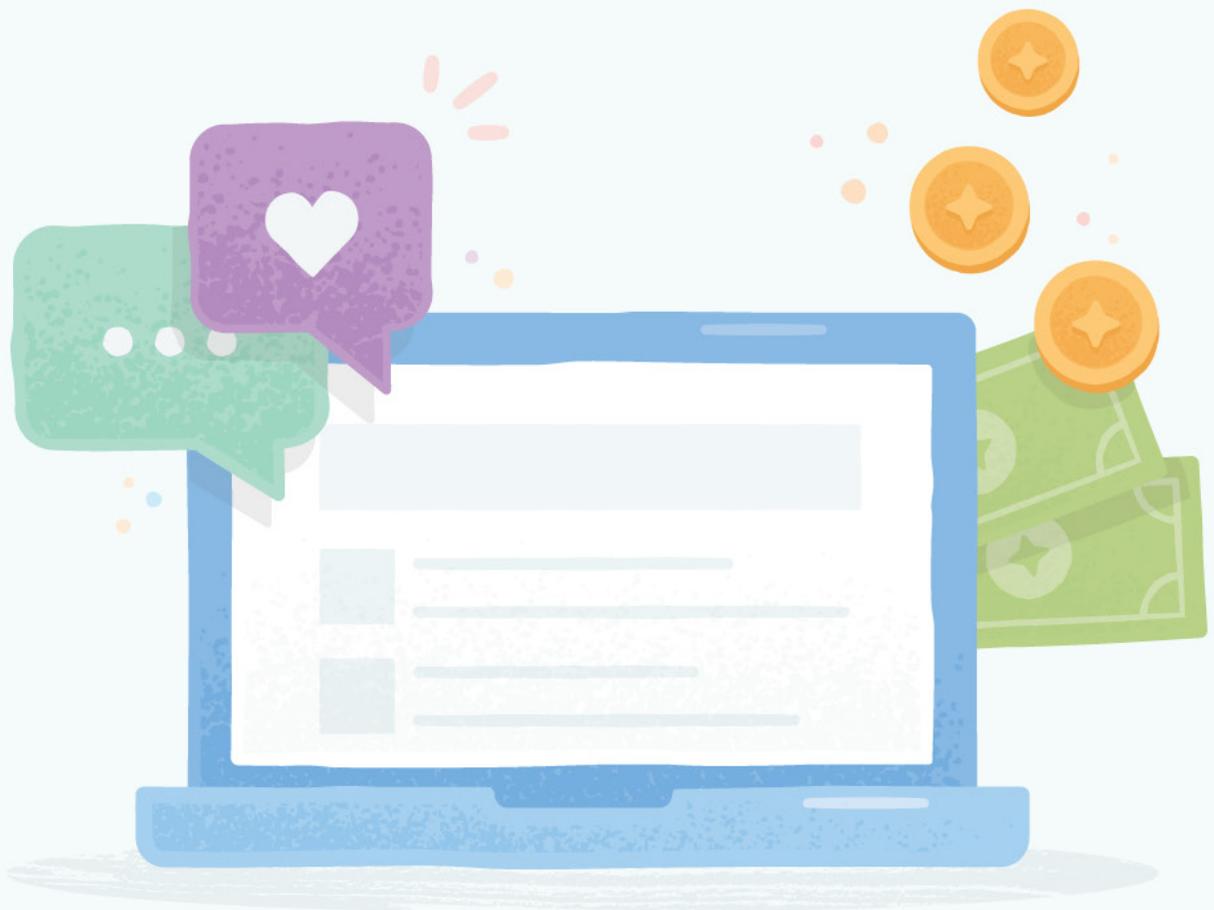


THE ESSENTIAL GUIDE TO

# Creative Market's Affiliate Program



# 1

## Basic Terms You Need to Know

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PART NO. 1

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# Basic Terms You Need to Know



**Affiliate marketing can be a relatively easy way to make money in the digital world while supporting entrepreneurs and independent creative professionals at the same time. You get to share awesome products and services while getting a cut of every sale that resulted from your referrals. In the Creative Market Partner Program, you'll make money by spreading the word about the millions of design assets available from independent shop owners around the world. Let's get started with some essential terms that you will run into throughout this guide.**

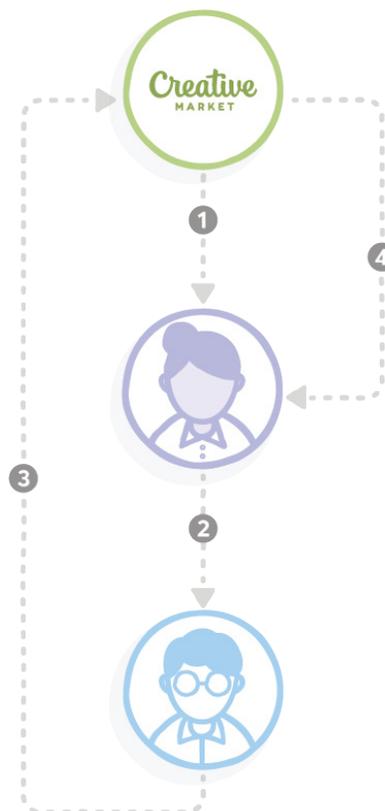
## Affiliate Marketing

Affiliate marketing leads the list of ways to earn money online. It's a simple system in which you share products and services created by other people:

- 1 As an affiliate, you get links from a brand.
- 2 You proceed to share those links with potential buyers.
- 3 Those buyers click on your unique link and buy from the seller.
- 4 The seller shares a cut of that transaction with you.

When someone buys the product through your marketing efforts, you get a commission from the brand. In this model, both parties benefit - the brand gets marketing help and a much broader exposure to potential customers, and the affiliate makes money every time a customer buys the product

through affiliate links placed on websites, blogs, social media posts and even videos.



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## The Creative Market Affiliate Program

You can become an affiliate and start sharing design products by signing up to the Creative Market Affiliate Program. The Affiliate Program offers opportunities for earning a commission on any single purchase from all customers referred to Creative Market for 30 days.

Affiliate marketing commissions can vary, and so can the time frame in which a sale needs to be completed.

