



LESSON 1.

PROMOTION STRATEGY ON X FOR AFFILIATES

In this lesson, you will learn how promotion works on X (Twitter) in the context of affiliate marketing.

We'll cover which formats perform well, what drives growth, how to manage an account from scratch without wasting reach, and why the social graph matters more than the number of posts.

WHY X IS A TOP PLATFORM FOR AFFILIATES IN 2025

X is a place where attention, discussion, and virality emerge quickly.

People come there for news, opinions, memes, and short insights — making it an ideal environment **to warm up an audience fast and get clicks on your referral link.**



Why Now? (In Simple Terms)



Text + Virality:

Content spreads not only through followers but also through discussions — one controversial tweet can generate thousands of impressions.



Fast Reaction Speed:

Information flows quickly — trends get born and die within hours. Catch the trend and reach explodes.



Audience Ready to Act:

Many X users are eager to try new things, especially in niches like crypto, finance, fitness, and info products.



Low Entry Barrier:

You don't need perfect video or top-tier shooting — just a clear idea and a strong hook.

CORE STRATEGY: build a system → attention → trust → click → conversion

This is the effective funnel. Let's break down each stage and how to implement it on X.

1. Attention

Goal: Stop the user in the feed — make them read the post.

How: Strong hook in the first line, meme, provocation, number, shock fact.

Hook examples:

- *"I lost \$500 doing this — don't repeat."*
- *"3 apps that doubled my money — thread 📌"*
- *"Monday morning: did this for 5 minutes — changed my body (video)"*

2. Trust

Goal: Show you're credible — give useful info, a case, or real results.

How: Threads with step-by-step instructions, case studies, anonymized screenshots, brief explanations.

Example:

After the hook — a thread: problem → what you did → result → brief conclusion.

(Threads hold attention and increase the chance people visit your profile or click your link.)

3. Click (Action)

Goal: Turn interested users into link clicks.

How: Soft CTA — not “buy” but “check it out,” “learn more,” “download checklist,” “register and get bonus.” Link in bio/pinned tweet or a short bit.ly/UTM link in a reply.

CTA example:

*“Want the template? Find link in the pinned tweet.” or
“Download checklist — link in reply.”*

4. Conversion

Goal: User completes target action (registration, purchase).



How: Landing page/gateway, clear offer, quick action path (minimum fields), UTM tracking.

Important:

If there are clicks but no registrations — the problem is with the landing, not X.

PRACTICAL CHAIN EXAMPLE

Crypto (offer: exchange with bonus)

1. Attention: “I lost \$200 on one trading mistake — here’s how I fixed it.”
 2. Trust: thread — what I did, which tool helped on the exchange, anonymized screenshot of results.
 3. Click: CTA — “Want to try with a \$10 bonus? Link in profile.”
 4. Conversion: landing page with simple instructions on claiming bonus + UTM.
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Sample Hook and Mini Template

Hook (1st line):

“Don’t do this when trading crypto — lost \$200.”

Thread structure (3–6 tweets):

1. Hook
2. Problem description
3. 2–3 practical steps/tips
4. Result/case
5. Soft CTA + link in profile/reply

Engagement Tweet (Example)

“What’s worse: losing \$500 or never starting to invest? Write why — I’ll pin the best answers.”

X in 2025 Is Not a Place for Random Posts

It’s a platform where a systemic approach — **Attention → Trust → Click → Conversion** — done right, brings steady referral flow. Run small tests, collect metrics, scale winners — results will follow.

Defining Affiliate Goals on X

Before posting dozens of memes and threads, clarify why you're on X. Goals shape everything — what content to create, how to measure success, where to invest time and energy. Below is a clear guide plus plenty of simple examples and templates so any beginner can launch an effective strategy immediately.

THREE BASIC AFFILIATE GOALS ON X

Traffic to Referral Link

- Direct goal: people click your link and register or buy.
- Suitable formats: memes with CTA, short videos, hook-posts with link in profile.
- Key metrics: link clicks, CTR, conversions, CPA.

Community Building

- Long-term goal: people follow, join discussions, come back.
- Suitable formats: threads, polls, live discussions, comment replies.
- Key metrics: follower growth, engagement, comments, discussion activity.

