

## LESSON 1.

# INSTAGRAM FOR AFFILIATES – BEST PRACTICES AND STRATEGY

In this lesson, you will learn how to use Instagram to attract users to EVEDEX through content. We'll cover which formats work in Reels, how to set up your profile, what should be in Stories, how to manage your feed, and where to place referral links so they actually convert.

## Instagram for Affiliates

Instagram in 2025 is not just "another social network". For affiliates, it's one of the most powerful platforms because it combines three money-making elements:

- **Visuals** (feed posts and carousels) — demonstrate expertise and clarify the offer.
- **Stories** — closer to personal communication: fast warm-up, polls, direct traffic via stickers.
- **Reels** (short videos) — a tool for organic reach and attracting new people into the funnel.

**In short:** visuals + stories + reels = trust → warm-up → sales.

Instagram is not a direct search platform like YouTube or TikTok. Users don't come here looking for "how to trade without bans." They scroll their feeds to follow people, relax, and distract themselves. Therefore, affiliate marketing on Instagram is built on trust, consistency, and native integration of information into visual content.

**This is Instagram's strength** — if your profile is set up correctly, your audience will click your links not because you persuaded them, but because you are a clear and trusted source.

## Why Instagram Is Still a Top Platform for Affiliates

### **Balance of reach and quality.**

Reels offers a chance to reach new audiences (like TikTok), while the feed and stories help retain and warm these audiences in a more **“trustful” way — they don't just take a quick glance and leave, but stay and start following.**

## **Readiness to act (purchase intent).**

People come to Instagram not only for entertainment — many look for reviews, instructions, product comparisons, and solutions to everyday problems. For affiliates, this means users are already in the mindset of “learn → trust → click.”

## **Multi-format ecosystem.**

The same person can be reached via reels, then engaged through stories, nudged with a post-guide, and finally sent to DMs or a bio link. It's an embedded funnel with low costs.

## **Sales and tracking tools.**

- link in bio;
- link/sticker buttons in stories;
- product/shopping tags (where relevant);
- direct messages for personal conversion — all speed up the path from interest to action.

## **Trust through visuals and personality.**

People buy from people. Photos and videos showing faces, case studies, video testimonials — all boost trust and increase conversions from your links.

## Why Instagram Is Convenient: Format Breakdown (and How Affiliates Should Use Them)

### 1. Reels (short videos)

 **Goal:** Get reach and attract new people.

 **Use:** Quick useful clips — e.g., “3 beginner mistakes in trading,” “1-minute review of a useful exchange feature,” mini-tutorials.

 **Result:** People see, follow, then move to stories/feed.

### 2. Stories

 **Goal:** Warm up and get quick responses.

 **Use:** Polls, quizzes, “link in stories” to guides/landing pages, plus behind-the-scenes showing your process and micro-tips.

 **Result:** High engagement and fast clicks.

### 3. Feed Posts / Carousels

 **Goal:** Establish expertise and provide “evergreen” content.

 **Use:** Detailed checklists, before/after cases, instructions with images.

 **Result:** Content people save and return to.

### 4. Highlights

 **Goal:** Welcome and adapt new followers.

 **Use:** Start here,” FAQ, testimonials, best guides.

 **Result:** New audience quickly understands what you offer and where to go.

### 5. Direct Messages (DMs)

 **Goal:** Personal conversion.

💡 **Use:** Auto-greetings, answering questions, sending individual instructions/links.

★ **Result:** High CTR from personal chats.

## Instagram = A System, Not Just a Page

If you treat Instagram as a place to “post a picture and forget it,” you won’t see any results. The right approach is systematic:

1. **Reach (Reels)** — attract people.
2. **Engagement (Stories, polls, comments)** — gather interested users.
3. **Deepening (posts/carousels, highlights)** — provide value and keep trust.
4. **Conversion (bio links, story links, DMs)** — convert to registration/purchase.

Each step has its own tool and purpose. Working together, you get a steady flow of leads and sales.



## Setting Goals on Instagram for Affiliates — Simple, Clear, Number-Driven

Testing Instagram without goals means no system will work. Goals guide content direction, format, and metrics to track.

### Three Basic Goals for Affiliates on Instagram

#### 1. Drive traffic to the offer/landing/bot

People see reels/stories → click link → enter your funnel.

#### 2. Build trust through personal or thematic branding

Posts, stories, reviews, and cases turn followers into people you can offer something.