In the Creative Market Partner Program, referrals last for 30 days, so that partners can earn money on both new and return customer purchases. The commission earned on each of those purchases is a consistent 10 percent of the purchase amount.

To join the Partner Program, you'll need to provide a website address and briefly explain why you'd like to become a partner. You can submit this information at [creativemarket.com/partners](https://creativemarket.com/partners).

The promotion strategies you choose are entirely up to you. Typical approaches can include writing reviews on blogs, posting to social media sites like Facebook, or making videos or podcasts on related topics. Whatever channels you decide to use, though, it's important to understand the building blocks of a successful affiliate marketing strategy: revenue sharing, attribution, cookies, and link building.

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## Revenue Sharing

In all its forms, affiliate marketing operates on the principle of revenue sharing - a relationship between a seller (also called a vendor or merchant) who has a product to market, and the affiliates who undertake the job of sharing that product with the world. When a sale is made, the seller collects the purchase price, and a percentage of that price goes to the affiliate in the form of a commission. In that way, revenue from the sale of the product is shared by both parties. The harder affiliates work to promote the product, the more money they earn.

The revenue sharing model benefits brands, too. Affiliates help a company's marketing efforts by sharing products with a relevant audience that the brand may otherwise be unable to reach. To make their job easier, Creative Market offers its partners resources like this guide, among other tools that we will look at farther along.

For affiliates, the benefits of revenue sharing include the potential to earn more, the more they market, with no real cap on that amount as long as there's demand for the product. Affiliates can choose to supplement other income with a few hundred dollars here and there from promoting one or two products, or become entrepreneurs who build a business out of marketing several lines of products through a variety of different channels. Online tools put these options within the reach of just about anyone with basic Internet skills.

## Attribution

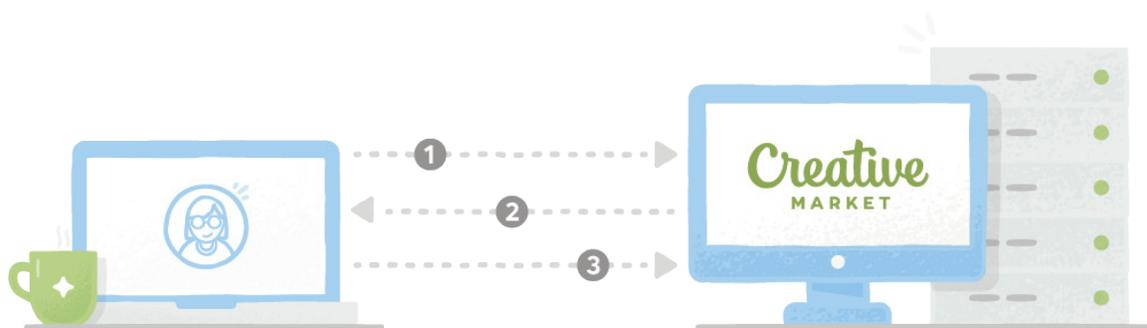
Affiliates are paid by commission, but that commission is determined by the seller of the product they're marketing. A marketing process called attribution plays a major role in determining the value of each component of a marketing plan, and that can include commissions paid to affiliates. Attribution analyzes all the touchpoints on a consumer's journey from first contact with a product all the way to purchase.

## Cookies

In order to track how consumers contact and interact with products promoted by affiliates, sellers typically use cookies: a bit of code stored on a visitor's computer after they visit a website. Cookies can confirm whether the visitor made a purchase through the affiliate's link. If that happens, the affiliate receives the commission.

- 1 The buyer follows your link to Creative Market.
- 2 Creative Market creates and stores a cookie in the buyer's PC for 365 days, unless cleared by the buyer.
- 3 When the buyer visits the site, Creative Market checks for the cookie and identifies him as your referral. After this buyer signs up, your cut of every purchase he/she makes for a full year will be attributed to you.

Cookies may have a very limited lifespan of hours or days or they can last months or even years. In the Creative Market Partner Program, you'll get a full year for the referred user to sign up and become a referred customer. After they sign up, we stop relaying the cookie and you will start earning the corresponding cut of sales. If your referred customer was to sign up on day 364 after the cookie was placed, you will still get attribution for that referral.



## Referral Links

Links are the linchpin of affiliate marketing success. Placing and managing the links that take a visitor to a website play a major role in securing sales and getting commissions. When affiliates enter a direct relationship with a seller or with a network, they typically receive an affiliate link, which is a unique link that confirms the sale and triggers a payout.

Links can be used in a variety of ways to attract attention and encourage clicks. Affiliate links can be inserted into blog posts and web pages as anchor text - highlighted text with an inserted hyperlink (in this case, the affiliate link) - that opens the target web page when the text is clicked. Here's what anchor text looks like:

### Blog Post Title

Blog post text. Blog post text. Blog post text. Check out [this elegant script font](#) that can add a classic touch to any wedding invitation.

Blog post text. Blog post text. Blog post text. Blog

Links can also appear as clickable URLs on a landing page - a standalone web page used specifically for marketing - or in other kinds of marketing material such as videos, slideshows or ebooks. Because affiliate links can be very long, link shortening services and website plugins can generate shorter versions for easier posting and sharing on social sites. Check out the “About Link

Shorteners” section below for more information on using these tools to your advantage.

Affiliate links can appear everywhere a product is being marketed, but these links may not perform equally well. Since the success of an affiliate marketing effort depends on how many links lead to sales, it can be helpful to track which links are getting results and which aren't.

## The Affiliate Funnel

Marketers frequently speak of the “sales funnel,” the process of capturing viewers' interest with an easy-to-access product and leading them into a deeper connection that results not only in a sale but also a long-standing relationship with a brand or company. The “affiliate funnel” is a variation on this model that reflects steps in the affiliate marketing process, and the stages of this funnel reveal steps affiliates can take to increase sales.

The affiliate funnel opens with a “lead capture,” which is a free offer of some kind that’s related to the product being marketed. That captures visitors’ email addresses, a key tool for building an email list for keeping in contact with visitors and customers. From there, visitors can be directed to pages featuring the product being marketed and thence to a landing page or other purchasing options. This far into the funnel, marketing efforts can continue with an “up-sell,” an offer of other relevant products and services customers might be interested in.

