

# USING YOUR AFFILIATE LINK TO DRIVE SALES

Now that you have your customized affiliate link, what's next? You can plug your affiliate link in various places online to maximize its visibility and potential for driving sales. Here are some effective options to consider:

## **Blog or website**

Create content related to the product and embed affiliate links naturally within your posts or articles. If you represent a rescue organization, add the affiliate link to your nonprofit's website.

## **Social media**

Share your affiliate link on platforms like Facebook, Instagram, LinkedIn, Pinterest, Twitter, etc. Craft engaging posts that showcase the product's quality and mission to support rescue dogs.

## **Youtube, TikTok, Instagram Reels/Stories**

Create videos reviewing or talking about our wines and mission. Include your affiliate link in the story or in the video caption.

## **Email marketing**

Incorporate your affiliate link into newsletters or dedicated promotional emails to your clients.

## **QR codes**

Use your Impact-generated QR code for print marketing materials, like posters, flyers/signage, business cards, etc.

## TIPS

### **Focus on the cause**

Center your messaging around the cause and the product, rather than simply presenting the affiliate link.

### **Engagement and education**

Educate your audience about the brand's mission and the importance of supporting animal rescue organizations.

### **Targeted placement**

Choose platforms where your target audience is active and engaged.

### **Value addition**

Always provide value, such as entertainment or education, when sharing your link.

### **Trust**

Ensure you're respectful and transparent when sharing affiliate links. Building trust and providing genuine value to your audience are essential for successful affiliate marketing.

