

Becoming a Successful Affiliate with OspreyFX



OSPREYFX

Educational



Disclaimer

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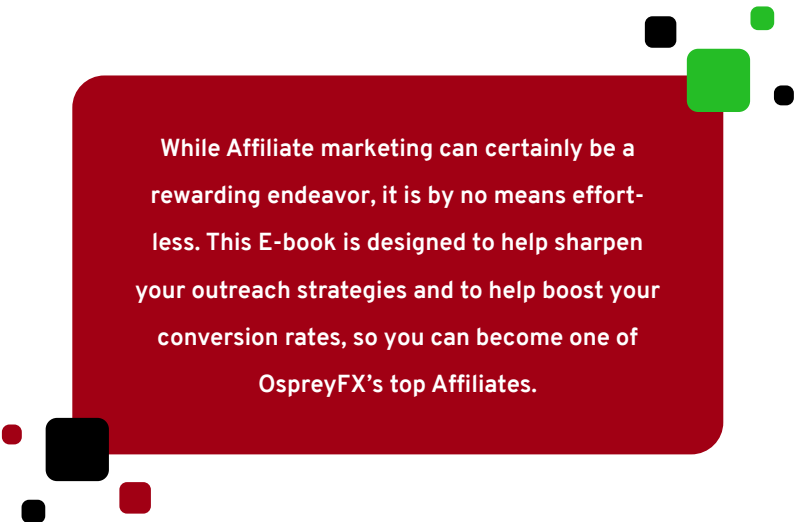
1 Introduction

The internet is undoubtedly one of the most revolutionary inventions of the 21st century. Furthermore, technology is innovating the way in which we go about our everyday lives. This is particularly evident in modern day trading. Trading can be done anywhere, anytime in a variety of ways.

The world of trading has experienced a surge in popularity in recent years, primarily due to the abundance of opportunities that it offers. With an increased interest comes more profit possibilities. And, with trading volumes amassing \$6 trillion daily who wouldn't want to get their feet wet in the Forex ocean.

As an Affiliate you not only build & nurture relationships with potential traders, but you also become a mentor and someone they begin to rely on to help increase their knowledge. Better yet, by helping other traders and referring them to OspreyFX you reap the benefits of uncapped weekly payments & continuous commissions.

But let's get back to basics. What is Affiliate Marketing? How does it work? Finally, how can you make money from it?



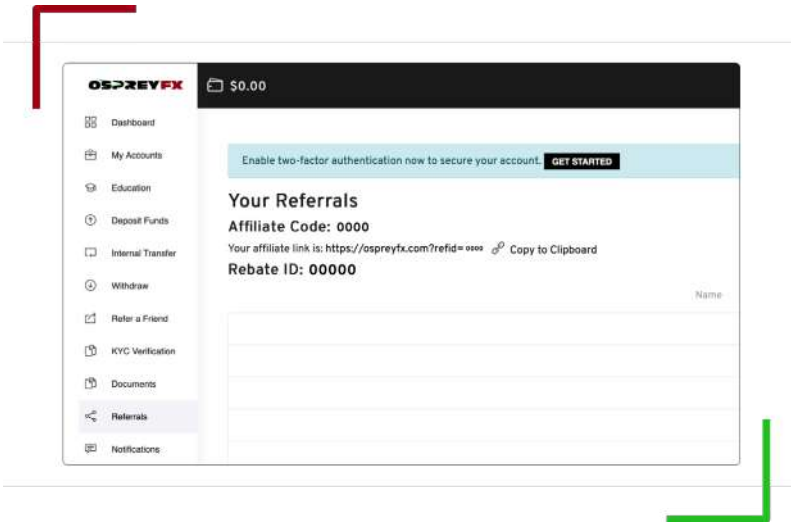
While Affiliate marketing can certainly be a rewarding endeavor, it is by no means effortless. This E-book is designed to help sharpen your outreach strategies and to help boost your conversion rates, so you can become one of OspreyFX's top Affiliates.