Personal Brand / Trust Growth

- Goal: people recognize you as an expert and trust your advice (boosting CR later).
- Suitable formats: case studies, trade breakdowns, proof (screenshots, results), interviews.
- Key metrics: profile clicks, mentions, repost counts of expert posts.

HOW TO CHOOSE A GOAL

1. Need money immediately → focus on **traffic/conversions**.
2. Want long-term flow and less reliance on one campaign → focus on **community + brand**.
3. You can combine goals, but prioritize one (to avoid chaos).

WHY X DEMANDS A UNIQUE APPROACH

Unlike TikTok and Instagram, X is a platform where recommendations rely on social connections, not just algorithms. It matters less “what your video is” and more “to whom it’s shown.”



The X algorithm depends directly on your circle, subscriber behavior, and interactions.

This means: promoting without regard to your social graph will give almost zero reach, even if you have great content.

WHO WORKS ON X AND WHO TO AVOID

If you plan to promote EVEDEX, avoid jumping into just any crypto cluster. Many focus on shitcoin memes, small-cap chats, PvP trading, or anonymous shitposts with no interest in infrastructure or strategies. Don't expect referrals from there.

Suitable clusters:

1. Audiences discussing DeFi infrastructure (LayerZero, zkSync, Blast, Starknet)
2. People into passive income, auto strategies, L2 ecosystems
3. New content creators on X
4. Followers of mid-tier analysts who provide guides and don't trade directly



If you promote in these clusters, your topics and formats will fit well.

BASIC ACCOUNT MANAGEMENT RULES

1. Don't cross-post Reels and TikTok videos on X.

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2. Don't post “salesy” content directly in the feed.

X works not as a storefront but as a series of dialogues. The main attraction method is replies, comments, and discussions — then pinned post with your offer link.

3. Don't grow the number of “dead” followers.

Avoid buying traffic or mutual follows. If your social graph is weak, all posts will show in the same weak circles. Ideal growth on X = 10–20 active followers weekly who care about your content.

WHAT TO PUBLISH TO GROW

Content on X breaks down into three types:

1. Useful content — guides, tips, breakdowns.

Formats:

- *“How I automated entries via DeFi strategies — short thread”*
- *“3 reasons why I don’t keep money on CEX — with examples”*
- *“Here’s how I explain the strategy to my mom (EVEDEX screenshots)”*

Such posts work best as threads of 5–7 tweets with specifics, clear language, and one call to action at the end.

2. Opinions and reactions

Examples:

- *“It’s funny people still use MEX when the platform can easily freeze withdrawals. There are better solutions.”*
- *“If you fear the words ‘strategy’ and ‘automation,’ you haven’t seen EVEDEX’s interface. It’s easier than PancakeSwap.”*

Avoid flooding with reaction tweets. One or two per week are enough if they touch current info topics.

3. Memes

Memes truly work as entry formats on X.

Examples:

- *Comparison: “Me in 2022” — CEX chart → “Me in 2025” — EVEDEX interface*
- *Screenshot captioned: “When the strategy works and you didn’t touch it for 4 days”*
- *Dialogue: “— Set a stop loss. — It hampers my liquidity farming.”*

Memes only work if organically integrated into platform context and don’t look like ads. Memes often lead to reposts, which then generate interest in pinned tweets and links.

HOW TO WORK PROPERLY THROUGH COMMENTS

A good affiliate doesn’t wait for likes on their posts. They work in comments.



Principles:

1. Comment on others' threads with questions, additions, cases.
2. Don't write "support" — write "here's how I do it in practice — <1 sentence>."
3. Don't drop links immediately — place them in replies to your own comment, no more than once a day.
4. Follow 30–40 authors your audience reads and interact with them daily.

Example:

Author writes: *"How to automate entries on spot trading?"*

Your comment: *"I use a DeFi strategy on EVEDEX. It quietly filters entries based on ROC and ADX."*

Reply to yourself: *"Here's how it looks in backtest" + screenshot without links.*

Second reply to yourself: *"If interested — I pinned it in the thread."*

This works — and importantly, it's not annoying.



HOW TO SET UP YOUR PINNED TWEET AND PROFILE

Your pinned tweet is your only sales block. It can:

1. Be a short thread with a case,
2. Be a single post with results (e.g., a stats screenshot of your strategy),
3. Include a call-to-action and link at the bottom.