Each point in the affiliate funnel represents a touch point in the buying process. Armed with this data, it’s possible to make changes in content and presentation in order to increase conversions - also known as sales.

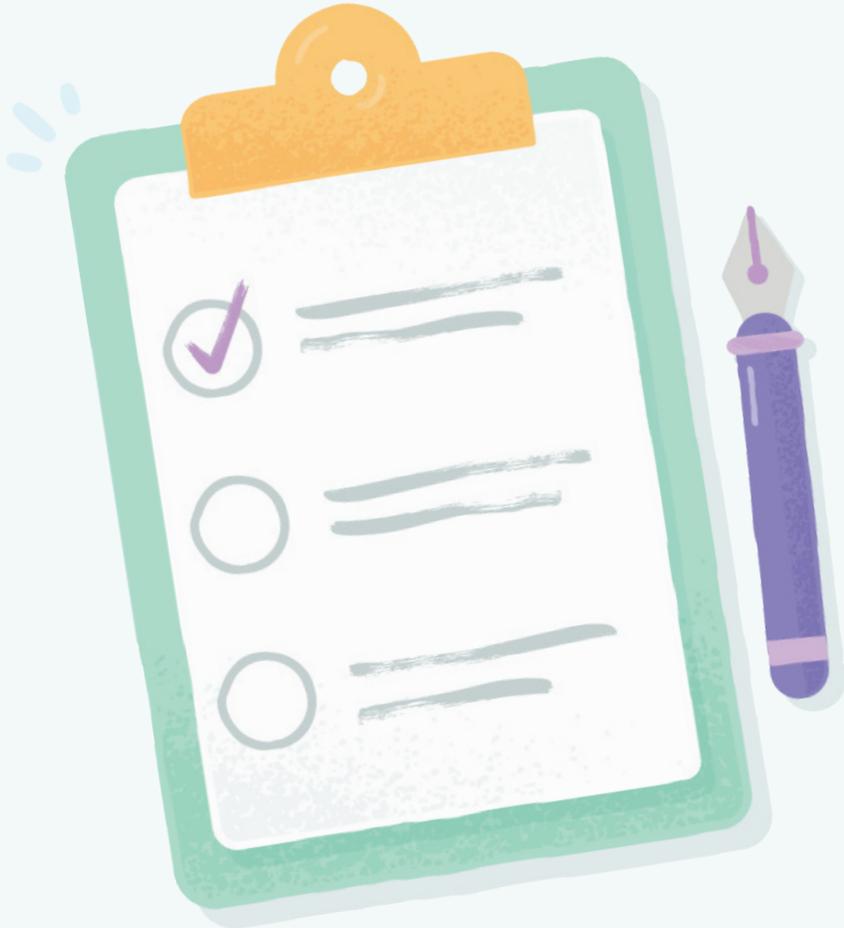
Let’s take a look at what this affiliate funnel looks like in the Creative Market Partner Program. As potential buyers go from viewing to clicking to signing up and then purchasing, their numbers decrease — and that’s why funnels become narrow as you move towards the end.



#### IN THE FUNNEL TO THE LEFT:

- Partner links are the unique URLs we described in the previous section.
- Referred customers are those who effectively sign up for a Creative Market account after following your links.
- A commission is the cut you earn from this referred customer’s purchases on creativemarket.com.

# Getting Started as a Partner



The Creative Market Partner Program provides opportunities for partners to earn money by spreading the word about Creative Market using social media, blogs, video channels, and other online tools. If you're a new partner or thinking of applying, your success depends on understanding how the program works - and observing a few essential "do's and don'ts" to keep the partnership running smoothly.

## Getting Approved

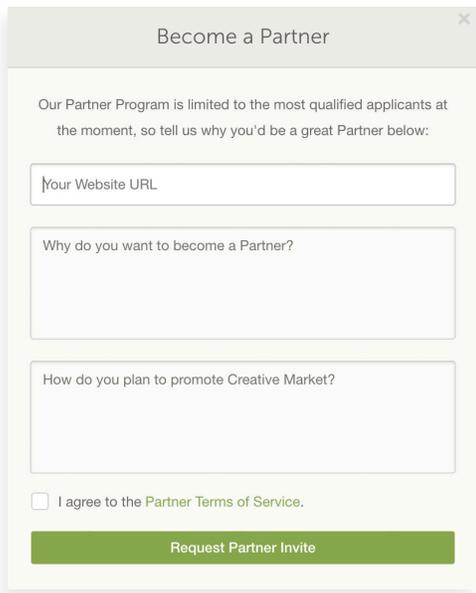
When you click the "Become a Partner" link on the Creative Market Partner Program page, an application form pops up. While this request for an invitation to join the program is brief, it's also important, so take time to answer the questions carefully.

First, you'll be asked to provide a website address where you plan to share affiliate links. This could be your blog, social media profile, or some other website where you've amassed an audience. Make sure the link you provide here isn't displaying an "under construction" page or a "page not found" notice - and avoid a name or content that's completely unrelated to the niche you're promoting.

The partnership application asks just two questions: why you want to become a partner, and how you'll promote Creative Market. Of course, you want to become a partner to earn income, but it's helpful to answer in more detail. Consider why you want to become a partner in this particular program, and what your connection with Creative Market's products and services might be. Perhaps you're a designer who regularly uses fonts

and other assets, or an artist who uses the blog for inspiration and learning.

Be sure to have specifics in mind when describing how you'll promote Creative Market, too. Name social media sites you plan to use or whether you have a video channel or a blog. Briefly discuss how you would use these promotional tools, such as by reviewing products on your blog or sharing news about sales or promotions on Facebook. Be sure to check the box that says you agree to the program's terms of service.



The screenshot shows a modal window titled "Become a Partner" with a close button in the top right corner. The text inside reads: "Our Partner Program is limited to the most qualified applicants at the moment, so tell us why you'd be a great Partner below:". Below this text are three input fields: "Your Website URL", "Why do you want to become a Partner?", and "How do you plan to promote Creative Market?". At the bottom, there is a checkbox labeled "I agree to the Partner Terms of Service." and a green button labeled "Request Partner Invite".