#### 3. Grow the base (followers → clients → repeat buyers)

Accumulate subscriber base, segment it, then monetize (warm-up series, mailings, webinars).

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## KPIs (What to Measure for Each Goal)

### Traffic

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|------------------------|--------------------------------------|
| 1. Impressions / Reach | 3. Link clicks (bio/stories)         |
| 2. Reels views         | 4. CTR (clicks/impressions)          |
|                        | 5. Leads (bot/landing registrations) |



## Trust Building

1. Engagement Rate ( $ER = (\text{likes} + \text{comments} + \text{saves}) / \text{reach}$ )
2. Saves
3. DM requests / comment replies
4. Retention (followers retained after 7/30 days)

## Base Growth and Monetization

1. New followers per day/week/month
  2. Conversion rate (follower  $\rightarrow$  lead  $\rightarrow$  purchase)
  3. LTV (profit per subscriber/client — optional)
  4. CPA / CPL (cost per acquisition/lead, if paid)
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## From Goal to Plan: Example Calculation with Numbers

**Goal:** get **500 leads** into a Telegram bot via Instagram in **2 months**.

Breakdown:

$500 / 2 = \mathbf{250 \text{ leads/month}}$

$250 / 30 \approx \mathbf{8.3 \text{ leads/day} \rightarrow \text{goal} \approx 9 \text{ leads/day}}$

Funnel assumptions:

CTR Reels  $\rightarrow$  bio = **0.8%**

Click  $\rightarrow$  lead conversion = **10%**



Clicks needed/day =  $9 / 0.10 = 90$  **clicks**

Views needed/day =  $90 / 0.008 = 11,250$  **Reels views/day**

**Important:** if your actual CTR/conversions are lower, you need to either improve the content or add paid traffic.

## Choosing Your Primary Goal (Priorities)

- 1. No base and no offer:** focus on **growing followers + trust** (goals 2 and 3).
- 2. Have a working offer and landing:** focus on **traffic and leads** (goal 1).
- 3. Budget constrained:** grow organically first (content + collaborations), then test small paid promos.

Rule of thumb: **One main goal** + 1–2 secondary goals.  
Don't try to do everything at once.

## Common Goal-Setting Mistakes (Avoid These)



### **Setting vague goals without numbers**

"I want many followers" is bad.

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-  **Ignoring the funnel:** how many views are needed to get 1 follower/lead.
  -  **Not measuring** — no data → no progress.
  -  **Setting overly aggressive deadlines** without resources and a content plan.
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## Defining Target Audience (TA)

Without a clear TA, you waste time and money. TA are the people you speak to, those who have the problem and are most likely to buy your offer. Here's how to understand and validate it, so even a beginner can do it.

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## Why No TA Means Budget Drain

1. Showing content to uninterested people → low clicks, weak subscriptions, poor sales.
2. Impossible to write convincing texts without knowing who you address.
3. Targeting isn't magic — broad audience wastes money without bringing you results.

Simple analogy: selling skis to tropical islanders sounds silly, right? Same with ads.

## How to Understand Your Client — Step by Step

### Step 1. Start with basic demographics

Answer shortly:

1. **Age** — how old is your client (e.g., 18–24, 25–34)
2. **Gender** — mostly male, female, or doesn't matter?
3. **Geography** — which countries/cities? (important for geo-specific offers)
4. **Language** — which language to communicate?

 **Goal:** narrow down to 1–2 demographic segments.

### Step 2. Understand interests and context (psychographics)

Answer:

1. **What are their interests?** Sports, finance, career, crypto, health, self-development.
2. **Where do they spend internet time?** Instagram Reels, Telegram chats, YouTube, TikTok?
3. **Which accounts/influencers do they follow?** (list 3–5)

**How to collect:** check comments on 3–5 popular accounts in your niche — see what people write and ask.

### Step 3. Identify pains and desires (jobs-to-be-done)

Ask yourself:

1. **What currently blocks them?** (lack of time, money, knowledge, fear of mistakes)
2. **What do they want?** (result: lose weight, earn money, pass interview)
3. **What fears/objections do they have?** (“it’s a scam,” “won’t work,” “too expensive”)

**Formula: Pain → Desire → Objection.**

Example: “I’m afraid of failing the interview” → wants to learn English → fears wasting time.

### Step 4. Quick research tools (do now)

1. **Check competitors:** 5 similar accounts — top posts, comments, stories.
2. **Hashtag search:** enter 5 key hashtags and check who likes/comments.
3. **Comment analysis:** questions people ask reveal many pain points.