Example:

“Lost all profits on KuCoin in 3 weeks and got banned from withdrawals. Switched to DeFi, set up a strategy on EVEDEX. In 6 weeks: 54 trades, 0 blocks, +11% net. Link to platform and strategy — in the first comment.”

X ALGORITHM SECRETS

The X algorithm isn't an evil bot but a “smart feed” choosing the most interesting content.

If it decides your post is good, it will show it to many people. If not, it stays in a tiny feed.



Our job is to make the algorithm say “good.” There’s a simple formula: **hook → discussion → CTA.**

HOW TO BEFRIEND THE ALGORITHM – PROVEN FORMULA

Hook → Discussion → CTA

Hook (first 1–2 lines):

Goal — stop scrolling. Hooks are emotion, number, provocation, promise of value.

Hook examples:

- *“I lost \$500 on one mistake — don’t do this.”*
- *“3 simple tricks to save your waist in 7 days.”*
- *“If you don’t know this EVEDEX feature yet — you’re missing bonuses.”*



Discussion (make people comment):

Ask questions, provoke opinions, invite sharing experience. The more comments — the better.

Bait phrases:

- *“What do you think?”*
- *“Who tried it — reply +”*
- *“Best answer will be pinned”*

CTA (soft call to action):

Not “buy,” but “check,” “download,” “try.” Link in profile or short bit.ly/UTM in reply.

CTA examples:

- *“Want the template? Link in profile.”*
- *“Details in pinned tweet.”*

EXAMPLE

Crypto (offer: exchange)

1. Hook: “I lost \$250 on a swap — because of this one button. Here’s how to avoid it.”

2. Thread: 1) mistake, 2) how to avoid, 3) exchange tool, 4) anonymized screenshot of result.
 3. CTA: “Want a setup checklist? Link in profile.”
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WHAT TO DO IF A POST “DIES” (NO REACTIONS)

1. Wait 30–60 minutes — sometimes the algorithm “wakes up” later.
 2. If zero reaction — **rewrite the hook** (only headline) and repost at another time.
 3. Check the timing: maybe it’s a “dead hour” for your audience.
 4. Use another format: image → short video → thread.
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COMMON ROOKIE MISTAKES (AND HOW TO FIX THEM)

1. Waiting for “maybe” — post and disappear. → Plan the first 60 minutes of activity.
2. Pushing “sell-buy” in the first tweet. → Build trust first, then offer.

3. Copying memes without adapting. → Adapt to your audience and offer.
4. Ignoring replies. → Replies = extra reach.

X's algorithm loves speed and dialogue. Give it a reason to promote your post: good **hook**, active **discussion**, polite **CTA** — and it will show your content wider. Run small tests, respond first, repeat what works.

We will cover algorithms in more detail in the next lesson:
“X Algorithms: How to Get into Recommendations and Maintain Engagement.”

X is not about a pretty profile or perfect banner.

X is about **strategy + content**. If you have a system (attention → trust → click → conversion), design becomes secondary. Content + funnel = stable referrals.

KEY POINTS TO REMEMBER

1. **The algorithm decides** who to show to — it loves reactions and dialogue.

- 2. The first hour** after posting often determines a tweet's fate.
 - 3. Hook → Trust → CTA** is the working formula for every post.
 - 4. Content ≠ ads.** First provide value or emotion, then offer.
 - 5. System matters more than quantity.** Better 3 planned posts a day than 30 random ones.
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WHAT TO DO RIGHT NOW

- 1. Write down your goal (SMART).** Example: 500 exchange signups in 3 months.
- 2. Prepare 7 posts** for the week (mix: 3 hooks/memes, 2 threads, 2 engaging questions).
- 3. Create UTM for each post** (if driving traffic to offer).
- 4. Identify best posting times** (e.g., 12pm — 8pm; adjust for your audience).
- 5. Launch posting + actively engage** in discussions during first 60 minutes (reply to comments, encourage answers).
- 6. After 48–72 hours, collect metrics:** impressions, clicks, CTR, profile clicks, registrations. Record in a table.
- 7. Identify winners** (low CPA / high CTR) and make 3 variations of successful posts.