

**deriv** | 25 years

# HOW TO PROFIT FROM Affiliate Marketing with Deriv

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10 pro tips to help you become  
a successful affiliate marketer

BY VINCE STANZIONE



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## Disclaimer

The information provided in this ebook is for educational purposes only and does not constitute legal, financial, or professional advice. While we aim to offer valuable insights and strategies, we make no guarantees regarding your ability to earn income with affiliate marketing. Success in this field requires time, effort, and dedication, and individual results may vary.

Affiliates are solely responsible for any costs, expenses, or financial obligations incurred during their marketing efforts. This includes, but is not limited to, advertising costs, website hosting, and promotional materials. Affiliates operate as independent contractors and are not employees, agents, or representatives of the company. Affiliates are responsible for their own business activities, including compliance with local laws and regulations, and adherence to disclosure requirements.

We are not responsible for the actions or omissions of third parties, including affiliate programs, networks, or other entities with whom affiliates may engage. We do not endorse or guarantee the quality, performance, or reliability of any third-party products or services promoted by affiliates. Additionally, affiliates should be aware that the terms of affiliate programs, including commission rates and product offerings, may change without notice, and it is their responsibility to stay informed of such changes.

For complete company information, please visit [deriv.com](http://deriv.com).



## About Vince Stanzione

Vince Stanzione has been trading markets for over 37 years and is a self-made multi-millionaire. He is the New York Times bestselling author of “The Millionaire Dropout” and the author of the “Making Money from Financial Spread Trading” course. He has been quoted and featured favourably in over 200 newspapers, media outlets, and websites, including CNBC, Yahoo Finance, MarketWatch, Reuters.com, The Independent, Sunday Independent, The Observer, The Guardian, The Times, The Sunday Times, Daily Express, What Investment, Growth Company Investor, The New York Times, BullBearings, City Magazine, Canary Wharf, Institutional Investor China, and Shares Magazine.

He mainly lives in Mallorca, Spain, and trades financial markets including currencies, stocks, and commodities.

He has also started, run, and invested in various companies in e-commerce, telecommunications, and media. He founded TV Commerce plc, which was floated on the London AIM stock exchange.

*Follow him for updates on Twitter/X  
@vince\_stanzione.*



## What is affiliate marketing?

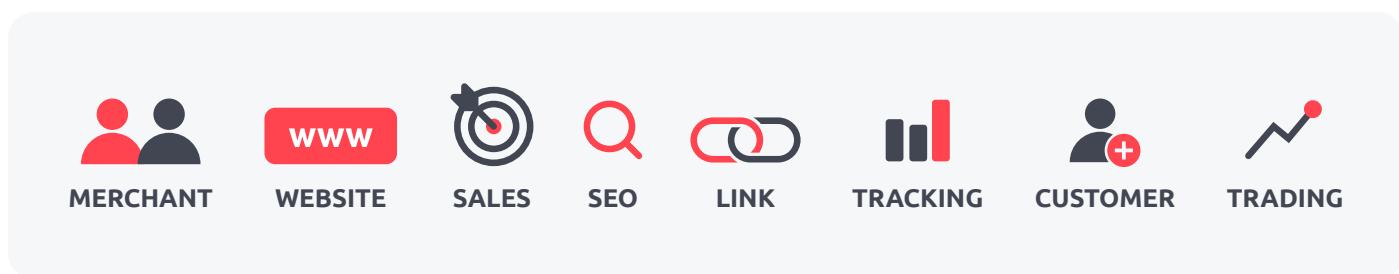
Affiliate marketing is a performance-driven marketing approach where individuals or businesses, called affiliates, promote other companies' products or services and earn a commission for each sale, lead, or action generated from their marketing efforts.

This model benefits both the product or service provider and the affiliate marketer. One group sells a product or service, and the other group (called affiliate marketers) helps to promote it. When affiliate marketers bring in customers who make purchases, both groups earn money from those sales. This way, everyone benefits and shares the profits.

Affiliates can provide added value by sharing content, reviews, and how-to information on a product or service, offering a more informal and genuine user experience compared to a formal corporate message. This approach also helps customers discover new products or services they might not have found otherwise.

In short, the core principle of affiliate marketing is simple: promote products to an audience and receive compensation for successful referrals leading to sales.

Here's how it typically works:



While I will mainly focus on online affiliate marketing, it's important to remember that this operating model has existed for decades. Long before the internet, individuals could act as "representatives" of a company, typically on a commission-only basis.

In fact, back in the late 1980s, I made my first fortune selling car phones and mobile phones (yes, the old brick ones), starting out on a commission-only basis. I then founded my own telecommunications company, establishing a network of agents who sold my products on commission alone. It was a full-circle experience!

## Why promote a financial trading platform?

Before diving into the specifics of Deriv, let's explore why the financial trading industry is an excellent sector to promote as an affiliate.

**No physical product:** Online trading—whether it involves foreign exchange, commodities, stocks, or cryptocurrencies—does not require physical delivery. Unlike selling a computer or an item of clothing, where the buyer might request a refund or return the item, financial trading affiliates do not face this issue.

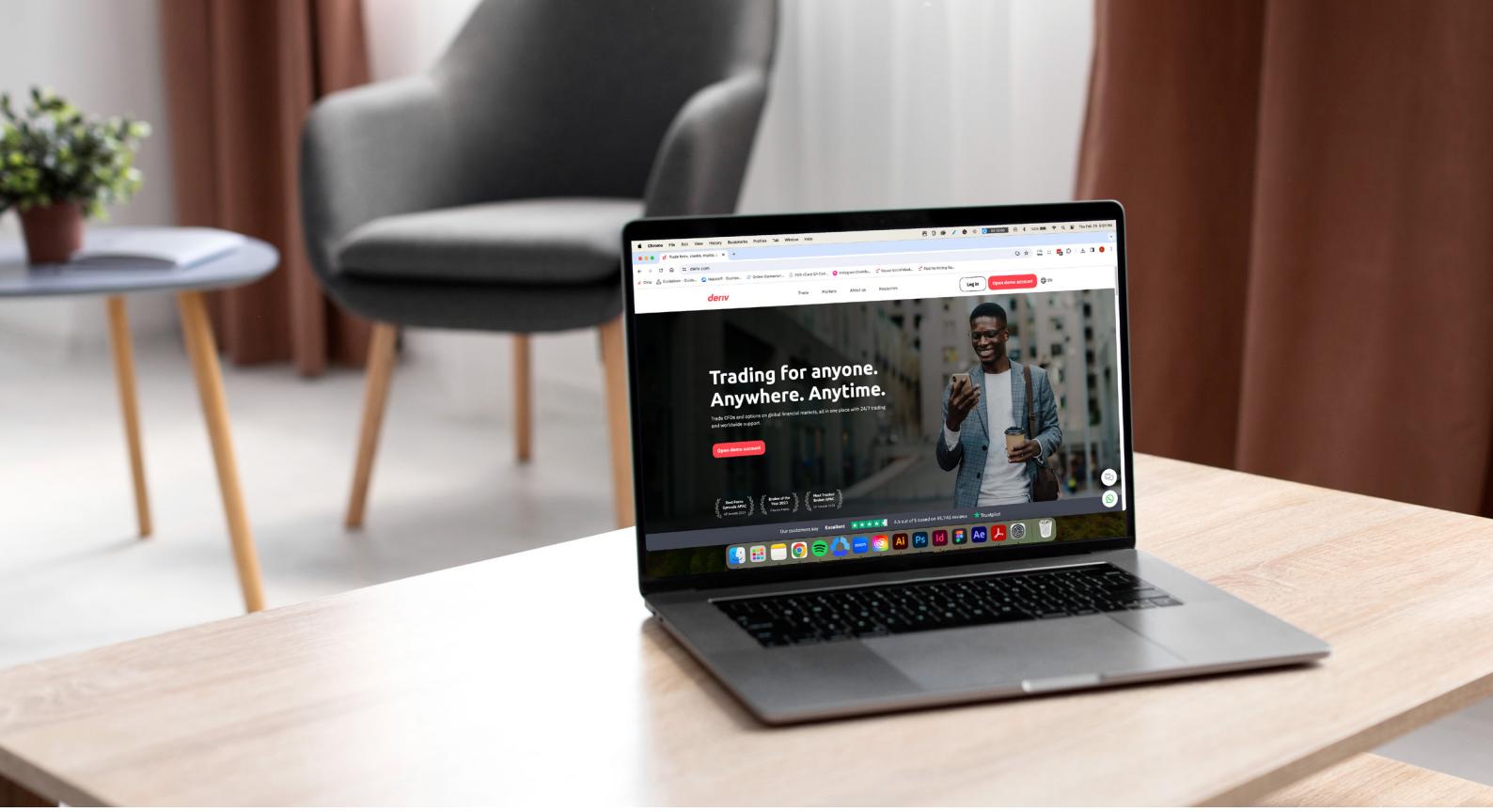
**Established business:** Financial trading is a long-established industry. Although technology has evolved, the core business of trading markets remains robust and enduring. Unlike some products or services that may enjoy a brief period of popularity before fading away, trading continues to attract interest, ensuring your marketing efforts remain relevant.

**Global appeal:** Despite regional regulatory limitations, financial trading is a worldwide business. For example, someone can trade a US-listed stock like Apple from Spain, Vietnam, or Australia. The Deriv affiliate programme, for instance, has minimal jurisdictional limitations (with exceptions like the USA). This means your affiliate account has a global reach, unlike a franchise restricted to specific regions.

**Constant activity:** Financial markets are always active. With Deriv, clients can profit from markets moving up, down, or even sideways. Deriv also regularly develops and releases new products, keeping clients engaged and providing more opportunities for promotion and earnings. You'll never run out of content to write about.