## Sharing Links

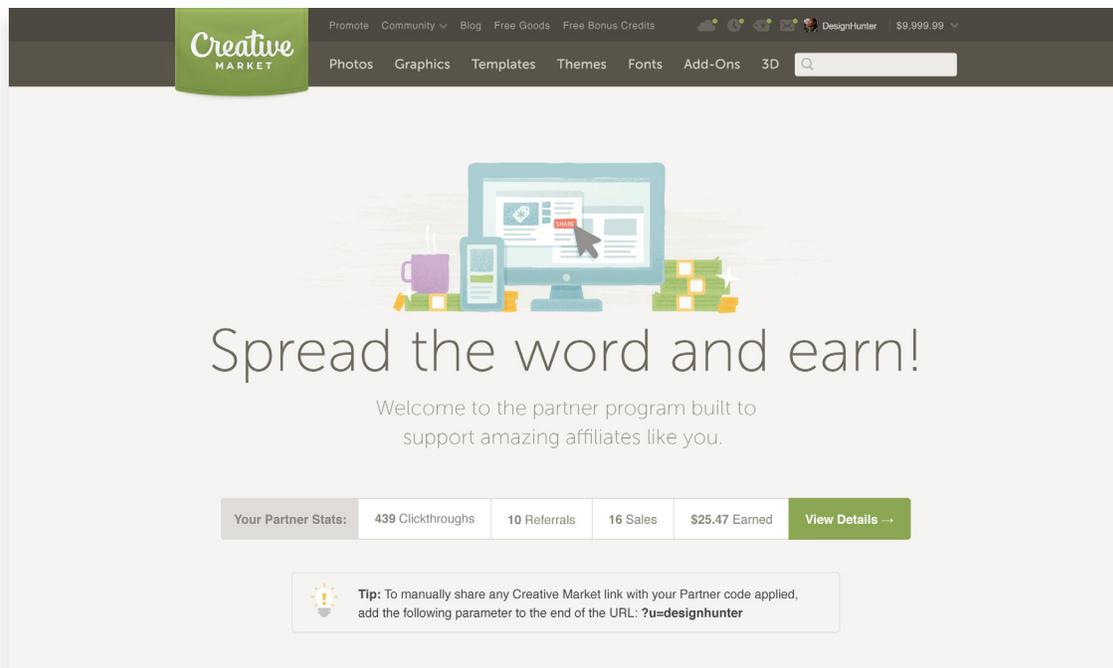
When you receive your invite to join the Affiliate Partner program, you'll create an **account** that features a dashboard for managing your referrals and payouts. Your affiliate code will already be available on your Partner Page — it's the unique parameter that must be included in your links so that you can get your commission. You can use it wherever you plan to promote Creative Market.

“ Since I create a lot of design tutorials, the Creative Market Partner program was a way for me to promote both mine and other creatives' work while also earning a little extra in the process.

– **TEELA CUNNINGHAM, SHOP OWNER/PARTNER**

When you're logged into your account, all social share buttons on the site will have your affiliate partner code built in already. If you wish to share a product page or a blog post, just copy and paste the short link. If you want to share a page with no social sharing option or shortlink, just add the following parameter to the end of the URL: **?u=YOURUSERNAME**

You will find that username in your unique partner page:



The screenshot shows the Creative Market Partner dashboard. At the top, there's a navigation bar with the Creative Market logo and various menu items like Promote, Community, Blog, Free Goods, Free Bonus Credits, DesignHunter, and a balance of \$9,999.99. Below the navigation bar, there's a search bar and a main content area. The main content area features a large illustration of a computer monitor, a smartphone, a coffee cup, and stacks of coins. Below the illustration, the text reads "Spread the word and earn!" followed by "Welcome to the partner program built to support amazing affiliates like you." Below this, there's a "Your Partner Stats" section with a table showing 439 Clickthroughs, 10 Referrals, 16 Sales, and \$25.47 Earned. A "View Details" button is next to the stats. At the bottom, there's a tip box with a lightbulb icon: "Tip: To manually share any Creative Market link with your Partner code applied, add the following parameter to the end of the URL: ?u=designhunter".

Your Partner Stats:	439 Clickthroughs	10 Referrals	16 Sales	\$25.47 Earned	<a href="#">View Details</a>
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**Tip:** To manually share any Creative Market link with your Partner code applied, add the following parameter to the end of the URL: **?u=designhunter**

For example, if you want to share a discussion thread, such as this one:

<https://creativemarket.com/discussions/20173-share-your-first-font!>

just add your affiliate partner parameter to the end to make it an affiliate partner link:

<https://creativemarket.com/discussions/20173-share-your-first-font!?u=YOURUSERNAME>

You can share many types of URLs from Creative Market on the promotional channels you choose:

- Links to content, such as a link to a post from the Creative Market blog.
- A link to a specific product, such as for a review or product roundup.
- A link to a particular shop, such as for a spotlight or roundup article.
- Links to a promotional bundle, or a collection of related products sold as a unit.
- Links for a special promotion. Creative Market periodically runs promotions for certain kinds of assets, with discounts and special bundles for seasonal or holiday use.
- Links to free goods. Creative Market offers six free goods every week, so these can be promoted along with other kinds of content.
- Links to collections pages, where groups of related products are gathered, often around a theme such as Christmas or a certain style such as script fonts.
- Search results pages and tag pages.
- Marketplace pages like community discussions and the credits section.
- Other unique landing pages that are created for specific campaigns, e.g. an ebook.

## DIFFERENT WAYS TO EMBED LINKS

Let's review some of the options you have in terms of actually displaying an affiliate link:

- Visible URLs: regular links where every parameter is fully visible. For example: <https://creativemarket.com/discussions/20173-share-your-first-font!?u=YOURUSERNAME>
- Anchor text links: clickable text that displays words instead of the actual URL it leads to. For example: "Check out shop owners' experiences designing their **first font**." In this example, "first font" would link to the exact URL.
- Widgets: pre-designed boxes that can be embedded in your website or blog to showcase Creative Market products, free goods, or collections.