2 Sharing Your Unique Affiliate Link

Now that you have signed up you will have access to your Affiliate link which will resemble the below, but will be unique to your IBID.

<https://www.ospreyfx.com/?cmp=1f1e1a2s&refid=0000>

This tracking link can always be found / accessed in the "Refer a Friend" & Referrals tab within your OspreyFX account.



3 Why Partner with OspreyFX

At OspreyFX we consider our Affiliates the backbone of our marketing efforts. Our main objective is to deliver the best experience to our users while rewarding you for your referrals.

3.1 Competitive Commissions & Flexible Payment Structure

We understand the importance of paying our Affiliates and as such we process payments every Friday to Affiliates that have generated \$10 or more.

Furthermore, we offer uncapped commission on every standard lot

meaning our Affiliate's earning potential is limitless. Read our full Affiliate Terms & Conditions [here](#).

3.2 Unrivalled 24/7 Support & Seamless Onboarding

We strive to keep our processes as simple as possible for traders. This is complemented by expert support every step of the way.

Not only do we provide customer support who are available 24/7, as an Affiliate you have access to a dedicated account manager to answer any query big or small. Our account managers can assist with tracking, reporting, additional marketing or any creative support you may require to boost your advertising efforts.

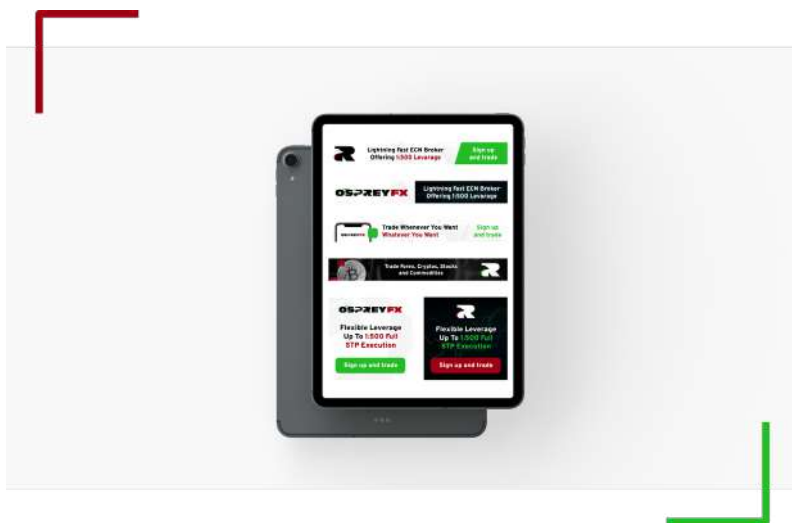
3.3 Full Creative Support with Access to High-Converting Marketing Materials

Sharing helpful content is a great way to establish yourself within the industry and expand your network. At OspreyFX we combine the best of marketing & design to provide you with the tools that allow you take your earnings to the next level.

Our banners are graphically designed to capture attention, and are available in a variety of dimensions to suit cross channel promotion.

Your high-converting marketing assets can be accessed from your Affiliate Portal via the "Marketing" tab or you can download your exclusive Press Kit [here](#).

Have any requests for additional creative support? Or if you simply have questions on how to effectively use these tools you can contact our Affiliate team via email at affiliates@ospreyfx.com and they will be more than happy to assist.



3.4 Access to a Sophisticated Affiliate Portal for Accurate Tracking

Affiliate marketing promises plenty, but how do you know if your efforts are effective? Measuring performance is a crucial element of all online

marketing. We believe in offering our Affiliate the tools that allows them to develop a trial-and-error process that a enables them to sharpen their strategy for consistent results.

Once you have signed up to become an Affiliate with OspreyFX you will be granted 24/7 access to an Affiliate Portal permitting you to see detailed reports, statistics, and analytics. This allows you to analyze the effectiveness of your activities and clearly calculate ROI.