**No startup investment:** Launching your own financial trading platform would require millions in capital, IT staff, accounting staff, compliance measures, licences, and office space. As an affiliate, you can start promoting a platform with just a small marketing budget. Later, I will share tips on how to promote at zero cost.

**Flexibility:** As an affiliate, you can work from anywhere in the world at a time that suits you, armed with nothing more than your phone and laptop. You can even work in your pyjamas!



## Why choose to partner with Deriv?

Partnering with Deriv offers numerous advantages that make it a sensible choice for affiliates. Here are the key reasons:

**Established and reliable:** Deriv has been a stable presence in the financial trading industry for over 25 years. While many companies in this sector come and go, Deriv's longevity and affiliate-friendly approach can reassure you from the start that your income is tied to a trustworthy and stable partner.

**Wide range of financial products:** Deriv offers a vast selection of financial products, providing ample opportunities to market to diverse audiences. Their multi-language platform allows you to reach more regions effectively.

**High-quality marketing materials:** Affiliates have access to excellent marketing materials at no charge. This support makes it easier to promote Deriv's products and services professionally.

**Ongoing commissions:** Deriv offers ongoing commissions, which is crucial for building a sustainable income. I will delve into this aspect in more detail shortly.

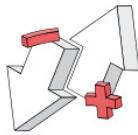
**Unique products:** Deriv provides financial markets that are not available through other brokers, giving you a unique selling point (USP) to attract clients.

**Open 24/7/365:** Unlike many brokers, Deriv operates every day of the year, with markets tradable even on weekends. This continuous availability enhances your revenue potential.

**Global reach:** As an affiliate, you are not confined to your own region. For example, you could live in Spain but market your services to Latin America or Thailand, expanding your reach and earning potential.

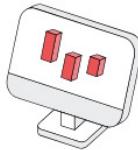
**Industry respect and trust:** Deriv is highly respected within the industry, having won numerous awards and holding financial licences in established jurisdictions. This credibility helps build trust with your clients, making it easier to promote their services.

Choosing Deriv as your affiliate partner provides stability, extensive marketing support, unique products, and global reach, ensuring a solid foundation for your affiliate marketing efforts.



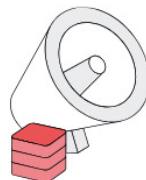
#### **Regular payments with instant withdrawals**

We payout your commissions timely. Enjoy a hassle-free, around the clock available cashier to withdraw your earnings



#### **Track your earnings**

Monitor your performance and oversee your earnings with reporting tools. Track how your earnings are growing over time.



#### **Access to promotional tools and marketing material**

Access exclusive tools and promotional material to boost your initiatives



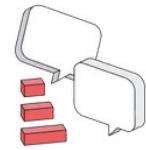
#### **Wide range of products, platforms & trade types**

Our primary services and tools include Deriv GO, Deriv MT5, Deriv cTrader, Deriv X and our affiliate program.



#### **25+ years, 190+ countries**

We've been in business for 25+ years in 190+ countries with 300K+ monthly active traders.



#### **Expert support**

Access quality promotion, educational material, and round-the-clock support to help you grow.

## **The power of ongoing commission - Lifelong value**

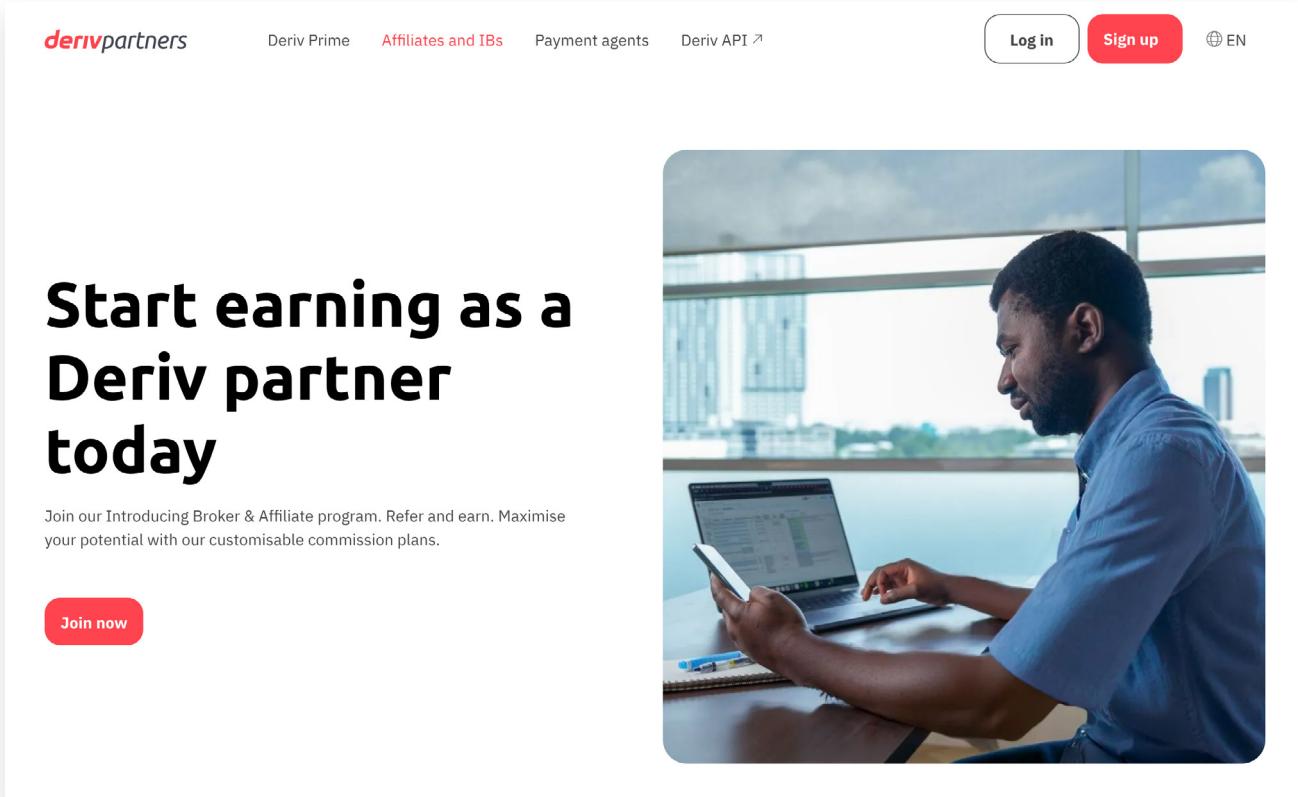
In most affiliate marketing scenarios, you earn a one-off commission. For example, if you sell a pair of sunglasses for USD 300 via your referral link, you might receive a USD 30 commission (10%). While this is a nice reward, it represents a single income event from that lead. Although there's a chance for repeat business and further promotions to your buyers, this method does not guarantee a consistent income stream.

With Deriv, however, you earn a percentage of the company's profit from your referred client for as long as that client continues to trade. This arrangement can last for years, allowing you to build a potentially substantial recurring income.

While you can have multiple affiliate agreements with different companies, it's wise not to spread yourself too thin. Additionally, be cautious of companies that promise unsustainably high commissions to affiliates. Quick results and returns might sound appealing, but in affiliate marketing, it's more beneficial to think long-term and focus on the "lifelong value" of the client.

To put it simply: would you prefer USD 100 now or USD 20 every month for many years? The long-term perspective clearly offers more attractive and sustainable earnings.

You can get an idea of your potential earnings with Deriv by visiting their [Affiliate page](#).

A screenshot of the Deriv partners landing page. At the top, there's a navigation bar with links for 'Deriv Prime', 'Affiliates and IBs' (which is highlighted in red), 'Payment agents', and 'Deriv API'. To the right of the links are buttons for 'Log in' (in white text on a light background), 'Sign up' (in white text on a red background), and a language selector showing 'EN'. Below the navigation, the main heading reads 'Start earning as a Deriv partner today' in large, bold, black font. Underneath the heading, a subtext says 'Join our Introducing Broker & Affiliate program. Refer and earn. Maximise your potential with our customisable commission plans.' At the bottom left is a red 'Join now' button. On the right side of the page, there's a photograph of a man sitting at a desk in an office, looking at a laptop screen. He has a smartphone in his other hand. The background shows a window with a view of a city skyline.

In summary, Deriv's ongoing commission model offers an additional income stream, making it a reliable choice for affiliates seeking stable, long-term earnings.

## Challenges and realities of affiliate marketing

Affiliate marketing is not a get-rich-quick scheme. I would like to provide you with a balanced view, sharing the challenges and pitfalls that cause many to fail in this field:

**High competition:** The popularity of affiliate marketing means there's substantial competition. To stand out, you'll need unique content, niche targeting, and continuous effort. Competing against numerous other affiliates requires creativity and persistence.

**Revenue uncertainty:** Income in affiliate marketing can fluctuate. Success isn't guaranteed, and earnings may vary due to changes in algorithms, market trends, product demand, or other such factors. This uncertainty requires a flexible and adaptive approach.

**Dependency on affiliate programmes:** Affiliates rely on the policies and decisions of the affiliate programmes they join. Changes in terms, commission rates, or product availability can impact earnings. For example, with a financial platform like Deriv, regulatory changes can also affect your income.

**Requires time and effort:** Although affiliate marketing has the potential for passive income, establishing successful channels demands significant time, effort, and consistency in creating high-quality content and marketing strategies. Starting out can be challenging, with tasks such as setting up social media channels and websites/blogs requiring considerable effort. However, it becomes easier once these channels are established.