4. **Use stories/polls:** ask 1–2 questions to your small audience.
  5. **Quick interview method:** DM 5 people with 1–2 questions — many will reply.
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## Practical Tools and Steps

### Competitor quick research checklist

1. Find 3–5 niche leader accounts.
2. Note their 5 most popular posts.
3. Read 20–30 comments under those posts — spot frequent questions/problems.
4. Collect words/phrases people use (these are your “language triggers”).

## Using Hashtags

1. Search topic hashtags — see who uses them and comments.
2. Make a list of 10–15 “target” hashtags: 5 big, 5 medium, 5 niche.



## Buyer Persona Template

**Name:** (e.g., Camila, 27)

**Age:** 25–34

**Geo:** Mexico, Tijuana

**Profession:** junior/mid IT specialist / student

**Interests:** career, English, moving abroad, courses

**Pains:** can't pass interviews, poor conversational English

**Desire:** find a job abroad within 6–12 months

**Where they spend time:** Instagram Reels, Telegram, YouTube

**How to talk to them:** simple language, friendly, with examples and checklists

**Main argument:** “Quick plan + real interview success examples”

Fill 2–3 such personas per segment — this clarifies content creation and targeting.

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## Message Examples (Hooks)

1. Reels hook: “3 phrases that help pass an English interview”
  2. Bio: “Helping you pass interviews in English in 3 months. Free checklist → link”
  3. Story CTA: “Want a template answer for ‘Tell me about yourself’? Write ‘YES’ in comments”
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## Hypothesis Testing — Must-Do Tests for Every Beginner

1. Mini-survey in stories (3 questions) — learn pains from the audience.
  2. Test Reels with one hook — track bio CTR.
  3. DM survey: message 10–20 people asking, “What is your biggest problem with [topic]?”
  4. Small target campaign \$10–\$30 (3 creatives) — see who clicks and converts.
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## Using Collected Data (Step-by-Step)

- 1. Collected the answers** — identify the 3 most common pains/questions.

2. **Create 3 Reels** — each addressing one of these pains.
3. **Include a CTA in each Reel:** “download the checklist / go to the bot / subscribe” (and track clicks).
4. **Analyze after 7 days:** which Reels generated more clicks/subscriptions → produce more content in a similar format.

## What to Avoid

1. Don't make your TA “everyone and anyone.” Narrow TA = easier to attract and convert.
2. Don't rely on guesswork — do quick polls and tests.
3. Don't copy others' tone without knowing your audience — it will fall flat.
4. Don't ignore data: if CTR is low, change hook/format.

**TA isn't abstract** — it's real people with age, place, interests, and real problems. Know them, write precise texts, create engaging reels, and target so your money doesn't go to waste. **Do quick research, ask people questions, and test — and results will come.**

## Choosing Account Format: Personal Brand vs. Thematic — A Beginner's Guide

In short: the account format strongly affects **how you create content, how quickly you earn trust, and which offers you can monetize**. Below you'll find a simple explanation, examples, practical tips, and templates so any beginner can make the right choice.

### What to Choose and Why

**Personal brand** — your face, voice, opinion, experience are the main assets. Suitable where personal empathy matters: fitness, coaching, education, lifestyle.

**Thematic account** — focused on a topic: selections, news, reviews, content aggregator. Fits CPA offers, nutra, finance communities, aggregators.

## Pros and Cons

### Personal brand

- ✅ Builds trust fast: people buy from people.
- ✅ Easier to gather loyal followers and convert them.
- ✅ Good for vertical offers (coaching, courses, consulting)
- 👎 Dependent on owner personality: if owner disappears, account loses voice.
- 👎 You need to show your face, appear on camera, open up emotionally.

### Thematic account

- ✅ Scalable: can delegate/automate.
- ✅ Easier to work with different offers (CPA, affiliate, product sales).
- ✅ Less personal risk — no face needed.
- 👎 Trust builds slower: need more proof.
- 👎 Strong competition: many pages make similar content.

## Content Pillars (What to Post) — Real Ideas

### For Personal Brand

1. *Value + personal case* — “How I lost 8 kg in 3 months” (fitness).
2. *Behind the scenes* — “My day as a trainer: 3 clients, 2 videos, 1 interview.”
3. *Education* — mini-lessons, checklists.
4. *Reviews and client cases* — real results from people.
5. *Live/AMA* — answer questions live.