[Contact us](#) for more information on how the Affiliate Portal works and how you can use it to your full advantage.

3.5 More Opportunities & More Ways to Earn

Are you ready to accelerate your future? We are constantly striving to be innovative for our Traders and Affiliates to allow them to capitalize on the opportunities the FOREX market offers.

Our promotions and competitions are designed to allow traders feel the adrenaline rush that the financial markets have to offer at the same time empowering them to reach new heights.

Not fully convinced? Check it out for yourself! We have had proven success with our Affiliate promotions in the past, so it is advisable to keep up to date with what we have to offer [here](#). Likewise, our Trading competitions

are not to be missed, you can check them out [here](#).

3.6 Unparalleled Trading & Educational Resources

Knowledge is power and at OspreyFX we want to see our clients trade with confidence. By providing traders with the correct tools and educational resources we allow them trade with better insight. As a client of OspreyFX you can:

1. Make every trade count with our [Forex Calculators](#).
2. Help your referrals level up with high-quality [educational content](#) designed to provide the information required to help them to tackle the financial markets.
3. Learn to trade Forex with ease with our powerful training platform, [Forex Squad](#). Best of all its easy to sign up. Once you or your referrals have set up an OspreyFX trading account you can instantly gain access to exciting tutorial videos filled with informative tips and “how to” style content that will provide you with everything you need to know to trade the Forex market. Interested? Learn how to sign up [here](#).

4 Setting Yourself Apart from the Crowd

At present over 152 million blogs exist online. Furthermore, a new article is published every 0.5 seconds. Food for thought, right? To add to this on

average people use Facebook 8 times per day and Instagram stories are used by 500 million people daily.

The internet provides endless opportunities and just like you there are many other Affiliates battling for their piece of the action. Before you start promoting OspreyFX it is important to have and understand your USP. Once you have clearly defined what it is that sets you apart from the pack you can use this to drive your marketing efforts.

Without clearly defining a value proposition you may struggle to develop a competitive edge. If you are unsure about what differentiates you from others in the industry, have a look at what works and adapt, but put your own unique spin on things.

So, how can you become an Affiliate pundit and increase your commissions?

Offer Solutions to Pain Points

It will not come as a surprise that one of the keys to marketing success is knowing your audience. For instance, when creating insightful educational content OspreyFX keeps our traders in mind every step of the way. We provide materials for each stage of the trader's journey, be it beginner, intermediate or advanced levels. Not only that, but we also consider the different market challenges that may arise for these traders. With the

customer at the forefront, we are able to provide a solution to specific pain points. So, when you are developing content ask yourself what questions are being asked and offer the right information.

Become an Expert in your Niche

Have you already got a fully optimized, user-friendly & visually pleasing web page? Unfortunately, sometimes it is not always enough, for the simple fact that anyone can share a web page. For an Affiliate to be successful, they not only need SEO-rich content that people want to read, but they also need to establish themselves as a “go-to” for trading guidance. For Affiliates a deep understanding of Forex trading or investment in general will facilitate you in providing advice and market analysis, thus, accentuating your credentials. People are more engaging when you have established a clear, helpful, and decisive demeanor.

Conduct Research and Provide Snackable Engaging Content

Research can fall into several categories, but without it you may skip the “value added” ingredient that is required to convert leads. As mentioned above this involves knowing your referrals & potential referrals and what they need, as well as competitor knowledge to allow you break through the noise and make a splash in an already saturated marketplace.

In addition to the above, in order to create SEO-rich content keyword research should be carried out. Keyword research helps Affiliates find those all-important SEO-boosting terms that they can use across their promotional methods, be it in blogs, social posts or ads. It also helps to find what prospective leads are searching for and again provide content that fills those gaps. The good news here is you don't have to be a SEO or marketing ninja, as there are a number of free online tools such as [WordStream](#) or [Ubersuggest](#) that can help with your keyword research.