**Ethical considerations:** Maintaining trust with your audience is crucial. Over-promotion or recommending low-quality products solely for commissions can damage your credibility and audience trust. It's important to promote products and services that you genuinely believe in and that offer real value to your audience.

**Commitment and consistency:** The failure rate in affiliate marketing is partly due to its low barrier to entry, leading many to try and then quickly give up or switch programmes. Treating it as a business requires time, effort, and consistent audience engagement. With so many choices and short attention spans, your content must stand out and provide value. Regular updates are more effective than sporadic, lengthy posts.

Even with these challenges, I believe that being a Deriv affiliate is a very viable opportunity with many advantages over traditional businesses and other affiliate marketing opportunities. Promoting a financial trading platform with a global reach allows you to market in less crowded regions. Many emerging markets are underrepresented by financial services.

On the subject of being a business, there is no need to incorporate a company, but be aware that affiliate commissions are typically paid gross (without deductions) for any taxes. So if Deriv pays you USD 10,000 in a month, you need to consider what taxes may be due. Generally, all valid business expenses such as online advertising, printing, internet, and phone bills can be deducted from your income. Seek local advice with an accountant or tax advisor, but initially, focus on getting your first commission cheque.

By understanding and addressing these challenges, you can build a successful and sustainable affiliate marketing business.



## Do I need to be a financial expert to be a Deriv affiliate?

While having knowledge of Deriv's products and platform is certainly beneficial, it is not necessary to be a financial expert to become a Deriv affiliate. Skills in promoting other products or services, content creation, or social media can be highly valuable. If you have experience in online promotion, many of the skills you already possess can be effectively applied to promoting Deriv.

It is advisable to open an account with Deriv. Starting with a [free demo account](#) can help you practise trading, and you can begin with a real account for as little as USD 5.

## Sign up

Join over 2.5 million traders

Email



By creating an account, you confirm you are 18+ and understand we may send you updates and marketing materials (see [Security and privacy policy](#)). Unsubscribe in your account settings anytime.

I agree to the [terms and conditions](#)

[Create demo account](#)

Or



[Sign up with Google](#)



[Sign up with Facebook](#)



[Sign up with Apple](#)

Already have an account? [Log in](#)

You'll have access to excellent ebooks that explain how to trade markets. Additionally, [Deriv Academy](#) offers videos and trading tutorials.

Staying informed about global financial events, newsworthy stocks, oil prices, gold, and major currencies can provide you with valuable marketing ideas. For example, if gold reaches a new all-time high, you can leverage that news story in your promotions.

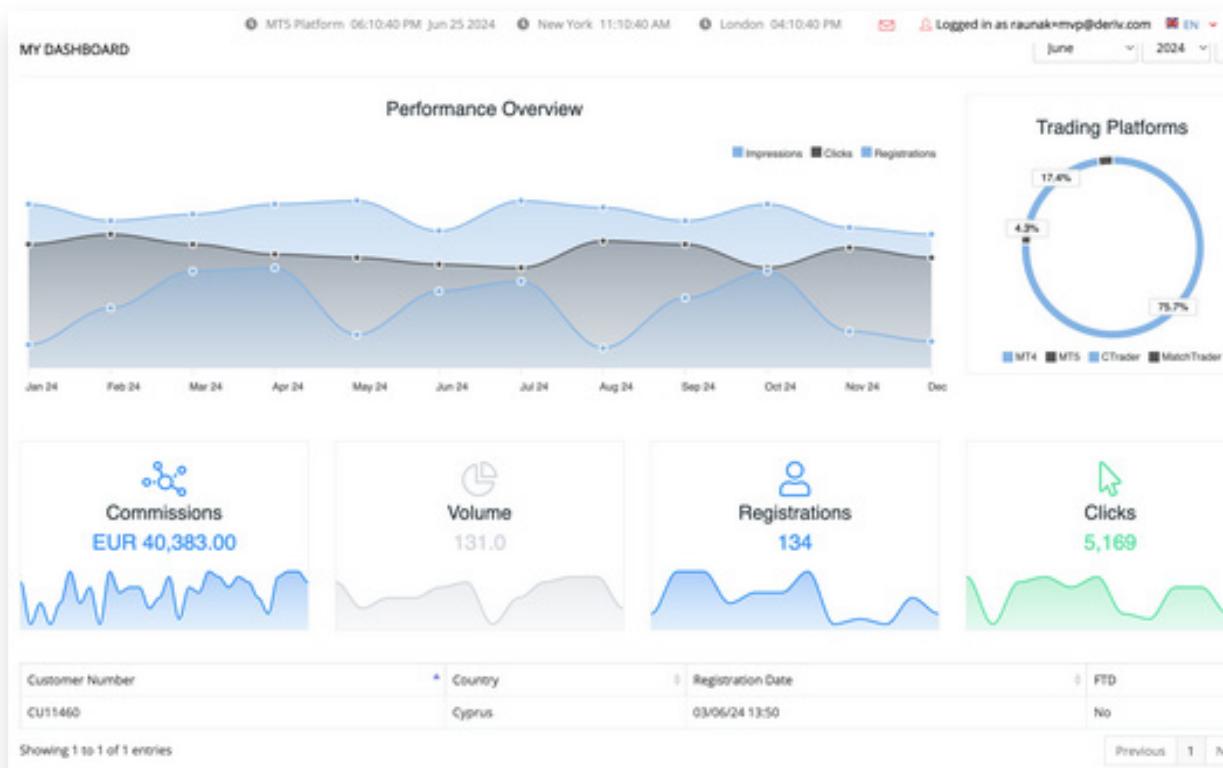
Good work ethics and the ability to learn and adapt are more important than prior experience. Consistency is also crucial. Skills you lack can be learned online, and many tools are available at little or no cost. Nearly any challenge you face can be overcome, and you can also outsource certain tasks, which I will discuss later. Therefore, it is not necessary to do or know everything yourself.

## Affiliate essentials: How to sign up, track sales, earn commissions, and receive payments

### Affiliate sign-up

Companies offering affiliate programmes provide unique tracking links or codes to interested affiliates. Upon signing up for these programmes, affiliates gain access to these resources to start promoting products or services. They also receive appropriate marketing materials and guidelines. In the case of Deriv, you can sign up on their [Affiliate page](#).

Deriv has a dedicated platform for its affiliates where you can generate such codes and access marketing material.



Affiliates employ various marketing channels to promote the products or services they endorse. This could include websites, blogs, social media platforms, email marketing, YouTube videos, TikTok, or other forms of online and offline advertising. These can also be in various languages to maximise market reach. In the marketing section, I will go through these in depth as this is the main part of your role as an affiliate.

Here is an example of a Deriv banner advert that can be placed on your blog or website. If the reader clicks on this, they will be taken to the Deriv website with your affiliate ID details. If they sign up and start trading, you will earn revenue.

## Tracking sales and referrals

Each affiliate is provided with a unique tracking ID or link that identifies their marketing efforts. When a potential customer clicks on this link and makes a purchase or performs a specific action (like signing up for a service or submitting contact information), the system tracks this action, crediting the sale or lead to the respective affiliate.

In the case of Deriv, the action would be your leads opening a free demo account. This gives potential clients a chance to trade risk-free and test-drive the platform. While this does not produce any revenue for Deriv, and thus no commission for the affiliate, it should be seen as the start of a “funnel.”

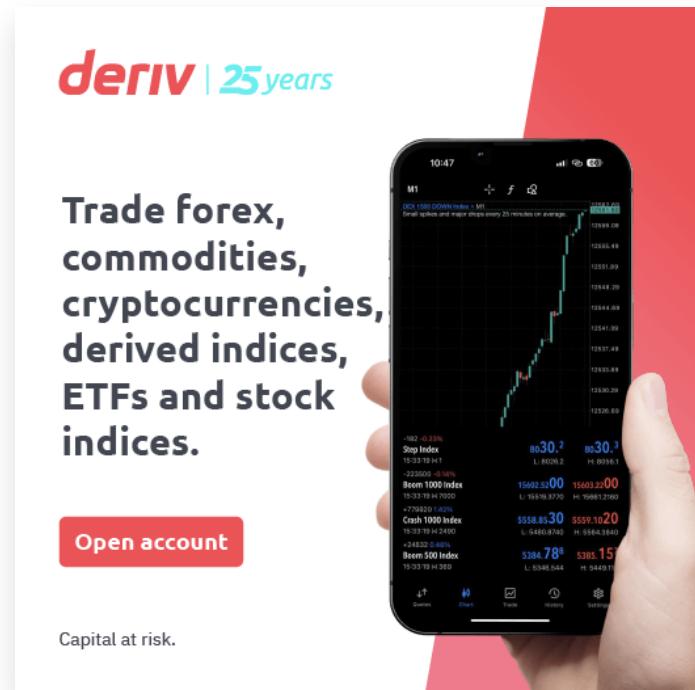
A good percentage of those demo accounts will lead to funded accounts, which will start to generate revenue. Deriv also offers free ebooks that, while not a direct source of revenue, help to bring in leads, a percentage of which will convert to funded accounts.

Each potential lead is different. Some will open an account, deposit funds, and start trading within days; others are slow burners and may take a few weeks to get started, requiring some follow-up marketing.

## Earning commissions

Affiliates earn commissions based on the predefined terms of the affiliate programme. These commissions can be a percentage of the sale amount, a fixed fee per sale or lead, or a hybrid structure. Commission rates vary across different affiliate programmes and products.

Once you sign up for the Deriv Affiliate programme, you will be able to see the various plans and commissions available. For more information, visit Deriv’s [Affiliate page](#).