#### **Post example template:**

- Title: “How I achieved X in Y»
- Bullet points: 3–5 key points (brief)
- CTA: “Link in bio — free checklist”

### For Personal Brand

1. *Selections* — “Top 5 brokers for beginners.”
2. *Reviews* — platform breakdowns, pros/cons.
3. *Comparisons* — “This vs. that: where is better.”

4. *News/tips* — quick and valuable.
5. *Cases with slight proof* — screenshots/statistics (no personal stories).

**Post example template:**

- Title: “TOP 5...”
- Short list + relevant offer link
- CTA: “Save this so you don’t lose it”

## Content Plan — What and When to Post

**Personal brand (weekly):**

1. 3 Reels (practice/cases/micro-lessons)
2. 2 carousels (deep guides)
3. Stories daily (polls, BTS, CTA)
4. 1 live per month

**Thematic (weekly):**

1. 4 cards/posts (selections, reviews)
2. 2 Reels/short videos (review/hack)

3. Stories 3–4 times/week (reposts, polls)
  4. Case post with screenshots every 2 weeks
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## Promotion and Growth: Practical Tricks

### For personal brand

1. Collaborate with similar influencers.
2. Use story polls for engagement.
3. Collect video testimonials.
4. Run mini challenges with hashtags.

### For thematic account

1. Test offers via seeding and targeting.
  2. Cross-promote with niche channels.
  3. Collect UGC and repost.
  4. Publish hit lists — people save and share them.
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## Common Mistakes and How to Avoid Them

- 1. Personal brand:** too much personal content without value → no subscriptions. Solution: balance 50/50 personal/practical.

2. **Thematic:** too many ads, little value → people unsubscribe. Solution: 80% value, 20% promotion.
  3. **Both:** lack of system and plan → slow growth. Solution: content plan + simple analytics.
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## Main Instagram Influence Channels

Affiliate marketing here is built not through ads, but by systematic work in three zones:

1. **Reels** — short engaging videos for reach
2. **Stories** — personal contact points and CTAs
3. **Profile** — main source of links and impression

All elements must work in harmony. Reels grab attention, Stories turn it to interest, profile drives action.

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## What to Post in Stories

Stories are engagement points allowing more direct actions.

Example good stories:

1. screenshot EVEDEX: “Today’s strategy +0.8% — just watching”

2. voice message: “People asked how to start without blocks — left a guide in bio”
3. animation: “5 steps — how to start without KYC. All in Telegram, link above”

**Alternate: 1–2 stories with personal insights, 1 story with action, 1 story with question or poll.**

Add arrows to the link but avoid “urgent click” — Instagram reduces reach for aggressive CTAs.

## How to Design Your Profile

Profile should work like a mini-landing page:

- 1. Avatar** — clear face or neutral symbol
- 2. Name** — preferably with a keyword: “DeFi without KYC | Strategies”
- 3. Description** — short and clear: “EVEDEX strategies, bypassing KYC, DeFi tools breakdown”
- 4. Link** — not just to platform but Taplink or Notion page explaining: “What is this platform → How to connect → Links”



If you're driving traffic to Telegram — link people there. If directly to EVEDEX — provide explanations.

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## Posts and Feed

The Instagram feed no longer brings big reach but builds trust. It's not for virality but to help followers understand who you are and why to trust you.

### What to post:

1. short cases: “what I did, how much I earned”
2. visual cards: “what is DeFi in 3 phrases”
3. screenshots from dashboard: “referral earnings for the week — here are the numbers”
4. memes, if relevant — strictly on topic

Posts should be simple, visually clean, send a clear message. No overload or jargon.

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## Where and How to Place Links

Instagram allows only one link—in the profile description.

Wrap it like this:

1. Use Taplink or equivalent
2. First screen: Button “How to start →”
3. Next: “My Telegram with guides” and “Strategies on EVEDEX”
4. If you give PDFs or guides — make them available via one of the buttons

Each Reels, post, story should end with a phrase prompting the profile, e.g.:

1. “Left everything in the bio”
2. “Showed my strategy in bio”
3. “Answered in the channel, find the link above”

**No UTM tags in links — Instagram dislikes them.  
For tracking, use redirects from your own domain.**

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## What You Learned in This Lesson

- How a system for effective affiliate promotion on Instagram is structured



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- How to use Reels, Stories, and content on your profile together
  - Which formats bring reach, and which build trust
  - How to design your profile and present links so users click willingly and with interest