5. Getting Those Conversions

Once you have established your niche you are ready to start maximizing exposure of OspreyFX through the sharing of your unique IB link. Your goal should be to increase outreach and build awareness, but not over sell. There a variety of tactics Affiliates can use to share their link, blogging including guest blogs, social media, email or PPC. Below we will dive deep into how you can use these actions to drive success and increase conversions.

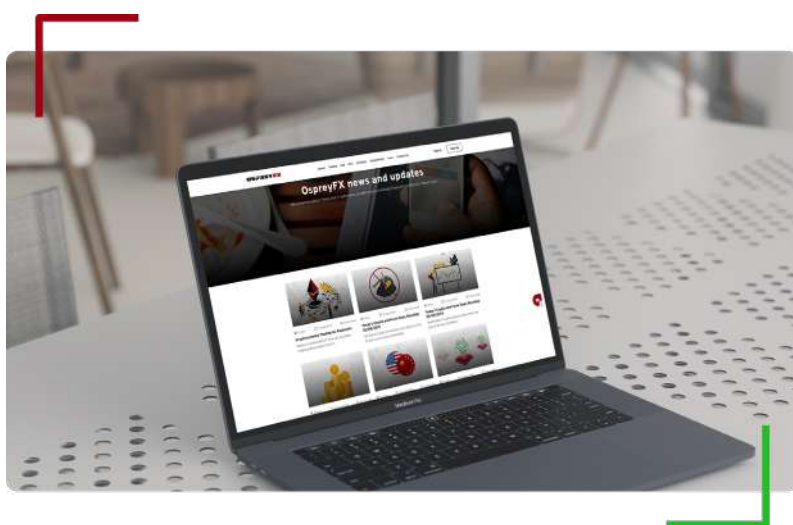
5.1 Building an Optimized Affiliate Web Page

Your Affiliate website acts like a funnel that leads referrals to OspreyFX. It is important not only to build a user friendly and visually pleasing web or blog page, but to understand and plan how you will market this in the most effective way.

It is also important to keep your website or page updated with fresh and relevant content. This will help search engines recognize your site as relevant, drive traffic and thus, maximize your profits.

WordPress is a popular choice among Affiliate marketers due to the fact it's inexpensive and easy to use. Furthermore, WordPress is configured with popular SEO plugins such as Yoast SEO that will help take the headache out of optimization through its step-by-step guidance process. The increased use of mobile devices optimizing your web page for mobile is a no-brainer.

Contact us [here](#) to avail of the creative support we offer to you for more professional and attractive blog posts. These banners and creatives can be adapted to suit the requirements of your individual website or blog pages.



5.1.1 Domain Names

Before you build your website, it's wise to decide on your domain name. This can play a key part in attracting prospective new traders to your site and thus to your Affiliate link, potentially increasing your commission.

When picking the domain name, we would recommend choosing carefully. Don't select a .biz or .info simply because they are all that is available as these domain names are less reputable. Where possible choose a .com, .net or .org domain as these are among the most reputable extensions online.

Buying a domain name requires a small investment and in order to obtain one, you can utilize the online tools available to first check what names are available, or to get suggestions. The following sites can help you get started:

- <http://www.bustaname.com/>
- <https://domainr.com/>
- <https://domainsbot.com/>
- <https://domize.com/>
- <https://www.nameboy.com/>

Once you have decided on the perfect fit the domain needs to be registered. Once you have chosen a vendor, they will manage the registration for you. All that is required your end is an annual fee to allow

you keep the domain. Below is a list of the top registers:

• <https://www.domain.com/>

• <https://www.godaddy.com/>

• <https://www.name.com/>

Tip: When picking a domain registrar when it comes to the payment you may be able to access promo codes through Google search and apply them to get a discount.

Once you have successfully registered your domain name you will either have to:

Proceed with Domain Forwarding

Similar to when a web page redirects a visitor to another website, only instead of using HTML or a script for the redirection the domain name itself redirects to OspreyFX.