## KNOW AND USE YOUR LINK SHARING TOOLKIT

Creative Market designers have worked hard to provide a powerful toolkit to make your life as a partner much easier. We just reviewed the different kinds of links you can share to bring in referred customers, and now it's time to show you how widgets can facilitate building those links. There are five resources immediately available to you as a Creative Market Partner: an email invite tool, a predesigned set of banners, and three widgets to embed products, free goods, and collections.

# Your Link Sharing Toolkit

### Embed This Font

Our product embed is **responsive** (up to 580px), so it will look beautiful anywhere.



Click the Copy Embed Code button for the code you can paste into your blog post or website.

[Learn more about Product Embeds](#)

### Your Embed Code

```
<div id="creativemarket-product1175030"></div>
<script>
var __creativemarket__ =
{width:195,height:163,productId:
1175030,u:""};
</script>
<script type="text/javascript"
src="https://d3u1957tjb5bqd-
cloudfront.net/js/embed/1/product.js"></script>
<script type="text/javascript"
src="https://d3u1957tjb5bqd-
```

[Copy Embed Code](#) [Preview Your Embed](#)

### Invite Friends

Email  Facebook  Gmail  Yahoo  Twitter

Email Addresses

This is pretty cool... Download free graphic design resources on Creative Market:  
<https://creativemarket.com>

- Laura

[Send Invites](#)

## Product Embed Widget

A box you can embed to show a single Creative Market product in your website.

## The Invite Tool

Allows you to get more referrals by inviting your friends to join. Add their emails or select a social media platform and the tool will handle the rest.

### Embed This Collection

Our collections embed is **responsive** (up to 580px), so it will look beautiful anywhere.



Click the Copy Embed Code button for the code you can paste into your blog post or website.

[Learn more about Collection Embeds](#)

### Preview Your Widget



Digital Goods Collection  
by Noah Stokes

[Copy Embed Code](#) [View Embed Code](#)

### Free Goods Embed

This Free Goods widget can be embedded in your website. Visitors who sign up to download the free goods become your referred customers, and you'll earn 10% of everything they buy for a full year.

This widget will update automatically every week with a new set of Free Goods.

To get started, select a widget type.

[Learn more about Free Goods Embeds](#)

### Select a Widget Type

 **Product Card**  
300 x 250

 **Skyscraper**  
120 x 600

 **Banner**  
970 x 90

 **Card w/ Countdown**  
300 x 800

## Collections Widget

Displays any Creative Market collection of your choice, whether you have curated it or someone else has. Collections can contain products from many different categories, united by some kind of common theme. Some ideas include seasonal, color-based, and trend-based collections.

## Free Goods Widget

Displays the 6 free goods that Creative Market gives out every week. The 6 products will update automatically to reflect each week's freebies once you embed the widget. Users must sign up in order to download these free design products. When they sign up, they'll become your referred customers.

## Affiliate Banner Pack

A set of predesigned banners that are ready to be placed on your website. Insert the banner that best matches your site's aesthetic in a sidebar, header, footer, or other content area of your choice. These packs also include Creative Market brand assets.



Thousands of  
Quality Design Assets  
STARTING AT \$2

Shop Ready-to-Use Products →

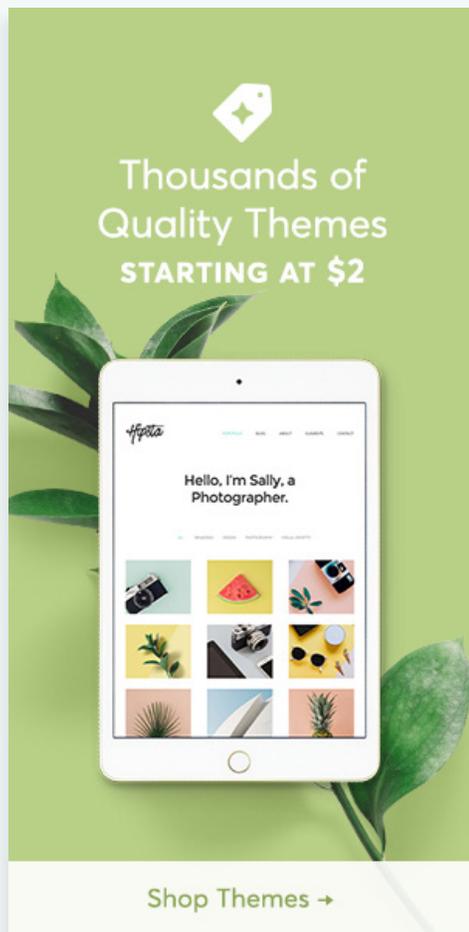
This banner features a light green background with a white Creative Market logo at the top center. Below the logo, the text 'Thousands of Quality Design Assets STARTING AT \$2' is displayed in white. The background is decorated with various design assets like patterned cards, a smartphone, and envelopes. At the bottom, a white bar contains the text 'Shop Ready-to-Use Products →' in green.



Thousands of  
Quality Script Fonts  
STARTING AT \$2

Shop Script Fonts →

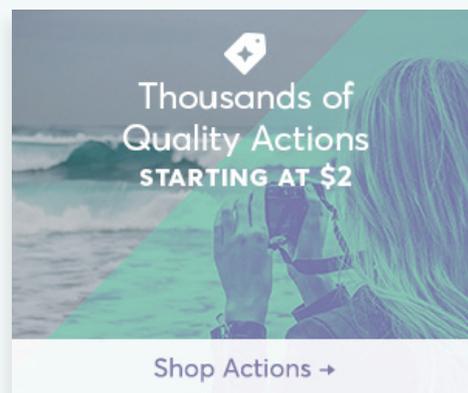
This banner has a dark blue background with a white Creative Market logo at the top center. The text 'Thousands of Quality Script Fonts STARTING AT \$2' is written in white. A hand is shown holding a white card with a watercolor background and the handwritten text 'Be bold or italic but never regular.' in a blue script font. At the bottom, a white bar contains the text 'Shop Script Fonts →' in blue.