Capital at risk.

## Payment and payout

Depending on the programme's policies, affiliates receive their earnings on a predefined schedule. Payouts could be monthly, bi-monthly, or per specific thresholds achieved by the affiliate. Most affiliate programmes pay in various currencies, and some now also offer the option to be paid in cryptocurrencies such as Bitcoin. Deriv affiliates are typically paid monthly.

## How to market your business

Having discussed the mechanics of an affiliate programme, we will now focus on marketing. After all, it's called affiliate "marketing," and your primary goal is to promote products and services, driving "qualified" traffic to your site.

Affiliate marketing is not just about gaining views and likes; it's about attracting "qualified" traffic—visitors who are highly likely to sign up for a financial trading account.

Many online marketers resort to techniques such as "clickbait," which I strongly advise against. Using misleading descriptions or headlines to attract viewers does not guarantee they will sign up and can leave viewers feeling deceived. This approach is not conducive to building a long-term, sustainable business.

### Model other affiliates

While it's not advisable to copy other affiliates outright, you can certainly gain valuable ideas from them, whether they are with Deriv or other trading companies. This approach is often easier than starting from scratch.

You might consider taking an article written in English and rewriting it in another language. Additionally, the number of views on a video or article can indicate the popularity of a topic.

The [Deriv Blog](#) regularly publishes articles, which can provide excellent content ideas.

Today, AI and translation tools like [DeepL.com](#) can help produce high-quality translations. Later on, I will provide a link to a list of AI resources.

### Building a relationship

Whether you're running a blog, website, YouTube channel, or another social media platform, you are developing a "relationship" with your readers or viewers and earning their trust.

Avoid making promises about "easy money" from trading, as this type of promotion can lead to your affiliate agreement being terminated. Such claims are unnecessary, and consumers today are cautious of exaggerated promises.

Trading is a regulated business, which means you must keep your content and promotions within the guidelines. These regulations are constantly changing. Deriv will provide you with guidelines, which will vary in different regions; for example, regulation and registration differ in the European Union (EU) compared to Africa.

Also, remember that as an affiliate of a company, you are not directly employed by the company, so do not claim that you are. This can be an advantage, as many potential clients prefer an “independent” view. Moreover, there is nothing stopping you from acting for more than one company (unless your affiliate programme states otherwise). You should be fine having affiliate marketing agreements with various complementary products or services. For example:

If you are running a financial trading blog, you could promote Deriv as a trading platform. Additionally, consider reviewing books and products on Amazon or another retailer to earn commissions on those sales. You can also promote various trading software or trading systems that complement your content.

## Making content in languages other than English

Languages spoken in the world

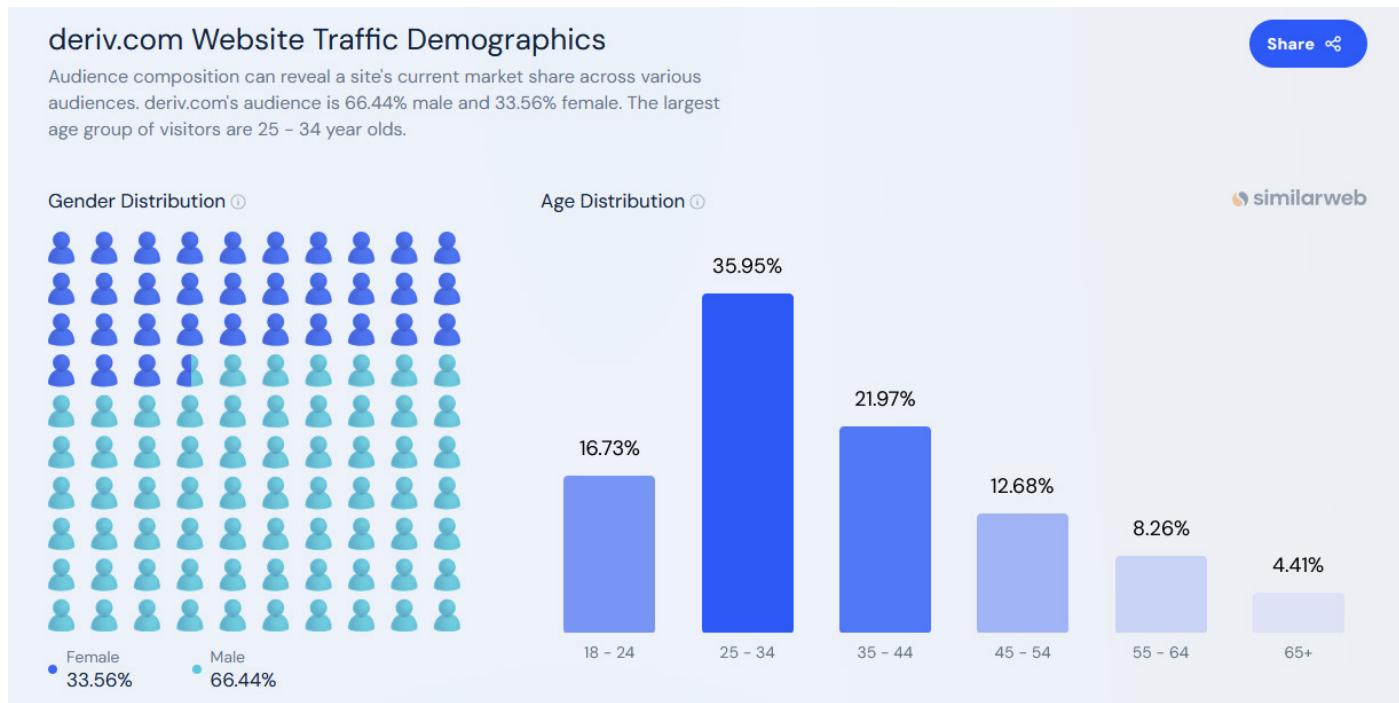
- English (1,452 million speakers)
- Mandarin (1,118 million speakers)
- Hindi (602+ million speakers)
- Spanish (548+ million speakers)
- French (280 million speakers)
- Modern Standard Arabic (274 million speakers)
- Bengali (272+ million speakers)
- Russian (258+ million speakers)

Source: [berlitz.com](http://berlitz.com)

While English is likely the primary language for most affiliates and remains the global business language, there are significant opportunities to produce content in other languages. For example, Spanish covers not just Spain but also Latin America, and French extends beyond France to many parts of Africa. Creating content in these languages can help you tap into less competitive markets.

**Tip:** Your account manager can guide you toward regions experiencing growth, where your marketing budget and efforts may yield better results. It is also important to be aware of regions and territories where the company does not accept clients to avoid wasting efforts.

For additional insights, refer to this site: [SimilarWeb - Deriv](http://SimilarWeb - Deriv).



We observe that more male clients are interested in Deriv, with the 25 to 34 age group representing the highest percentage of visitors. This valuable information can help you target your promotions more effectively.

The site can also assist you in identifying other financial platforms with similar profiles to Deriv, from which you can draw marketing ideas.



# How to promote a financial platform

Promoting a platform like Deriv can be effectively managed using various free or low-cost tools.

## 1. Starting a blog or website

### Platform to use

Starting a blog is an excellent first step. I recommend using [WordPress](#), though there are other alternatives. You can manage multiple blogs, and while there are paid plans with additional features, it's wise to start with the free version. Other platforms to consider include [Medium](#) and [Substack](#). For instance, here is an example of Deriv content on Medium linked to an affiliate: [Deriv on Medium](#).

### Tips for branding

Including a photo of yourself on your blog is crucial; you don't need supermodel looks! A photo shows that you are a real person and helps build trust. At the beginning of this ebook, I included a photo along with some background information to establish credibility. In the photo, I'm wearing a Bitcoin tie, which has garnered many comments.

Additionally, consider incorporating a unique element that makes you stand out. Tom Sosnoff, the founder of Tastytrade, which was sold to IG Group for millions, is a great example. On his YouTube channel, he always wears a distinctive hat cleverly branded with his company name. Tom may not have supermodel looks, but his character and strong branding have built a very successful business. Without his strong branding, I doubt the channel would have been as successful.



## 2. Types of content for blog

### Evergreen content

Evergreen content remains relevant to readers over an extended period, often spanning several years. It typically addresses common problems or questions that many people have and does not require frequent updates to maintain its relevance.

For example, a blog post about “How to link MT5 to your Deriv account” is evergreen. The information doesn’t change, and it’s a topic that continues to interest people over the long term. Other examples of evergreen content might include discussing a trading strategy or technical indicator, such as using moving average or popular chart patterns.

Evergreen content is my preferred type of content due to its longer shelf life.

### Seasonal and trending content

Seasonal and trending content has a shorter shelf life but can attract significant traffic. For example, a stock that is in the news, whether for positive or negative reasons, is an example of trending content. Seasonal content might include topics like the Santa Claus rally, a trading system based on owning a US stock index during the last few trading days of the year and the first few days of the New Year. That post will receive nearly all of its traffic around that period.

There is nothing wrong with having both types of content.

## 3. Sources for content creation

### Royalty-free or low-cost content sources

There are various sources of royalty-free or low-cost content available. Websites such as [Pixabay](#) offer photos, videos, and audio that you can use to produce videos or graphics for marketing. Additionally, consider using [Unsplash](#).

### Outsourcing

Outsourcing tasks such as video creation or article writing can be very effective. Websites like [Fiverr](#) are excellent places to start and can be cost-effective.

### Using AI

AI is also becoming increasingly popular for content creation. While AI can assist in writing articles, it is still in its early stages. Therefore, avoid simply copying and pasting from AI-generated content; you will need to review and add a human element to the copy.