The domain's name will not appear in the web browser. Domain registrars like GoDaddy will offer you the option to choose between creating a new website to link your domain name, or simply link it to the existing one. In the 'forward to any site' box, you should paste in your OspreyFX affiliate link and click 'save.' This way you will be receiving commissions every time someone inputs your domain name in their browser because users will

automatically be redirected to the OspreyFX website through your link.

Create a new Website (hosting requirement)

If you choose against redirecting your domain to your OspreyFX Affiliate link, then you will need to research the type of hosting that will best suit the need of your website. This will incur a fee.

It is easy to feel intimidated by the technical nature of this task and the variety of hosting types available (such as dedicated servers, shared servers, and cloud servers) but you can come across a range of hosting providers with a simple Google search.



5.2 Low-Cost Marketing Through Email

Email marketing is one of the most persuasive forms of communication of today. When executed effectively the ROI can be substantial, in fact you might be surprised to learn that email marketing can return \$40 for each dollar invested beating big players like SEO and Social Media to the throne. Best of all it can be used to promote your Affiliate links at low cost, meaning better profit potential.

If you already have an existing email list, it can be a good idea to share your positive experiences by highlighting the benefits and features of trading with OspreyFX, and embed your Affiliate link with a killer CTA to entice action.

Don't have a list of subscribers yet? Don't panic, this tactic requires patience and a lot of trial and error before you see results. As with other tactics the content you share is going to be key. Does it add value? Is your subject line catchy enough to increase open rates?

Good vendors for email marketing are MailChimp Constant Contact and SendIn Blue. You can find a more comprehensive list [here](#).

Tips for effective email marketing:

1. Be consistent without being spammy

2. Create content that educates and informs without the hard sell
3. Always track and optimize

One important aspect to always keep in mind is GDPR. Before you send any email communication you must ensure that all subscribers have opted in. Different laws apply according to the region your Affiliate network is based. Adding double opt-in features to your subscriber button, simple opt-out processes and a physical address can satisfy these regulations and ensure your content is still delivered to your affiliate network. To fully understand email laws and regulation click [here](#).

5.3 Video Marketing

A huge 87% of all marketers utilize social video to get their message across. There is no question that image and video-based content is more engaging and has proven to return positive ROI, studies have shown video marketing has grown revenue 49% faster.

Video can be shared across a variety of mediums, be it email, social on your website, embedded in blog content but undoubtedly the best form is through YouTube. It is the second largest search engine worldwide with an astonishing six billion hours of video are watched on YouTube every month, and close to two billion users.

With video content is king, but context is queen! Be sure that video is

optimized for all devices, that you enrich them with the correct keywords and that you try to be as engaging and creative as possible.

5.4 The Power of Social

Social media is the ultimate marketing tool. When executed effectively, Affiliates can produce quality traffic and generate a huge amount of leads. YouTube, Facebook, Twitter, Instagram and other Forums and Chatrooms such as Reddit or Quora are great ways to establish yourself as an expert by constantly connecting to your audience and building up a following.

A good starting point is to optimize your social profiles and from there share SEO, keyword rich content that adds value.

The relationship between SEO and social media can be complicated, but no doubt it is also a complimentary one. Here are a number of reasons why social and SEO go hand in hand:

1. Social Media Content Gets Indexed
2. Drives Traffic
3. Profiles Rank in Search Engines Results
4. Improves Your Content Reach
5. Social Media Platforms are Search Engines
6. Social Media Helps Build Authority
7. Social Media Helps Engagement

