corpora that can write coherent texts, answer questions, create headlines and scripts.



Imagine AI as an extremely smart assistant that quickly prepares drafts, ideas, and reports — though you'll sometimes need to fact-check its output.

Where AI Truly Speeds Up Affiliate Work

1. Content: Posts, descriptions, emails



What it does:

generates headline options, posts, email scripts, ad copy.

Example: *before AI — one person wrote 10 tweets/day; with AI — in one hour, we generate 50 ideas, pick the best, adjust style — then publish.*



How to apply:

give AI a short brief (offer, audience, tone) → get 5 headline options and 3 text variants for A/B testing.

Mini prompt example (very simple):

“Write 5 headlines for a tweet about the EVEDEX exchange bonus. Tone — light, playful, 1–2 sentences.”

2. Creatives (covers, banners, short video ideas)

What it does:

suggests image options, video concepts, frame ideas, captions.

Example: *need 10 Shorts covers — AI generates concepts, you pick and edit them in Canva. With its help it takes hours instead of days.*

How to apply:

describe visual task + desired colors/style → AI delivers 4–6 concepts for quick designer implementation.

3. Analytics and reporting

What it does:

collects data, creates summaries, suggests testing hypotheses.

Example: *instead of manually checking 10 tables — AI merges UTM data and says: “Meme creatives get 4% CTR, threads 1.8%. I recommend scaling memes.”*

 How to apply:

upload data (CSV/table) → ask AI for a simple report: CTR, CPA, top 3 creatives.

4. Auto-replies and lead qualification

 What it does:

chatbots answer FAQs, qualify hot leads, and route them to managers.

Example: *a Telegram bot replies “How to get the bonus?” and guides users through the right flow, saving manager time.*

 How to apply:

set up answer templates + rule: if user writes “I want to sign up,” bot tags “GO” and notifies the manager.

5. Localization and translation

 What it does:

adapts texts to language and cultural specifics of GEO, translates teasers, tweaks memes.

Example: *translating ad copy to Spanish using local expressions — faster and cheaper than going to in-house translators.*



How to apply:

provide original + specify tone and local words → AI adapts.

6. Research and idea generation



What it does:

gathers content ideas, trends, hashtag sets, competitor lists.

Example: *asked “top fitness topics in 2025 for the US” → got topics + headline ideas.*



How to apply:

ask niche-specific questions → AI delivers ready rubrics and post samples.

Brief Tips to Make AI Work For You

1. Give context. The clearer the brief, the better the result.

2. **Don't blindly trust all "facts."** AI can make mistakes — always verify data.
3. **Use AI as a draft**, not final material — tailor it to your brand's tone.
4. **Save best prompts and templates** — they speed up future work.

AI is powerful but it's not magic.

1. **It speeds up** processes and **generates ideas but needs oversight.**
2. In financial/medical/legal niches, fact-check and follow platform rules (no guaranteed income or prohibited terms).
3. Don't rely solely on AI for compliance and legal info.

AI assists by **making routine faster, offering more ideas, and enabling more hypothesis testing** — helping you earn more. It won't replace your experience but will multiply your productivity.

AI's Capability Map for Affiliates

1. Content and creatives



What it provides:

fast headline and post text generation, landing page copy, scripts for Shorts/Reels/TikTok, carousel and email ideas. Saves time and accelerates A/B testing.

How — steps:

1. Form brief: offer, audience, post goal, tone, character limits.
2. Command AI with prompt (examples below).
3. Receive 5–10 options, pick 2–3, tailor for brand.
4. Schedule posting, add UTM.

Prompt examples:

1. *“Role: marketer. Task: 5 tweet headlines about EVEDEX registration bonus. Tone: light, 1–2 sentences, no income promises.”*
2. *“Write 30-sec Short script: hook (3s), explanation (20s), CTA (7s). Topic: how to get \$10 bonus on registration. Tone: empathetic, CTA: ‘link in profile.’”*

Tip:

always specify banned phrases (e.g., no “guaranteed,” “risk-free earning”).