Thousands of  
Quality Themes  
STARTING AT \$2

Shop Themes →

This banner has a light green background with a white Creative Market logo at the top center. The text 'Thousands of Quality Themes STARTING AT \$2' is in white. A white tablet is shown in the center, displaying a website theme with the text 'Hello, I'm Sally, a Photographer.' and a grid of images. At the bottom, a white bar contains the text 'Shop Themes →' in green.



Thousands of  
Quality Actions  
STARTING AT \$2

Shop Actions →

This banner features a teal and grey background with a white Creative Market logo at the top center. The text 'Thousands of Quality Actions STARTING AT \$2' is in white. The background shows a person's hands holding a camera against a scenic view of a beach and ocean. At the bottom, a white bar contains the text 'Shop Actions →' in teal.

## FIGURING OUT WHAT TO SHARE

Understanding your audience is the key to figuring out which products to share. Think creatively when trying to find new audiences - a tattoo artist might be looking for new fonts, or a fashion blogger might welcome a set of watercolor brushes. Visit forums and social sites frequented by your target audience and browse comments and questions for ideas. We will look at buyer personas and marketing channels closely in Part III of this guide.

“Creating an affiliated URL is really easy, either by tagging on my partner code at the end of the link, or Copy/Pasting the convenient short urls for each product. What started as a few extra dollars here & there has grown to become a really good stream of passive income!

- CHRIS SPOONER, SHOP OWNER/PARTNER

## Following Guidelines

Along with the “do’s” of becoming a successful partner in the Partner Program, there are also a few “don’ts” to observe in order to avoid bad practices that could compromise your affiliate marketing plans and affect your online reputation.

Successful affiliate marketing depends on observing the rules and expectations established by the seller whose products are being promoted. Productive marketing also relies, in key ways, on cooperating with search

engines such as Google and their constantly evolving standards for quality content.

This also means becoming familiar with and following Creative Market’s Site and Partner Terms, found at [creativemarket.com/terms](https://creativemarket.com/terms). You can stay up to date on best practices and guidelines via our Help Center ([support.creativemarket.com](https://support.creativemarket.com)) and at our blog. You should also be sure to understand the [FTC’s Endorsement Guidelines](#) and how they apply to affiliate marketers.

Google, in particular, is not supportive of something the company has called “thin affiliates”. Thin affiliates fail at providing value for users, either by copying content from the seller word-by-word or hosting their links in sites that are void of engaging, original content. What this means for you is you will want to have a good mix of affiliate links and creative content if posting affiliate links on your website or blog. Also avoid direct republishing, and try to paraphrase the product descriptions that you find so that your site’s content remains unique.

In sharing the word about Creative Market as widely as possible, search engines expect content to be original. Content syndication, in which the content you create related to a product or service is distributed to multiple channels in its original form, can be perceived as duplicate content by search engines. And since search engine algorithms aim to weed out spammy, keyword-stuffed content that compromises the quality of user experiences on the web, posting affiliate content that violates these standards can compromise your reputation and affect your status as an affiliate.

The Creative Market Partner Program opens doors to earning money even as you sleep, while promoting products and subscription plans you love and supporting the work of the independent designers and other creatives who make their work available through Creative Market. Becoming familiar with the Partner Program and the best practices for partners is the first step toward creating the passive income you're looking for.

## Overview: Earning Commissions

As a reminder, the following conditions must be met in order to gain a commission:

- 1 You refer someone to the site with your link (a Clickthrough)
- 2 They then sign up for a creativemarket.com account
- 3 They make a purchase of a creativemarket.com product

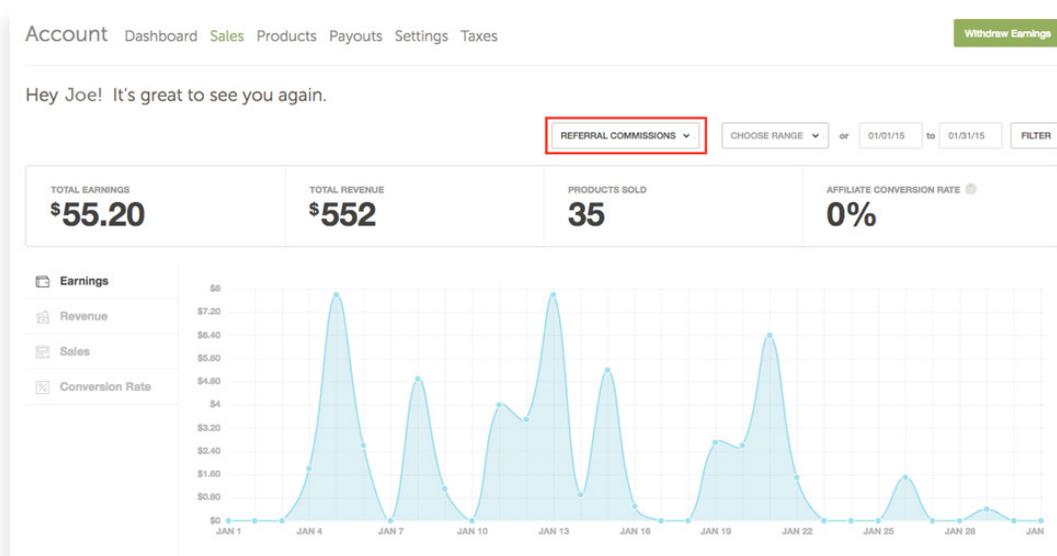
Please note that if a buyer makes a purchase using a promo discount code your commission for that sale will be based on the reduced purchase amount. You can see your current stats on your Promote page.

**Tip:** To manually share any Creative Market link with your Partner code applied, add the following parameter to the end of the URL: `?u=JohannesGutenbird`

<b>Your Partner Stats:</b>	25124 Clickthroughs	143 Referrals	394 Sales	\$582.80 Earned	<a href="#">Details →</a>
----------------------------	---------------------	---------------	-----------	-----------------	---------------------------

You can view more detailed sales data in your Sales Dashboard. Select a time range to analyze your earnings. If aside from being an affiliate you are also a shop owner, you can use a dropdown

to filter the type of income you're seeing to show, for example, Referral Commissions.



