



# Quick Start Guide for iGaming Affiliates

## 1. Research and Select a Niche

Identify a specific iGaming niche that interests you—whether it's online casinos, sports betting, poker, or esports. Choose something that aligns with your passion and market demand.

## 2. Market Analysis (Competitor Analysis)

Analyze competitors in your niche. Look at top affiliates and operators, identify what they do well, and find opportunities where you can stand out.

## 3. Understand Affiliate Needs

Focus on what drives success: conversions, commissions, and communication with operators. Knowing what affiliates need helps build relationships.

## 4. Choose Your Earning Models

Decide between Revenue Share (RS), Cost Per Acquisition (CPA), or hybrid models that suit your goals and effort level.

## 5. Set Up Your Online Presence

Build a fast, mobile-friendly website with optimized content for SEO. High-quality, engaging content is essential to rank higher and attract your target audience.

## 6. Build a Social Media Presence

Establish active social profiles and share valuable content regularly. Social media is a powerful way to drive traffic and grow your following.

## 7. Implement Email Marketing

Collect emails from potential players and affiliates, and keep them engaged with newsletters, offers, and updates. Email marketing remains an effective tool for conversions.

## 8. Join Affiliate Networks

Partner with well-known affiliate marketing networks to access a broader audience and gain exposure to operators seeking affiliates.



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## 9. Consider Paid Advertising

Invest in paid advertising such as Google Ads or Facebook Ads to target high-intent users who are more likely to convert.

## 10. Collaborate with Influencers

Work with industry influencers to build credibility and reach a larger audience through trusted endorsements.

## 11. Understand Legal and Regulatory Considerations

Ensure your affiliate efforts comply with local laws and regulations, particularly around online gambling, to avoid any legal issues.

## 12. Assess Player Quality

Analyze the long-term value of the players you bring in and optimize your efforts to focus on high-quality players who generate more revenue.

## 13. Choose the Right Compensation Model

Compare the advantages of CPA vs. Revenue Share and decide which works best for your business and earning potential.

## 14. Use Incentivized Traffic Wisely

Incentivized traffic can boost numbers but use it sparingly and strategically to maintain quality and trust with operators.

## 15. Network and Negotiate with Casinos

Build solid relationships with casino operators. Use your performance data as leverage to negotiate better terms.

## 16. Build Your Professional Reputation

A strong brand identity, transparency, and ethical business practices help you stand out and attract long-term partnerships.



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## 17. Leverage Tools and Resources

Utilize SEO tools, email marketing software, and social media management tools to automate and improve your marketing campaigns.

## 18. Join Affiliate Directories

Listing yourself in top affiliate directories, like Affiliate Roulette, helps expand your visibility to a larger pool of operators.

## 19. Monitor Regulatory Changes

Stay up-to-date with changes in iGaming laws, especially in markets where you operate, to ensure compliance and adaptability.

## 20. Join Affiliate Roulette

Explore Affiliate Roulette, a platform that connects affiliates with operators, helps build your network, and provides verified reviews for credibility.