Here is a good list of AI tools that are focused on content creators and bloggers. It also includes some tools to help you with Search Engine Optimisation (SEO). They are not all free; some have limited free versions or free trials. You can find the regularly updated list with [Semrush](#).

## Video editing

If you are looking to edit video content, consider using [OpenShot](#), which is free of charge. Another useful tool for content creation that incorporates AI is [Visme](#).

## Screen recordings

I personally use Camtasia, a paid tool, but there are free alternatives available if you search online. Having the ability to record your screen with audio is essential for creating “How to” or tutorial videos. For instance, in this video, I show you how to trade a product called Accumulators, available from Deriv. It is much easier for me to show you in a video than to write a lengthy explanation. You can watch the Accumulators video on [YouTube](#).

This type of content can be very effective, and you can include your affiliate link in the description or use it to drive traffic back to your site or blog.

## 4. Building and maintaining relationships

### Social media engagement

Once your website or blog is set up, the next step is to drive traffic to it. Utilise social media platforms to promote your content and engage with your audience. Share your articles, videos, or infographics across various social channels. Engage with your followers by responding to comments, participating in discussions, and nurturing a sense of community around the company you represent as an affiliate. If you are fluent in multiple languages, creating content in local languages can significantly enhance your reach.

Create new accounts on X (formerly Twitter), Threads, Instagram, Facebook, TikTok, Pinterest, and YouTube dedicated exclusively to your financial promotions. Additionally, consider establishing a [LinkedIn](#) account.

### Guest blogging and networking

Writing guest posts for reputable websites in your industry not only showcases your expertise but also exposes your content to a new audience. Network with influencers, bloggers, and industry leaders to collaborate on content or receive mentions, thereby expanding your reach organically. This strategy is particularly effective after you have built up some content over a few months.

## 5. SEO – Search engine optimisation

When you write articles or posts, you want them to be easily found on search engines like Google and Bing. SEO, or search engine optimisation, is a technique used to help improve your content's ranking on these platforms.

I believe SEO is not as effective as it once was because many people tried to manipulate the system, and search engine companies have become more discerning in how they rank content. The key now is to produce well-written content that includes the keywords you want to be found for. SEO can also be applied to images; for instance, renaming your image file from “xyzlaptop” to “Derivtradinglaptop” can enhance your ranking in image searches.

### **Renaming images**

Using pictures with the default filename created by your camera or the imaging software/stock photo name is ineffective for SEO purposes because Google cannot interpret photos or images. Instead, it relies on the filename to index and rank both the picture and the page it appears on. According to Google's image publishing guidelines, a meaningless filename consisting of a series of numbers or unrelated information is also meaningless to Google. However, a well-named photo can rank in an image search and provide additional optimisation to help the entire page rank higher. In other words, images used for frequent article posting and automated blog posting can do much more than look nice on the page if they are named correctly using optimised filenames.

### **Video search**

Video search is now less reliant on “keywords”; however, the description text and the content of the video itself can help. While it is still early days, AI searches are likely to become more important, so it's worth staying updated with new techniques.

## 6. Reviews

When prospective clients are considering a platform, a common search is “Is XYZ any good?” or “XYZ reviews.” They seek reviews and information from sources other than the broker itself.

### **Writing reviews**

As an affiliate, you are naturally inclined to write a positive review. However, if you have chosen to represent Deriv, it is likely because you genuinely believe in the product and the company. Otherwise, why would you promote it?

Readers of reviews don't want to see only positive comments, as this can come across as insincere. Therefore, it's important to include a few areas where the company might have room for improvement. Notice how in this ebook, I also mention some “challenges” of affiliate marketing instead of only highlighting the positives.

## Comparison reviews

Posting reviews can be an excellent way to generate traffic. Comparison reviews, such as “Which broker is better: Deriv or Quotex?” are particularly effective. If you search for that term, you will find numerous examples. Creating pages or even setting up a blog or website to review companies can drive significant traffic.

## Trading book reviews

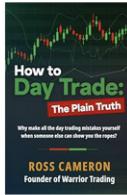
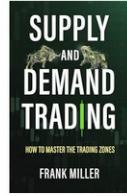
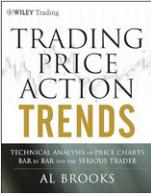
Writing a review or summary of a leading trading book can be highly effective. You can find popular trading books on sites like [Amazon's Best Sellers in Online Trading](#).

If someone is reading a trading book review, they are likely interested in trading. Therefore, you can include Deriv marketing material around the review or add a small paragraph promoting Deriv within the review.

For example, top-selling trading books on Amazon can inspire ideas for articles, headlines, or videos. From the current bestsellers, two potential article ideas could be “Stop Checking the Price,” which would make a compelling article, and “Trading Price Action Trends,” both of which are clearly popular topics.

**Best Sellers in Online Trading**

Top 100 Paid Top 100 Free

#1  How to Day Trade: The Plain Truth Ross Cameron ★★★★★ 319 Kindle Edition \$8.99	#2  SECRETS ON FIBONACCI TRADING: Masterin... Frank Miller ★★★★★ 1,217 Kindle Edition \$2.99	#3  SECRETS ON REVERSAL TRADING MASTER REVERSAL TECHNIQUES IN LESS THAN 3 DAYS Frank Miller ★★★★★ 512 Kindle Edition \$2.99	#4  The Basics of Bitcoins and Blockchains: An... Antony Lewis ★★★★★ 2,459 Kindle Edition \$11.17
#5  SUPPLY AND DEMAND TRADING: How To... Frank Miller ★★★★★ 467 Kindle Edition \$4.99	#6  TRADING PRICE ACTION TRENDS TECHNICAL ANALYSIS OF PRICE CHARTS BAR BY BAR FOR THE SERIOUS TRADER Al Brooks ★★★★★ 551 Kindle Edition \$46.00	#7  STOP CHECKING THE PRICE! LOSE MONEY EVERY TIME YOU CHECK AT THE STOCK MARKET OR BARS INSTEAD OF TRADING WITH A STRATEGY J. F. DODDRO PhD ★★★★★ 398 Kindle Edition \$7.99	#8  CRYPTO AND BITCOIN: A MILLIONAIRE MINDSET FOR OPPORTUNITY Michael A. Duniec ★★★★★ 64 Kindle Edition \$9.99
#9	#10	#11	#12

## Comments

Posting comments on other articles can be beneficial, but it must be done carefully to avoid appearing as spam. Ensure that your comments are credible and add value, rather than just saying, “Nice article.” Thoughtful comments can help drive traffic back to you or increase recognition of your name.

## 7. YouTube videos

### Title

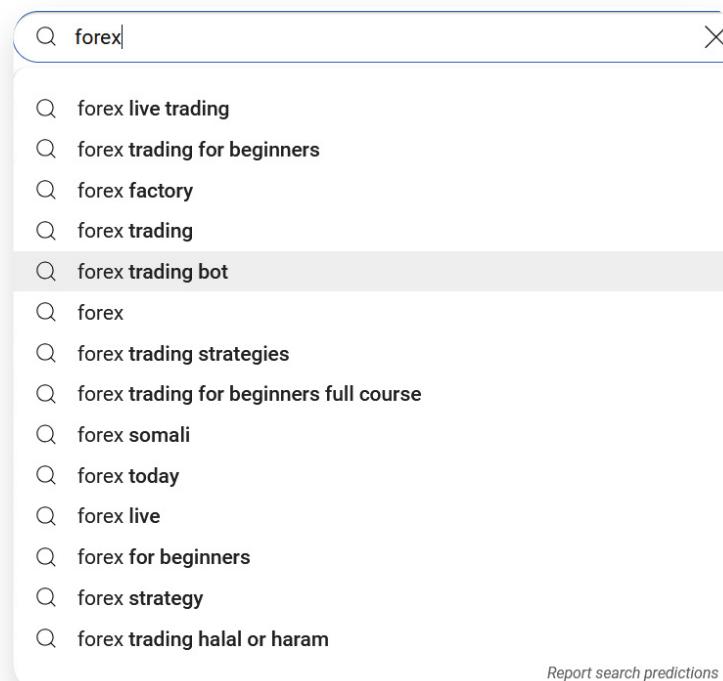
- Think carefully about the title. Make it appealing but also relevant. Use conversational language and aim for 50–60 characters, as shorter titles can perform better in search.
- Include your target keyword phrase in the title if possible. YouTube gives more weight to titles with keywords. However, avoid “keyword stuffing” — ensure the title reads naturally.

### Description

- Craft compelling descriptions up to 5,000 characters. Include a summary of the content along with relevant keywords and links. You may also need to add a disclaimer or risk warning when promoting a financial trading platform.
- Put important keywords and phrases near the start of the title and description.
- Include related keywords and long-tail variations later in the metadata to expand reach.

### Keyword Research

On YouTube, start typing a term such as “Deriv” or “Forex” and see what comes up in the search box. The suggestions you see are based on what others are searching for and can provide good ideas for video or article topics.



## The thumbnail

- Creating an eye-catching thumbnail is crucial, as it can determine whether your video gets clicked on or overlooked. Thumbnails are an art form, with many YouTubers investing significant time and effort into making them. A good tool to help you create professional thumbnails is [Visme](#).

Example of a Deriv Affiliate on YouTube



- Make sure to mention the keywords you want to get noticed for in your video. For instance, if I have a video on using Accumulator Options with Deriv, I would want to say those words in my video. YouTube will automatically transcribe your video, so ensure the title aligns with the content, especially in the first 60 seconds. This will help your video rank better and demonstrate that it's not just "clickbait."