8. Get More Quality Backlinks Opportunities

9. Build a Strong Audience or Following

5.4.1 Choosing the Right Channel

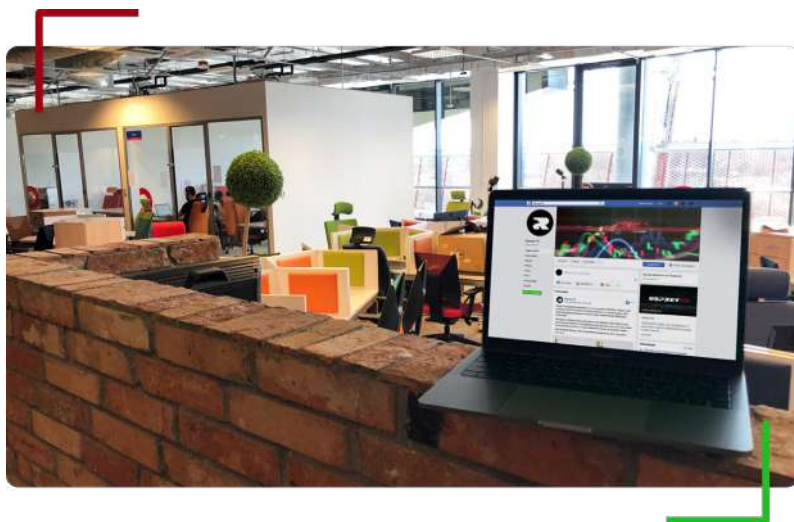
This all depends on your goals. Are you looking to build awareness or use social media as a lead generator? Once again this comes down to your audience, where they are, and the type of content they are most likely to engage with. But also knowing where your competitors are so you can counteract that. So, what social media should you be on?

Facebook

If you haven't already, set up a Facebook account. This is not only the largest platform, but it poses the most opportunity for engaging and building relationships. Facebook can be used for both organic and paid traffic and has proven that you don't need massive budget to generate quality traffic.

The added benefit of Facebook groups allows Affiliates new avenues for optimal performance. These groups give Affiliates the opportunity to build real connections and are a great form of direct insight. Within these groups try to be as authentic as possible, avoiding the hard sell, build conversation and provide expertise before pushing your Affiliate link on users. This will allow you to establish trust and people will be more inclined to click through.

Once you have built these connections through various groups you have the option to create your own groups and this will allow you to build loyalty. You can then have a group of followers positioned in one location.



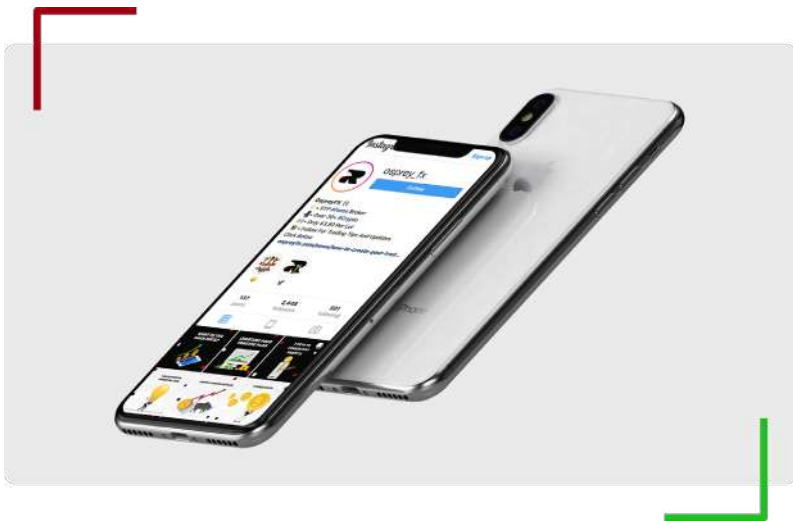
Instagram

Instagram provides a platform where Affiliates can easily monetize their audience. As a platform, Instagram is geared towards compacted audio-visual content with a strong focus on aesthetics. So, while Facebook is very well-suited for a ten-minute video that explains the benefits of the platform; Instagram is great if you want to share a one-minute video as a regular post.

Take advantage of Instagram to utilize reels or your stories to do live and real-time Q/As, Top trading Tips or just to showcase what you are trading

and why. Within these reels you could also promote the key features of OspreyFX for instance, quick and easy funding or advanced trading & learning tools. Other content forms could be doing walk-throughs of the OspreyFX platform, how to sign up, how to place a trade, how to use Forex Squad etc.