2. Graphics and video

What it provides:

cover ideas, quick banners/cards, illustration generation, automatic subtitles, clips from longer videos, stream recaps.

How — steps:

1. Create visual brief: style, colors, cover text, size.
2. Ask AI for 4 concept descriptions.
3. Send concepts to image generator or designer → get options.
4. For video: upload source, ask for “4 clips, 15–30 sec each, with hook + subtitles.”

Prompt examples:

“Create cover concept for Short: title ‘How to get \$10 on EVEDEX,’ dark background, high contrast text, wallet icon, minimalistic style, face optional.”

Subtitles / Clips template:

“Make subtitles for this 2-min video, split into six 20-sec clips, each with standalone hook + CTA.”

 Tip:

use large text first 2–3 seconds in social videos to boost watch time.

3. Voice and sound (TTS)

 What it provides:

fast voiceovers, multiple voices/tones, dialogue scenes for bots, geo-localized voiceovers.

How — steps:

1. Generate the final script (see Content).
2. Choose voice and speed in TTS service (ManyTTS, ElevenLabs, built-in).
3. Get audio file, sync with video in editor (CapCut/InShot).
4. Add subtitles.

Prompt examples:

“Voiceover: ‘Want a \$10 bonus on signup? Click the link in profile.’ Male voice, energetic, 130 wpm.”

 Tip:

short, energetic phrases work best in Shorts — 1–2 sentence hook, 1 sentence CTA.

4. Analytics and reporting

 What it provides:

automatic campaign summaries, simple recommendations (“scale/stop”), UTM analysis, identifies top CTR/CPA performers.

How — steps:

1. Collect data in one table: date, campaign, creative, impressions, clicks, conversions, cost.
2. Upload CSV to an AI tool (or ask LLM to analyze data).
3. Ask AI to provide conclusions: top 3 creatives, budget advice, possible leak detection (e.g., high CTR + low conversion = landing issue).

AI query example:

“Analyze attached CSV: calculate CTR, CR, CPA per creative, highlight top 3 and recommend: scale/optimize/stop.”

 Tip:

always cross-check AI recommendations with affiliate panel — attribution may differ.

5. No-code automation (AI → scheduler → CRM/sheet → notifications) **What it provides:**

saves manual work from idea to posting and UTM logging.

Typical flow (example with Zapier / Make / Pabbly):

1. Trigger: new row in Google Sheets (content ideas).
2. Action 1: call LLM to generate post text.
3. Action 2: shorten link with Bitly + add UTM.
4. Action 3: send result to scheduler (Buffer, Hootsuite).
5. Action 4: save result in CRM/Sheets + notify team in Telegram/Slack.

Zapier step example:

1. New Row in Google Sheets (Topic, Offer, Audience)
2. Action: OpenAI — Generate Post Text (use prompt template)
3. Action: Bitly — Shorten URL (with UTM)
4. Action: Buffer — Create Update (scheduled post)
5. Action: Slack — Send Message (team message)



Tip:

start with one flow (content), then expand to leads and reports.

6. Support and sales (FAQ bots, auto-replies, lead qualification)



What it provides:

saves managers' time, quickly answers FAQs, qualifies hot leads.

How — steps:

1. Gather FAQs + answers.
2. Set up chatbot (ManyChat, Chatfuel, Telegram Bot + LLM webhook).
3. Write scripts: greeting → qualification → routing (bot answers or forwards to manager).
4. Track metrics: leads qualified, passed to manager, conversion rate.

Telegram bot example:

1. User: “How to get the bonus?”
2. Bot: “Complete 3 steps: registration → verification → deposit. Ready to start now? (Yes/No)”
3. If “Yes” → bot asks for email/phone → saves to Sheets + tags as “hot lead” + notifies manager.

Tip:

instruct bot: “If a user asks unusual questions, suggest ‘contact manager’ to avoid misinformation.”