## YouTube shorts and TikTok videos

- As mobile phone usage for content consumption grows, YouTube Shorts cater to this trend by delivering quick, TikTok-style videos. YouTube introduced Shorts to compete with TikTok, though I personally prefer long-form content. Some YouTubers even create separate channels for their Shorts videos. Shorts can be an excellent way to test content ideas; if a short video performs well, it can be expanded into a longer version.
- On TikTok, a good place to start is by looking at existing content. For example, you can search for #Deriv on TikTok.

## 8. PDFs

After writing an article, consider converting it into a PDF that is well-laid-out and resembles a magazine article. You can then post this PDF on various sharing sites, most of which allow free uploads. This can help drive traffic back to your website/blog or directly to Deriv using your affiliate link.

Here are four sites I primarily use, but there are many others:

- [SlideShare](#)
- [Issuu](#)
- [Scribd](#)
- [Calameo](#)

Additionally, consider posting different language versions to broaden your audience. These articles will be picked up by search engines.

Here is an example:

A beginner's guide to trading the Forex market using Digital Options and CFDs with the MT5 platform  
by Vince Stanzione

Before you decide on strategies to trade Whilst FX is a global market, the two biggest trading centres are London and New York, accounting for 50% of the trading volume. This timeframe also coincides with many US economic data releases which are reported in the morning New York time, such as unemployment numbers, and these can cause sharp moves in currencies.

**Investors and speculators**

In this article we will look at how Investors and speculators trade currencies in an attempt to benefit from movements in the currency exchange markets. They do not intend to use the money itself for any practical purposes; instead, their motives are purely driven by speculation and a simple desire to profit from the price differences. The actual principal is not changing hands.

The majority of all FX trades – i.e. approximately 80% – involve the US dollar (USD). The USD remains the world's reserve currency, used when trading commodities such as Gold and Oil (which are quoted in USD per ounce or barrel). Companies that do business throughout many parts of the world still report in USD. Bitcoin whilst a cryptocurrency is still quoted the majority of the time in US Dollars.

What can you trade with Deriv.com?

**Major pairs**

The most popular, commonly traded currency pairs, such as EUR/USD and USD/JPY. All major pairs include USD since it's the world's most traded currency.

**Minor pairs**

Currency pairs that don't include USD, but still encompass the currency of developed countries. This could be GBP/CAD or EUR/CHF.

A beginner's guide to trading the Forex market using Digital Options and CFDs with the MT5 platform  
by Vince Stanzione

Although cryptocurrencies such as Bitcoin are starting to be more frequently used for cross border transfers, the total volume of crypto exchanges is still tiny compared to the FX market.

**FX Contracts For Difference (MT5)**

A CFD is a derivative product that you can use to speculate on the future direction of a market's price.

You'll never take ownership of the underlying asset (in this case, currencies). Profit or loss results only from the difference in the price of the underlying asset when the contract is closed. A CFD gives you exposure to a market and allows you to go long (trade for the price to go up) or short (trade for the price to go down). The CFD will remain open until you close it or it gets stopped out.

Deriv.com believes in reasonable trading and offer ways to limit your risk such as stop loss, take profit and limit orders they also offer a no negative balance guarantee which means should a trade go heavily against you and you don't have a stop loss order you will not be asked for additional funds.

**Deriv.com use Metatrader 5 (MT5)**

MetaTrader 5 (MT5) is a robust online trading platform developed by MetaQuotes Software. Whilst, at first sight, MT5 can look a little overwhelming, take it a bite at a time and you'll easily be able to rise to master it. The software is available free of charge and can be downloaded on a desktop or you can use a mobile device with apps available for Android and iPhone/iPad.



2
3

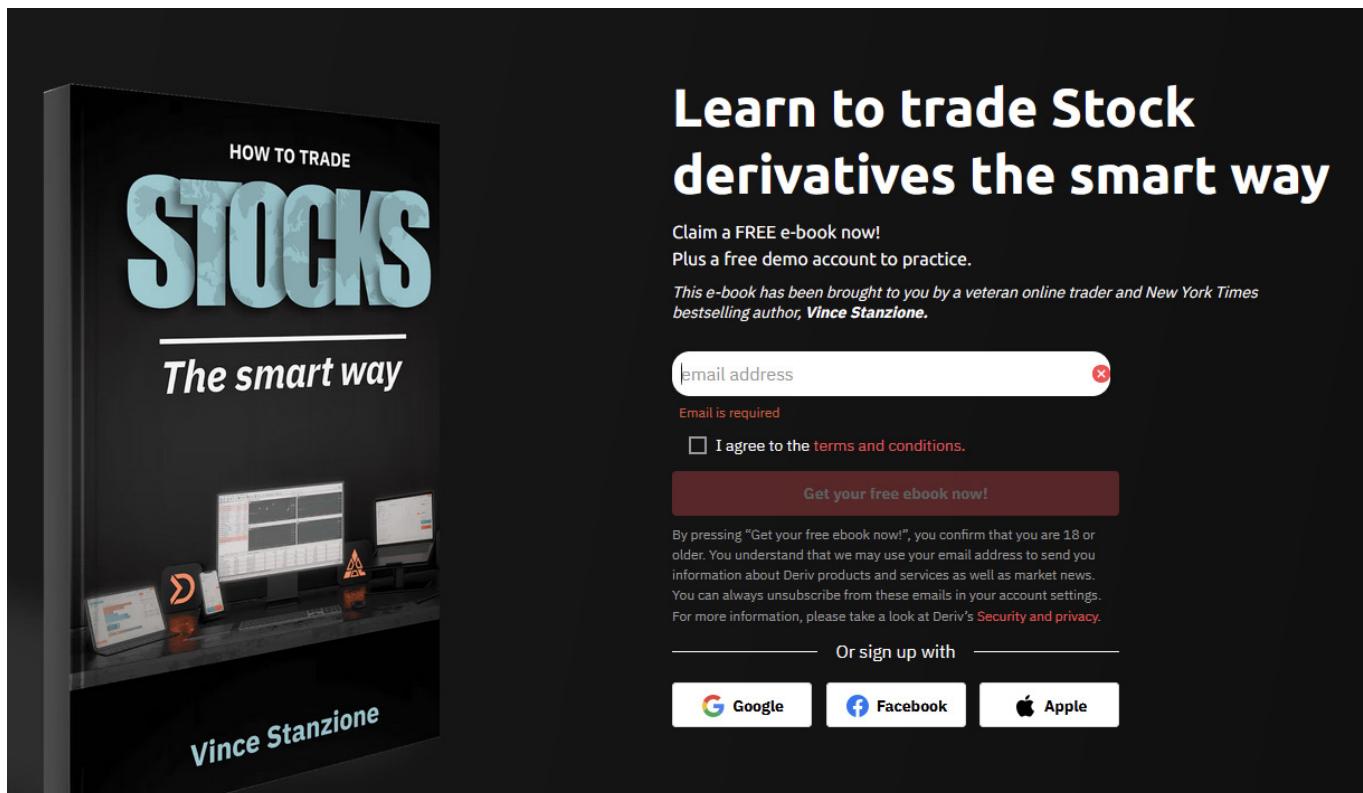
The article provides valuable content and concludes with details about signing up, demonstrating a good example of repurposing content. These sites also allow you to share PowerPoint presentations. You can create a PowerPoint with tips or content and upload it in the same way.

## 9. Ebooks

Creating a short ebook is an excellent way to generate qualified leads. By keeping the topic relevant, such as “10 Top Chart Patterns That Pro Traders Use,” you can attract readers who are genuinely interested in trading and familiar with platforms like MT5 and TradingView. When offering the ebook, you can request the user’s email address or mobile number for delivery. Given the growing preference for WhatsApp over email, you might consider sending the ebook through WhatsApp, followed by additional messages.

Deriv offers a variety of ebooks available to potential clients and affiliates, allowing you to promote an ebook without the need to write one yourself (I have authored several). You won't need to worry about creating a landing page either, as Deriv has already taken care of that. This setup is particularly advantageous for beginners. Leads generated will be tagged with your affiliate ID, so if those leads sign up and trade, you will earn a commission. Deriv will also follow up and nurture these leads to maximise conversions.

For instance, affiliates can benefit from a Deriv landing page by ensuring the URL includes their affiliate ID.



If you prefer to have a personalised ebook but don't want to write it yourself, many freelance financial writers can create ebooks or articles for you. While their work might be somewhat general, you can add specific details about Deriv to tailor the ebook. Various freelance websites, such as [Fiverr](#), offer services where you can search for "write trading ebook."

If you own the ebook, consider selling it on platforms like Amazon at a low price, such as 99 US cents. The primary goal is to generate leads rather than profit from the ebook itself. Ensure the ebook contains links to your blog or website and your affiliate links.

The article provides valuable content and concludes with details about signing up, demonstrating a good example of repurposing content. These sites also allow you to share PowerPoint presentations. You can create a PowerPoint with tips or content and upload it in the same way.

## 10. Paid advertising

One way to fast-track traffic is to pay for it. Pay Per Click (PPC) remains a viable method to drive traffic, even with relatively low budgets. If you are new to Google Ads, you may find special offers, such as USD 100 worth of credit. Visit [Google Ads](#) for more information.

### Choosing a PPC platform

The first step is selecting the right PPC platform for your affiliate campaigns. The major options are Google Ads and Facebook Ads.

- **Google Ads:** As the largest PPC network, Google Ads connects your advertisements to Google's extensive search engine and display network. It offers robust targeting options based on demographics, interests, and search queries, and its integration with analytics makes tracking conversions straightforward.
- **Facebook Ads:** Facebook Ads allow for highly targeted advertising thanks to Facebook's extensive user data. You can target specific interests, ages, locations, behaviours, and more.