One of the obstacles Affiliates might come up against with Instagram is the limited opportunity to promote links as users are permitted to only one per biography. A way around this is using tools such as [Linktree](#) which will allow Affiliates to connect with their audience with just one link.



Twitter

Twitter has been circulating since 2006 and although it doesn't hold the same footing as other social giants it is still home to approximately 330

million active users and it offers a lucrative channel to promote your Affiliate link.

Some things to remember with Twitter is that content needs to be precise; users are limited to 250 characters per post so creativity and getting your message across succinctly will be key to Twitter success. Furthermore, Twitter is very much a real-time platform, use this to connect with trending threads and other influencers within the industry to expand your reach. The basic Twitter follower attraction formula is quite simple – you follow users that have the same interests to yours and expect them to follow you back.



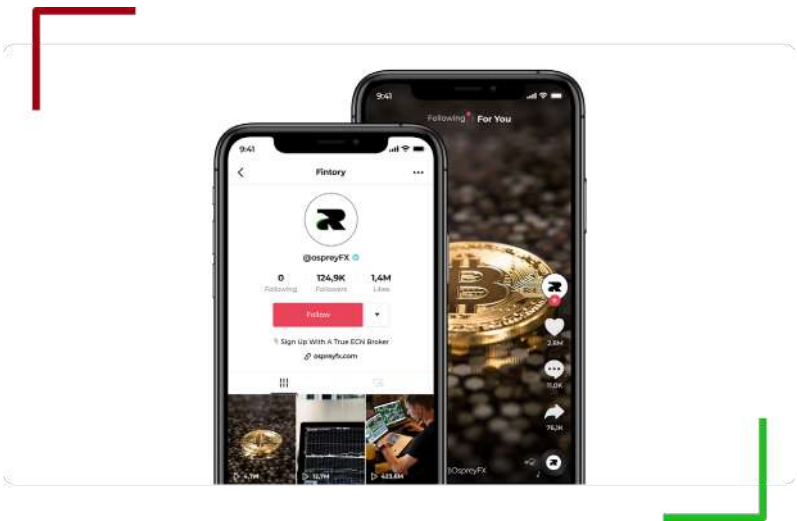
TikTok

TikTok is relatively new in the social media world. Nevertheless, it has

seen substantial growth in a short space of time. With 800 million active daily users consuming the latest trends and videos, TikTok is popular with Generation Z's content creators, social media influencers and users.

TikTok is following in the footsteps of other popular social giants such as Instagram and opportunities to make money are quickly evolving.

If you want to dive into the world of TikTok it is important to embrace the diversity and uniqueness the platform has to offer. Be engaging, personable and fun with the content you produce. Contests and challenges are a great way to build attraction.



5.4.2 Consistency & Engagement

The key to social media success is consistency and engagement. Without

sounding repetitive content is key here. Posting regularly and optimizing your profiles will also be vital.

Social media is a great avenue to build a community and showcase yourself as an expert in the field by answering questions to pain points and showing trades in real-time. By adopting this approach, you will build trust and become a reputable source for prospective traders.

5.4.3 Social Listening & Staying on Trend

Social listening has become a vital part of every social media strategy. Not only does it allow you to adapt content based on your audience, it allows you to find new ways to target personas and keep up to date on industry trends.

5.4.4 Social Media Advertising

Although organic efforts have been known to generate leads, it is proven that the ROI from a well paid targeted ad is more effective in attracting the right audience and giving a high ROI.

A key benefit here is the ability to apply filters, be it geo-location, demographic etc. This ensures that your advertising efforts are focused on a specific group rather than a wider audience. The key to success with this is test, test and more testing. Carry out split testing to see what

resonates with your audience and how well the ads perform, this will significantly and consistently grow your conversion rate.

