

Affiliate Marketing Bridge Page Cheatsheet

This cheatsheet gives you a quick breakdown of what an affiliate marketing bridge page is, why you need one, and how to create it for better conversions and list building.

What is a Bridge Page?

A bridge page is a simple web page that connects your content (blog, social post, ad, etc.) to the affiliate sales page. It warms up your audience, builds trust, collects emails, and increases conversions.

Why Do You Need a Bridge Page?

Without a bridge page, marketers often face:

Low conversions – cold traffic sent directly to sales pages rarely converts.

Lost subscribers – no way to capture emails for future follow-up.

Ad disapprovals – many ad platforms restrict direct affiliate links.

Weak trust – no personal connection or explanation of why the product matters.

What Does a Bridge Page Do?

A bridge page helps by:

Grabbing attention with a clear headline.

Sharing your personal story or insights.

Listing quick benefits in bullet form.

Collecting emails with an opt-in form.

Redirecting to the affiliate sales page with a strong CTA button.

Steps to Create a Bridge Page

1. Choose a page builder (WordPress, ClickFunnels, Leadpages, ConvertKit, etc.).
2. Write a headline that speaks to your audience's problem.
3. Add a short intro message that connects with readers.
4. Highlight 3–5 key benefits of the product.
5. Place an opt-in form to collect emails.
6. Add a call-to-action button linking to your affiliate offer.
7. Keep it clean and focused on one goal.

How the Flow Works

Here's the simple flow:

Step 1: Blog/Social/Ad content sends traffic to your bridge page.

Step 2: Visitors land on your bridge page and read the headline + story.

Step 3: They see product benefits and your opt-in form.

Step 4: They enter their email and click the CTA button.

Step 5: They are redirected to the affiliate sales page, while you keep their email for follow-up.