

LESSON 1.

YOUTUBE SHORTS PROMOTION STRATEGY FOR AFFILIATES: from idea to first videos

Hello everyone. In this lesson, we will cover how to launch promotion on YouTube Shorts from scratch and make your videos actually generate registrations and deposits.

We will discuss:

1. how to choose the format,
2. how often to post,
3. how to place the link and track results.

At the end, there will be a specific setup you can start with right away.

YouTube Shorts currently provides reach even to new channels

Videos can get thousands of views from the very first clip — if the topic and format are chosen properly.

The affiliate link can be placed in the description and in a pinned comment. If done right, users click through immediately after watching.

At the start, you need to understand that people don't have time to figure things out. They watch videos for 20–40 seconds, and during that time they either get hooked by the topic or immediately scroll past.

So everything starts with the first phrase and the first two seconds of the video. **If the first impression is poor, the video doesn't do its job.**

Next, a system is needed.

You cannot just post any random videos. Everything should follow a sequence:

- | | |
|--------------------|-------------------|
| 1. first interest, | 3. then the link, |
| 2. then trust, | 4. then action |

No logic — no results. It's like building a funnel, only in the format of short videos.

It works well if one video addresses a specific problem and gives a quick explanation of how to solve it.

For example: *“Can’t withdraw from the exchange? Here’s what to do so you’re not blocked.”*

Or: *“How to top up your account by card without commission — watch this.”*

Typical formats that bring results:

Rookie mistakes and how to avoid them

This creates fear and engagement. Example: *“3 things that get accounts blocked.”*

Useful exchange tips

Anything that helps save money, bypass limits, or get up to speed quickly.

Case studies with numbers

Showing how much someone earned or saved — if it looks realistic, the video instantly gets views and clicks.



Comparisons

Why one exchange is more convenient than another. The key is to speak with concrete examples, not in abstract terms.

Personal experience

If you've gone through KYC, account freezes, or losses yourself — it builds trust.

On average, videos can get 10,000–30,000 views without any investment. If the link CTR is around 2%, that's 200–600 clicks. Of those, 15–30% register, and roughly 5–10% make a deposit.

One video can bring 5–10 deposits if the topic is spot on. At a payout of \$40–60 per deposit, that's \$200–600 per video. With 10 videos — a stable income. Scaling up is next.

YouTube's algorithm favors active channels.

Post 3–4 times a week. It's better to keep it simple but consistent.

If it doesn't perform on day one, the video may gain traction after 1–2 days. Don't delete or fiddle with it. The algorithm will decide when to show it.



Place the affiliate link in the description and in a pinned comment.

Create a unique link for each video — **with a UTM tag or just different endings.**

Example: partner.evedex.com/ref123?utm=shorts1

Otherwise, you won't know where clicks and deposits come from. Using link shorteners is best for easy insertion in comments.

Track the results for each video:

- | | |
|------------|-------------------|
| 1. views, | 3. registrations, |
| 2. clicks, | 4. deposits. |

After 10–15 videos, you'll see which formats work. Remove videos that get reach but no clicks. Scale up what brings deposits.

Videos are best made following this structure:
interest → solution → call to action

For example: *“How to avoid losing access to your exchange account,” followed by 15–20 seconds of explanation, then “The link to this exchange is in the description, I use it myself to withdraw.” This way it doesn’t feel like an ad but works effectively.*

The best posting time is morning New York time — these are the hours when the crypto audience is most active.

Ideally, maintain a stable schedule: for example, post videos on Mondays, Wednesdays, and Fridays.

Common mistakes

01

Meaningless videos.

Just showing a terminal or a chart doesn’t lead to action.

02

No call to action.

People won’t look for your link if you don’t say where it is.

03

Poor first frame.

If the first seconds are boring, the video gets skipped immediately.

04

No tracking.

Without tags, you won't know which video brought money.

05

Inconsistency.

Posting 1–2 videos and waiting won't bring any results.

To do everything right, start with simple topics:

1. how to register,
2. how to top up,
3. how to avoid blocking,
4. how the bonus works.



These are clear situations every beginner recognizes. Later, add more complex topics: trading, withdrawal, fees, arbitrage.

In this lesson, you learned how to build a promotion strategy through Shorts:

1. how to choose topics,
2. how to record,
3. how to publish,
4. and how to track everything so it brings not only views but also deposits.

In the next lesson, we will cover exactly how to shoot and format videos so they get recommended and bring daily traffic.