You can link your adverts directly to the trading platform, such as Deriv, or to your own website/blog. Testing both methods will help you determine which yields better results.

Choose a niche that aligns with the affiliate programmes you plan to promote, such as trading markets for Deriv. Ensure there is commercial intent and buyer demand. Research tools like Google's Keyword Planner can help identify profitable keywords, such as "best Forex trading platform," "beginners' guide to Forex trading," or "Forex brokers with low minimum deposit balances."

### Research keywords

Identify keywords and phrases people search for when looking for products or services in your niche. Consider volume, competition, and searcher intent. Target more long-tail keywords for greater relevance. For example, "beginners' guide to Forex trading" will have less traffic than "Forex trading" but is more specific. If targeting a specific country, include the local language in your keywords, such as "que son las opciones" (Spanish for "what are options").

Remember, it's not just about the volume of traffic you drive to your site, but the quality and intent of that traffic.

## Creating effective ads

Create compelling ad copy optimised to attract clicks from your target audience. Include engaging headlines, irresistible offers, and clear calls to action. Set a daily budget based on your potential return on investment, starting small (e.g., USD 10 a day) and scaling up as you test profitability.

## Structure campaigns

Structure your campaigns to support your goals, whether it's traffic, leads, or conversions. Organise ads into ad groups around specific topics for better management. Use negative keywords to filter out irrelevant searchers and reduce wasted spend. Avoid paying for traffic in regions where your financial platform cannot operate (e.g., Deriv does not operate in the USA), and stay updated with your platform's affiliate programme as regions may change availability.

## YouTube adverts

Another effective way to drive traffic to your blog or video content is through “pre-roll” adverts on YouTube. These paid ads are short videos designed to prompt the viewer to take action, such as signing up for an ebook or a free demo account.

## Posting on other websites

You can pay to have your content appear on other websites, a practice known as an “advertorial.” It blurs the line between an advert and an editorial. You create engaging content with links back to your affiliate link or blog. The cost varies depending on the website hosting the content.

For example, you could write a paid article titled “Advanced trading strategies on Deriv: Tips and tricks” and include relevant links. Alternatively, you could adapt the title for beginners, such as “Beginner trading strategies on Deriv: Tips and tricks.”

**ShareCast**

Company search

UK Shares ▾ Market Data ▾ Sharecast News Cryptocurrencies (new) Active Trader

Recent Share tips: Technologies Holdings (LST) by Steve Moore in ShareProphets Buy National Grid (NG.) by Paul Summers in The Motley Fool Avoid Sor... powered by stockrecommendation™

24 Jul, 2024 / Home / Economic News

**RELATED NEWS**

- Advanced Trading Strategies on Deriv: Tips and Tricks
- UK private sector expands as new business growth accelerates

**Advanced Trading Strategies on Deriv: Tips and Tricks**

When it comes to trading in the financial markets, staying ahead of the curve and maximizing your profits is the ultimate goal. Deriv, a popular online trading platform, offers a wide range of financial instruments, including forex, commodities, and cryptocurrencies, for traders to explore and capitalize on.

To succeed in today's competitive trading environment, it's essential to go beyond the basics and employ advanced trading strategies. In this blog post, we will delve into some advanced trading strategies on Deriv, along with valuable tips and tricks to help you make informed decisions and enhance your experience.

**Understanding Deriv: A Brief Overview**

Before we dive into advanced strategies, let's take a moment to understand what Deriv is and how it works. Deriv is a versatile online platform that provides traders with the tools and resources they need to participate in various financial markets. It offers a wide range of trading options, including:

**THE MOST READ**

**News** **Economic**

- German consumer sentiment hits two-year high
- UK private sector expands as new business growth accelerates
- Euro area PMIs show private sector nearly stagnated in July
- China PBoC cuts interest rates
- Global IT systems crash after CrowdStrike update hits Microsoft

[see the full list](#)

**SMART BOX**

16:00	Metro Bank Holdings	39.45p	3.14%
	UK private sector expands as new business growth accelerates		Euro area PMIs show private sector nearly stagnated in July
	German consumer		

## Optimise your content for conversions and commissions

Mastering PPC advertising is a comprehensive topic and a continuous learning process. This guide provides a brief overview. Learning to optimise for conversions to maximise commissions from your PPC traffic can significantly enhance your earnings and return on advertising spend.

## 11. Offline promotion

While online promotion is likely your main source of lead generation, there are still valuable opportunities in print. In many regions, people prefer face-to-face transactions. One idea is to use online platforms to drive in-person meetups. For instance, you could offer trading classes for a small fee or free of charge, then encourage attendees to sign up for trading with your Deriv affiliate partnership. These classes can be held in low-cost or free venues like coffee shops or church halls.

Additionally, distributing small printed brochures with your affiliate details at these events can be an effective promotional tool.

## 12. Online trading classes

You could also conduct online trading classes via webinars using platforms like Zoom. Provide valuable content and promote the trading platform and products. Ensure the session is informative and not just a sales pitch, offering practical “how-to” trading content.



Sample advert



## Advanced strategies: API, plug-ins, developing software

I will keep this section brief, but it's important to highlight a significant opportunity with Deriv: using their API to develop your own platform and tools. Explore the possibilities with the Deriv API.

By developing your own app or site, you can customise the front-end while Deriv handles all the back-end operations. This setup allows you to focus on the user experience while leveraging Deriv's robust infrastructure.

You can earn by selling the app or software; however, the most common model is to offer it for free and generate income from affiliate commissions or by incorporating a small profit margin into the pricing.

If this opportunity interests you, I recommend contacting your account manager.

For instance, see the [Deriv API](#) in action with this sophisticated set of trading tools built using Deriv as the back-end broker.

Market	1min	5min	15min
Volatility 75	Sell	Sell	Sell
Volatility 50	Sell	Buy	Buy
Volatility 25	Sell	Buy	Sell
Volatility 100	Sell	Sell	Sell
Volatility 10	Buy	Buy	Sell
Bull Market	Buy	Buy	Buy
Bear Market	Sell	Sell	Sell
Jump 25	Sell	Sell	Sell
Jump 50	Sell	Buy	Buy
Jump 25	Buy	Buy	Sell
Jump 100	Buy	Buy	Buy
Jump 10	Buy	Buy	Buy
Volatility 75 (1s)	Sell	Buy	Sell
Volatility 50 (1s)	Sell	Buy	Sell
Volatility 25 (1s)	Sell	Sell	Sell
Volatility 10 (1s)	Buy	Buy	Buy
Volatility 100 (1s)	Sell	Sell	Sell

Source: Deriv API website

## 10 pro tips to boost your affiliate marketing success

Here are ten expert tips to help you become a successful affiliate marketer:

1. **Choose your partner programme:** Focus on an area that aligns with your interests, knowledge, and audience preferences. An area you're passionate about makes content creation and audience engagement more natural and authentic. For example, I have no interest in sewing or knitting, so that would be a hard area for me to operate in. However, I am interested in trading stocks, currencies, and financial markets, so promoting a trading platform like Deriv is a joy.
2. **Promote products or services you believe in:** Only promote products or services you genuinely believe in and that offer value to your audience. Building trust with your audience is crucial for long-term success. If you are promoting Deriv, it makes sense to also be a client (if you are not already) and use the platform. You can use a demo account while recording videos to demonstrate features and products.
3. **Understand your audience:** Conduct thorough research to understand your audience's needs, preferences, and pain points. Tailor your content and promotions to address their specific interests and problems. Deriv can help you target demographics and regions which are more likely to produce better marketing results. For example, trading platform clients tend to be male, 18 to 35 years of age. Also, understand that "trading" is not the same as "investing"; while they are often used together, trading tends to be more short-term and speculative, whereas investing is more long-term and slower. Use tools to help find the best regions to promote in.
4. **Provide valuable content:** Offer high-quality, informative, and engaging content to attract and retain your audience. Whether it's blog posts, videos, or social media content, focus on providing value before promoting products. Remember, attention spans are short. If your content looks like sales material, your audience will not stay engaged.
5. **Disclose affiliate relationships:** Be transparent with your audience about your affiliate relationships. Disclose your use of affiliate links or sponsorships in a clear and honest manner to maintain trust. Be authentic – people buy from people. The best affiliates tend to have a "face" to their channel or blog.
6. **Diversify your promotional channels:** Explore various marketing channels such as blogs, social media, email marketing, or videos. Diversification helps reach a broader audience and minimises dependency on a single platform (which could ban you). Also, over time, consider having more than one YouTube channel, perhaps one for English and one for Spanish. Aim to build up your newsletter and email mailing list. Remember, you do not own your social media channels; they can be suspended at any time, whereas your email or phone number list is yours.
7. **Track and analyse performance:** Use analytics tools to track your campaigns' performance. Understand what works and what doesn't by analysing metrics like click-through rates, conversions, and audience engagement. See which articles are getting the most views and then look to produce more of the same or similar content.

8. **Build an email list:** Start building an email list early on. It's a valuable asset for ongoing communication with your audience and promoting affiliate offers directly to engaged subscribers. This means that when you post an update, your list will receive an email notification. WhatsApp is now a powerful tool for marketing messages, so collecting mobile numbers is advisable.
9. **Stay updated and adapt:** Affiliate marketing trends and strategies evolve. Stay informed about industry changes, algorithm updates, and new marketing techniques. Adapt your strategies accordingly to stay competitive. Fortunately, there is great information available for free online, and you can learn from other marketers and content creators in the same or similar field.
10. **Patience and persistence:** Success in affiliate marketing takes time. Be patient and consistent with your efforts. Keep learning, testing, and refining your strategies as you progress. Many fail in affiliate marketing because they “give it a go” but never commit or remain consistent.