# Getting Paid

Account Dashboard Sales Products **Payouts & Taxes** Settings

Payouts **Payment & Tax Setup** Statements

Please fill out the form below. You will not be able to request a payout unless all of the information is complete. If you have already filled out your tax information and would like to change your payment method, click "Next" below to proceed to step two. Be sure to complete all four steps to save your changes. [Read the Tax & Payout Guide](#) to learn more about tax forms and payout methods.

1 Address 2 Payment Method 3 Tax Forms 4 Done Powered by Tipalti

**Enter Your Address**

Please enter your contact details as they appear on your bank records.

Type  Individual  Company

Email Address

Phone Number

First Name

Middle Name

Last Name

Address

Address 2

City

Zip

Country

State

Remittance Notes

**Cancel**

**Next**

As soon as you're approved, you'll need to complete your tax forms and submit your payout information. You can do this by going to the "Payment and Tax Setup" section of the "Tax and Payout" tab in your Account Settings.

Account Dashboard Sales Products **Payouts & Taxes** Settings

**Payouts** Payment & Tax Setup Statements

**Payouts**

Earnings Balance: \$25.00

Only earnings from sales of your products and your referral commissions are eligible for payout. [Learn more](#)

Payout Method

ACH [\(change\)](#)

Request Payout

Enter your payout amount below and click "Request Payout". Payouts are not automatic. They must be manually requested every month.

Request specific amount  USD

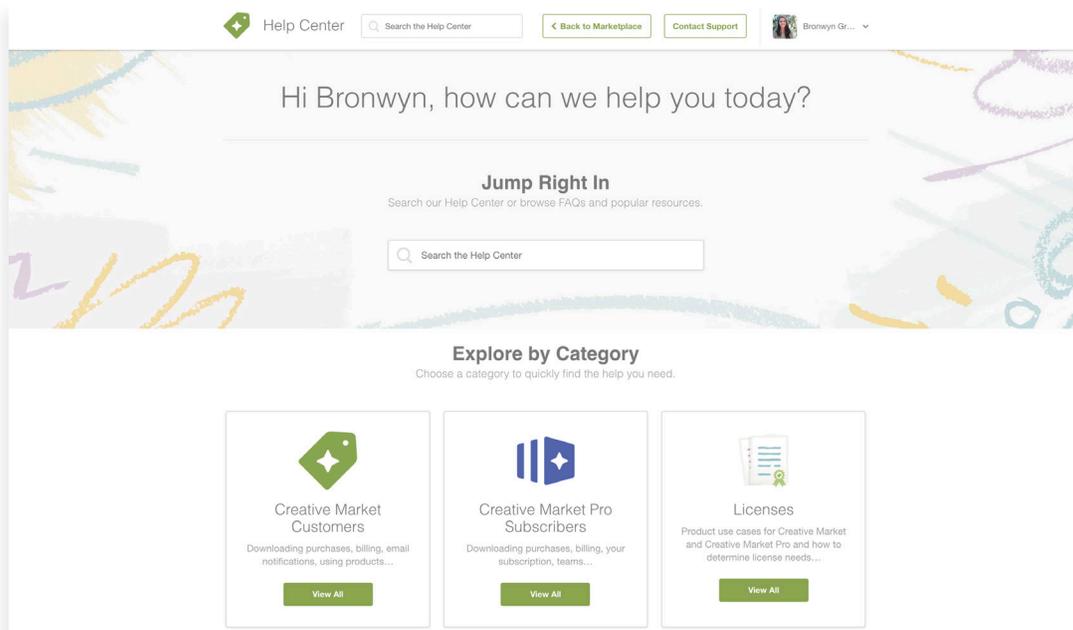
Request full earnings balance at the end of May

**Request Payout**

Once your tax and payout information has been completed and you've earned a minimum of \$20, you will be able to request a payout. You can submit a payout request from the "Payouts" tab of the "Tax and Payout" tab in your account settings.

## Ongoing Support & Education

Creative Market's Support and Community teams are always at hand to help you navigate the Creative Market Partner Program. Learn how about site features and programs on our Help Center ([support.creativemarket.com](https://support.creativemarket.com)) or reach out to us at [support@creativemarket.com](mailto:support@creativemarket.com).



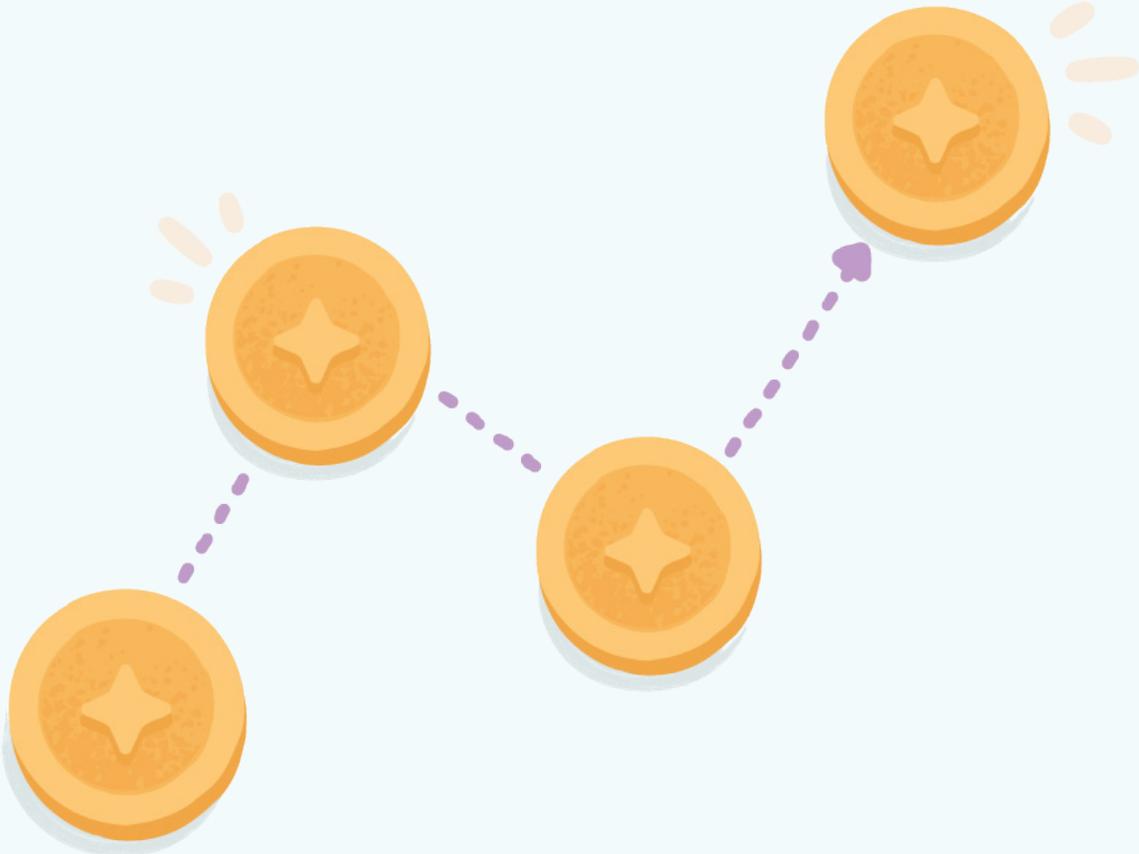
You can also get to know your fellow Partner Program members and share knowledge by participating in Creative Market's active Discussions Area ([creativemarket.com/discussions](https://creativemarket.com/discussions)).