Important Restrictions and Safety Rules

- 1. Fact-check:** AI may “be hallucinating,” especially in finance and medical fields.
- 2. Compliance:** in crypto, finance, sports—avoid guaranteed income/healing claims; add disclaimers.
- 3. User data:** do not store PII publicly; secure tables and CRM.
- 4. Copyright:** verify licenses for images and music before commercial use.

AI provides **speed, scale, and the ability to test more hypotheses** in less time. But it works as a tool — best used in combination: **AI delivers drafts and insights → a human reviews and takes the final step.** Start with one simple workflow, achieve results, and then scale.

Safety, Compliance, and Quality

AI helps produce more, faster, but can err or generate dubious promises or infringing content.

Our task is a simple control system so content is honest, legal, and high quality.

Fact-checking — what always to verify

Why: AI can invent facts, numbers, laws. Such “fiction” in finance/medical/fitness leads to blocks and legal risks.

Check:

1. Any numbers: income, percentages, CAGR, ROI.
2. Guarantee claims: “earn,” “guaranteed,” “cures.”
3. Medical advice: source, supporting studies, reference.
4. Financial advice: licenses/regulations, risk warnings.

Simple working workflow (2–3 steps):

1. AI generates text.
2. Human editor fact-checks: requests source or marks “TODO check X.”
3. Compliance officer marks “verified,” cites source + date.

Fact-check prompt example (for LLM):

“Check this text for clearly false facts, income promises, and medical claims. Mark lines needing sources or rephrasing, suggest safe wording.”

Safe phrase example:

Bad: “You will earn \$1000/week.”

Good: “Some users report earnings up to \$1000/week; results vary and are not guaranteed.”

Style and Tone — three-level check (AI → human → checklist)

Why: AI writes “robotically.” A simple chain keeps text lively and rule-compliant.

Levels:

- 1. AI draft** — generate 3 text versions.
- 2. Human edit** — check tone, arguments, readability.
- 3. Compliance checklist** — final review (see below).
Then publish.

Final checklist (printable):

- No guaranteed profit or cure promises.
- All facts have references (or marked “source: internal” if honest).
- No banned words (platform-dependent).
- No unauthorized logos.
- No PII disclosure.
- Dates and relevance checked (e.g., “data as of 2025-09-01”).
- Final approval: “Content approved (Name/ Position)” + date.



Data and Privacy — simple “don’t leak” rules

Main idea: do not store personal data in public sheets or share publicly.

What is PII (personal data):

Email, phone, passport, IP (in some jurisdictions), address.

Simple security rules:

1. Don’t keep PII in public Google Sheets.
2. Store leads in CRM with role-based access.
3. If using sheets, hash phone/email or keep only IDs linked in CRM.
4. Always get consent: “By submitting, you agree to processing for X purposes.”

Sample consent text:

“By clicking ‘Submit,’ you consent to processing email/phone for registration and marketing. We do not share your data without consent.”

Access and audit:

1. Logs: track who downloads/exports lists.
2. Limit export rights to 1–2 managers.
3. Monthly check for “extra” PII files.

Copyright — dos and don'ts

Briefly:

don't use others' images/videos/music without having the rights; no logos or trademarks in ads without permission.

Practical rules:

1. For images: use stock (commercial license) or AI generators clearly allowing commercial use.
2. For music: use tracks with licenses or royalty-free libraries, check attribution requirements.
3. Logos/brands: don't include ads without contracts.
4. For AI-generated images: verify service license (some forbid commercial use).

How to quickly check images:

- Ask the designer for a license/source.
- If self-downloaded — keep receipt (license screenshot).
- Mark creatives: “Image: StockSite (commercial license #1234).”

We covered why **safety, compliance, and content quality** aren't “extra paperwork” but the foundation for long-term affiliate earnings.

Remember the simple formula:

AI = assistant, human = controller.

AI can write posts, generate memes, select creatives, but you're responsible for:

- factual honesty,
- no “dangerous” promises,
- personal data protection,
- using only legal content (images, music, brands).

Main idea: a verification system + discipline = smooth business without bans or blocks.

Now you have checklists and examples to implement. With them, your campaigns will look professional and boost the trust of audiences and platforms alike.