For me, one of the most important factors in building up a successful business has been forming a “relationship” with the audience and clients. Respond to questions, comments, or emails. Also, a big mistake many make is forgetting about a client once they sign up or make a purchase. Making additional add-on sales, also known as “back-end” sales, can make a massive difference.

### A few of my favourite books on copywriting and advertising

Learning to write copies and produce successful adverts and promotions is a highly valuable skill. Here are a few books, some written decades ago (long before the internet) but still relevant today:

- Scientific Advertising by Claude Hopkins
- Tested Advertising Methods by John Caples
- The Adweek Copywriting Handbook by Joseph Sugarman
- The Copywriter’s Handbook by Robert Bly
- The Art of the Click: How to Harness the Power of Direct-Response Copywriting and Make More Sales by Glenn Fisher – Glenn has written copy for me in the past.

## **Summary**

It is impossible to cover everything in a short ebook, but I hope this provides you with a solid starting point. If you plan to promote a trading platform, Deriv is an excellent company to partner with.

Success in affiliate marketing doesn't happen overnight. It requires dedication, continuous learning, and a focus on delivering value to your audience. Implementing these expert tips can significantly enhance your chances of building a successful affiliate marketing business over time.

Once you join the Deriv affiliate programme, you can contact your account manager for help and support at any time.

Wishing you every success.

**Vince Stanzione**

# Glossary

## A/B test

An A/B test is a way of comparing two options to see which does better. This can be especially useful in digital marketing, such as testing two email subject lines.

## Affiliate marketing

Affiliate marketing involves a third party referring visitors to a product or service on a digital platform, like a blog or social media platform. They earn a commission if that referral leads to a sale.

## Bounce rate

Bounce rate is the percentage of visitors who leave a web page without performing an action.

## Buyer persona

A buyer persona is a fictional representation of a brand's target audience to help guide and set marketing strategy. It often incorporates specific demographic details and behavioural traits based on research.

## Churn rate

Churn rate is an important marketing metric that tells you the percentage of customers you've lost over a specific period of time.

## Competitor analysis

A competitor analysis — sometimes called a competitive analysis — is a process that involves researching a brand's main competitors to analyse their branding, marketing, and products. Understanding these elements can lead a brand to develop more specific and distinctive marketing strategies.

## Content marketing

Content marketing is a facet of marketing that aims to develop relevant, authoritative content through blogs, podcasts, videos, and other types of media in order to attract and engage a target audience.

## Content strategy

Content strategy is a plan to develop, publish, and maintain content, such as blogs, podcasts, and videos. Developing a strategy often involves, among other things, researching your target audience, deciding which content types to implement, developing a process for creating content, and measuring each content type's success.

## Conversion rate

Conversion rate is an important marketing metric that tracks the percentage of people who complete an established goal, such as signing up for a newsletter or completing a purchase. In these instances, potential customers move closer to becoming paying customers and, therefore, "convert." A high conversion rate signifies an effective marketing strategy or advertising campaign.

## CTR (clickthrough rate)

CTR (clickthrough rate) is a marketing metric that tells you what percentage of people perform an action after seeing an advertisement or webpage. It's usually measured in relation to impressions, which refers to the total number of people who see an advertisement.

## Customer acquisition

Customer acquisition is the process of attracting customers to purchase your products. More than simply getting their attention, it typically requires nurturing potential customers (leads) over time.

## Customer lifetime value

Customer lifetime value (CLV) is a key metric that determines how much revenue a business might earn from each customer throughout their relationship. Having a high CLV can help you lower customer acquisition costs because you don't have to spend as much to attract new customers when you have loyal customers who return regularly to make a purchase.

## Customer segmentation

Customer segmentation is the process of grouping customers by distinguishing features so you can develop more specific marketing strategies to reach and engage them.

## Digital marketing

Digital marketing is a form of advertising that uses digital channels, such as SEO and social media, to connect and engage with customers. See also: online marketing.

## Direct marketing

Direct marketing is a way to reach customers by sending them messages directly through channels such as mail, email, or text messages. Rather than using other types of indirect media to reach a broad array of customers, direct marketing communicates with individual customers in order to generate a more immediate action, like a purchase.

## Display advertising

Display advertising is a method of digital advertising. It features ads on websites that typically appear along the sides, or near the top or bottom.

## Earned media

Earned media is another way to think about publicity. Essentially, it's media that refers to your business—and therefore advertises or promotes it in some way—that you haven't paid for.

## Email marketing

Email marketing is a marketing channel, usually housed under digital marketing, that uses email to reach customers and promote current products.

## Facebook marketing

Facebook marketing refers to the act of marketing your business on Facebook, which remains a popular social media platform with nearly 3 billion monthly active users. On the site, you can use a balance of organic and paid advertising to reach potential and current customers.

## Four Ps

Successful marketing relies on the four Ps, which include product, price, place, and promotion. The four Ps are considered a “marketing mix” or an essential framework for developing a marketing strategy and plan.

## Guerilla marketing

Guerilla marketing is a cost-effective strategy that involves using the element of surprise to attract brand attention or promote a product.

## Influencer marketing

Influencer marketing is a strategy in which businesses collaborate with well-known people who have a strong online presence (often called “influencers”) to promote their products or services, or to bring greater visibility to their brand.

## Local SEO

Local SEO is the process of improving visibility for local businesses that need to reach more targeted markets in a specific geographic area. For example, if you were holding a trading class in your area, you would only want adverts promoting the event in the local area.

## Market research

Market research is a process wherein businesses gather a detailed understanding of consumers’ behaviours and needs by conducting surveys and interviews, and tracking other qualitative and quantitative data.

## Market segmentation

Market segmentation is the process of segmenting prospective customers into groups to better understand their unique needs—and market to them.

## Marketing analyst

Often conflated with a market research analyst, given the similarity in terms, a marketing analyst is someone who uses data to discover key insights to improve a marketing team’s overall efforts.

## Marketing analytics

Marketing teams use data to understand what’s working and what’s not. Marketing analytics refers to marketing-specific data that teams can track to explain a range of efforts, including engagement, bounce rate, and conversion rate.

## Meta

Meta Platforms is the company that owns and operates Facebook, Instagram, Threads, and WhatsApp, among other products and services. These are popular platforms for affiliates to promote on, as well as to use for paid advertising and posts. You can learn more at Meta for Business.

## Marketing channel

Marketing channels are the pathways through which you advertise a business’s products and services. There are several different types of marketing channels, including email, content, direct, and social media.

## Marketing funnel

The marketing funnel describes the journey that a customer typically takes. It’s broken down into stages that include becoming aware of a business’s products and completing an action. It’s often used to help marketers understand how they should engage with and support customers at each stage.

## Marketing plan

A marketing plan is a roadmap that organises a marketing team’s various efforts by laying out the concrete actions they will take to implement their larger marketing strategy.

## Marketing strategy

A marketing strategy is a broad overview of a business’s long-term marketing vision that outlines its value propositions to customers.

## Media planning

Media planning is the process of identifying where a marketing team should focus its advertising efforts before launching a new campaign. This includes analysing channels, platforms, and audiences.

### Niche market

Niche markets refer to highly specific groups of consumers—often within a larger customer segment—who share certain qualities, behaviours, or needs. Niche markets differ from mass markets because they tend to be narrower and more focused, but they often encompass customers who are more likely to make a purchase.

### Omnichannel marketing

There are many touchpoints that a customer might experience as they interact with a brand across various channels, such as web, email, social media, and in-person. Omnichannel marketing is a way to create a seamless experience across those touchpoints.

### Owned media

Owned media refers to all the media channels that a business has direct control over, such as email, newsletters, and blogs. Unlike earned media—or publicity—owned media is something a business oversees and must invest in.

### Paid media

Paid media is any digital marketing effort that features a paid advertisement. This can include video ads, banner ads, and search ads.

### Paid search

Paid search is a digital marketing strategy wherein businesses pay search engines to place their ads in more visible positions. Doing so can drive additional traffic to a business's website.

### Pay-per-click

Pay-per-click (PPC) is the most common type of paid search. It involves paying to have your ad appear at the top of a search engine results page (SERP). Often, the fee you pay is connected to how many people click on your ad.

### Promotional marketing

Promotional marketing is one of the four Ps of marketing. It's a process that entails sharing knowledge about a brand, product, or service through various marketing channels to increase awareness.

### Remarketing

Oftentimes, marketing is about engaging with new potential customers. However, remarketing involves engaging customers who have already interacted with your business in some way and prompting them to complete an action.

### ROAS

Return on ad spend (ROAS) is an important marketing metric that determines the success of an ad campaign. By quantifying how much a business spends on ads compared to the increase in sales those ads generated, they can determine the success of a campaign.

### ROI

The return on investment (ROI) of a marketing campaign compares the cost of the campaign to how much revenue it generated.

## SEO marketing

SEO marketing—or search engine optimisation marketing—is a facet of digital marketing that entails optimising your website and its content for greater visibility on search engines like Google, Bing, and Yahoo.

## SERP

Search Engine Results Pages, or SERPs, are the results that a search engine—like Google, Bing, or Yahoo—displays after a user conducts an online query. They are typically displayed in order of relevance.

## Social media platforms

Social media platforms are different online networking sites—such as Facebook, Twitter, Instagram, and LinkedIn—that businesses can use to promote goods and engage with customers.

## Target market

A target market is a group of potential customers who are most likely to purchase a business's product or service. In the case of Deriv, males aged 18 to 35.



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