

LESSON 2.

HOW TO WARM UP AND CONVERT TRAFFIC INTO DEPOSITS: WORKING WITH FUNNELS

Hello everyone! Today we'll discuss why, in affiliate marketing, it's important not just to bring people to the exchange but to ensure they actually fund their accounts. This is a crucial stage that many affiliates underestimate: they focus only on registrations, forgetting that revenue comes from deposits.

We'll look at how to build the right funnel so a person completes a deposit rather than stops halfway. **Along the way, we'll recap the main fears and pain points from the previous lesson** — everything that prevents beginners and experienced traders from making that first deposit.

What Is a Funnel and Why Do You Need It?

A funnel is the journey a user takes from first contact with your content to topping up their exchange balance.

No one makes a decision instantly. Usually, a person hesitates, checks reviews, compares conditions, evaluates the interface and support. Just giving a link won't work: experience shows 95% don't even reach registration that way.

The funnel consists of four steps: attention, interest, trust, action. Each stage requires its own formats and arguments.

Step 1. Capture Attention and Hit the Pain Point

The initial contact — video, post, banner, story — must immediately catch the user by a familiar problem or worry.

For example:

- *“Exchange blocked withdrawals without explanation?”*
- *“Lost your deposit because the order wasn't executed?”*
- *“Want to trade but afraid of losing access due to KYC?”*

Effective formats are short clips, memes, catchy headlines. **The key is for the person to recognize themselves and want to learn more.**

**Step 2.****Spark Interest through Solution and Experience**

Once the person feels their pain has been noticed, it's important to immediately offer hope — show a solution or personal experience.

Examples:

- *“I found an exchange where support replies in 3 minutes, even at night.”*
- *“Here’s how to protect yourself from withdrawal blocks — and which platform to choose.”*
- *“A way to secure your deposit without stop-loss using built-in features.”*

Real stories work best: support chats, interface screenshots, trader reviews.

The formula is simple: pain → solution → personal proof.

Step 3.**Build Trust through Demonstration**

Now the goal is to remove doubts and show the solution really works.

Guides, breakdowns, comparisons, and video tutorials are useful here. It's important to explain:

- *How the interface looks and functions*
- *What security features are available*
- *How this exchange differs from others*
- *Who's behind the project and how support works*
- *Where to find info on fees and limits*

Without these, people often leave not understanding anything — **which drastically hurts conversion.**

Ready-made materials are especially necessary at this stage so you can promptly answer questions.

Step 4. Call to Action

When trust is established, you need a clear, understandable call to action:

- *“Click the link, get a bonus, and try without risk of getting blocked.”*
- *“Register with my code — get +10% to your deposit and chat support.”*

The call must be a logical continuation of the entire story, not just a final button. Only then does it work effectively.

Why It's Important to Respect Funnel Logic

The entire funnel must be built around one or two main pain points. If you start talking about blocking issues but suddenly end with low fees, the logic gets disrupted and people drop out. The best results come from a coherent, clear path from pain to solution, with examples and proof.

Example:

1. Main fear — getting blocked and being unable to withdraw.
 2. Content — how fast support responds, guarantees, unblocking stories.
 3. Solution — exchange with reliable support and simple limits.
 4. Call — bonus for registration and help with any questions.
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Formats That Work

1. Short trigger videos (7–15 seconds, Reels or Shorts)
2. Story series with Q&A
3. Case studies with personal stories

4. Interface screencasts
 5. PDFs with bonuses, comparison tables
 6. Reviews, comments, stories from other users
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What Numbers Are Considered Good

1. CTR (click-through rate) on first contact: 4–7%
2. Conversion from click to registration: 20–40%
3. Conversion to deposit: 8–15%
4. Decision time: usually 2–5 days

If indicators are lower, reconsider how logically your funnel stages are connected.

Drops often happen between interest and trust: the person sees the problem but doesn't understand why to trust this particular exchange.

Summary

Today you learned why simply “talking about the exchange” is not an effective strategy.



To get people to actually deposit, it's vital to build an integrated funnel centered on their real pain points, demonstrate the solution, and provide proof.

Only this way can traffic reliably convert into clients. In the next lesson, we will explore how to scale this scheme using paid tools — **from seeding to Telegram Ads.**