5.4.5 Increasing Success with Solo Ads

Affiliate marketing is a huge industry and is only set to grow, with estimates of spend reaching \$8.2 billion dollars by 2022 in the US alone. Global Affiliate spend is 3x higher than this sitting at a whopping \$8.2 billion. As discussed, there are many tactics you can use to promote OspreyFX, but we recommend using solo ads as one to drive conversion. This is because it can be a highly effective form of advertising, particularly when you are looking to target a niche audience.

But what is a solo ad? Put simply, a solo ad is an email advertisement where Affiliates can send an email to an external list owned by a solo ad vendor within the industry you wish to target, e.g., Forex or Crypto. With this form of communication vendors typically utilize a pay-per-click system where a click denotes a user that receive your e-mail offer, opens the e-mail, and clicks a link that takes them to your website, or landing page.

When using this form as a promotional method Affiliates should **find a high-quality, trustworthy solo ad seller** with an extensive list of subscribers. This may prove difficult but search engines such as Google is a great place to start. Utilize keywords such as ECN traders/Forex or Crypto solo ad vendors to generate a fitting match. Given the niche nature

of the trading industry, it might require some effort to find a reputable solo ad vendor. Trialing solo ads directories such as <https://soloadsx.com/> might also be useful - making sure of course that the vendor has a history of promoting brokers such as OspreyFX.

Be cautious and don't just pick the first one that presents itself, review, test and research it before making a commitment. In order to avoid fake clicks or low-quality clicks be sure that you join the mailing list of the chosen vendor and monitor the emails that are being received.

5.5 Other Traffic Sources

Chatrooms & Forums

Chatrooms & forums also present opportunity for Affiliates. Mediums such as Forex Factory, Quora or Reddit are great insight driven platforms and allow you to get involved in an online community. These are platforms where everyone shares an interest in the same topic, thus it is a great way for you to showcase what you know and equally share your Affiliate link.

Outsourcing

Outsourcing is the process of engaging others to create content or carry out tasks where Affiliates may lack time or the relevant knowledge or skillset. These tasks could include guest blogging, SEO, or Social Media. Nowadays you can even hire a full-time virtual assistant or back office support company that can reply to emails on your behalf, integrate users

from your funnel to your Facebook group/s, and much more. Some well-known marketplaces include:

1.<https://www.fiverr.com/> (writers, marketers, video creators, photographers, even web developers and designers)

2.<https://www.freelancer.com/> (stands out as one of the most experienced freelance platforms on the web today)

3.<https://www.upwork.com/> (candidates are individually verified by the administration of Upwork themselves)

6 Conclusion

While it sounds counterintuitive, the most successful Affiliates are those who do not fixate on the sale but rather on their audience. Striving to offer value and keep your audience front and center will allow you get the best from your Affiliate efforts.


Remember people buy from people, and the users that you convert to OspreyFX sign up not because you want them to, but because you have persuaded them to, and this is done through your efforts in mentoring and building relationships with your audience.

This eBook provides Affiliates with a summation of the knowledge they require to start driving an Affiliate business. It was designed to empower you to become a top OspreyFX Affiliate by providing the tricks of the trade

that can help you build a bulletproof marketing strategy, generate high-quality leads and in turn increase commissions.

As an OspreyFX Affiliate, you have continuous access to our suite of professionally designed banners, creative assets, and educational material to ensure the best result and to add a professional edge to your campaigns.

We hope you enjoyed this eBook! Our dedicated Affiliates team are always at the ready to answer your questions. We can help you reach your goals and to become one of our most successful Affiliates – simply [contact us](#) and we will be more than happy to help.

A financial chart with a dark background. It features green candlesticks representing price movements. Two lines are overlaid on the chart: a yellow line and a blue line, both showing an overall upward trend with some fluctuations. The chart is set against a grid. Several numerical values are displayed in a light blue color: '48.991' at the top right, '31.012' in the upper middle, '12.002' in the lower right, and '381' at the bottom left.

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