“The partner page where you can apply to be a partner gives you all the information you need to set up your affiliate account. You can find blog posts to help you along and promotional tools for sharing on your website. I also think it's really fun and helpful to be able to connect with other affiliate partners on the forums. If I have a question that hasn't been answered I can pop over and ask for help there.

– SKYLA DESIGN, SHOP OWNER/PARTNER

Lastly, stay up to date on design trends, best practices, and marketplace updates by subscribing to our blog. We regularly publish content that can help you improve as a partner and online marketer. Check out our most recent articles at [creativemarket.com/blog](https://creativemarket.com/blog).

# Growing Your Income



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**Affiliate marketing remains one of the easiest ways to earn passive income online, but establishing and growing an affiliate marketing platform requires some planning, research and attention to the “do’s” and “don’ts” of sharing your affiliate links with the world. If you’re a new partner in the Creative Market Partner Program, defining your audience, creating your brand and using your marketing channels effectively can help you expand your reach and grow your income.**

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## Defining Your Audience

In **affiliate marketing**, the key to conversions, or sales, lies in reaching a target audience of people willing to buy the product or service you’re marketing - and in general, the narrower the audience, the better your sales. With that in mind, begin developing your affiliate platform by researching your target audience.

### RESEARCHING THE NICHE

Take time to explore the niche occupied by your link source - the company or brand that generates the affiliate link you’ll use to generate and track your sales. As a partner in the Creative Market Partner Program, your link is generated by Creative Market in order to pay your commission on referrals you make to the marketplace.

Review the Creative Market website and explore the products and services offered here. Note how shop owners describe themselves and what needs are being

served by their products. An overview of the Creative Market site can reveal fairly detailed information about our audience based on featured shops, product categories, and even comments and questions on how these assets are used. This information can help you decide which types of products you want to promote and who might be interested in buying them.

### CREATING A BUYER PERSONA

To help you figure out your target audience, marketing experts often recommend taking time to develop a clicker, or buyer, persona - a “model” of the ideal user of the product you’re marketing. You can find demographic and lifestyle information by analyzing who’s talking about your topic on social media and in forums. You can also search for keywords relevant to your niche, and figure out what type of content other sites are already creating for that audience. Using the information you’ve gathered, create your buyer persona. Be fairly specific, since this persona can also help guide you as you develop the content that you’ll use to promote products. Try to develop an understanding

of your buyer's needs - what problems do they want to solve? What frustrates them about current products they use? What information would help them to make better use of specific products?

Once you have a reasonable understanding of your audience and what they're looking for, you'll be able to build a marketing platform with authority and credibility. To do that, you'll need to make sure your online presence has a professional look and feel across all channels.

## Creating Your Brand

The goal of affiliate marketing is to make money, so it's important to develop your platform with business in mind. The key parts of your platform - your website, your email list and the other channels you decide to use for marketing purposes - should reflect your identity, or brand, in a coherent way.

Your affiliate marketing "brand" reflects the look and feel of the products you're promoting and the audience you're hoping to reach, so choose a style and color scheme that can be incorporated across all your marketing channels for an instantly recognizable and visually coherent look.

Logos and avatars act as a kind of visual shorthand to convey your brand at a glance. Design yours for easy recognition anywhere your marketing content appears, and make sure they fit well with your overall brand identity.



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## Selecting Your Marketing Channels

A key part of developing an effective affiliate marketing platform is to establish the channels that you'll use to promote products. These are defined by your marketing niche and your audience, as well as by your own interests and expertise - you might love blogging but hate video, or vice versa.

The cornerstones of a robust marketing platform include a website or blog, an email list, and at least a few of the major social sharing networks. These are the tools that will place your affiliate link in front of potential customers - and your sales depend on managing how, and where, that link appears.

In principle, affiliate marketing works on a simple model. You sign up as an affiliate to promote products and services created by someone else and get a link that, when clicked, makes a sale and gets you a commission. But to do that, your affiliate link has to be accessible, trustworthy, and clickable across all the channels you use.

### WEBSITE OR BLOG

Although it's possible to conduct affiliate marketing without a website, having an online home for your marketing enterprise creates trust and authority and allows you to structure your site in a way that best suits your niche.

The most effective way to place your affiliate link on your site or blog is to attach it to a piece of relevant and useful content, such as a review of a product or service, a profile, or a

resource list. Create a hyperlink by highlighting relevant text and selecting the hyperlink option in your text editor. Paste your affiliate link into the link box and accept the change. When a visitor clicks the text, your link is activated, enabling them to buy the product.

Affiliate links can also be added to images, added to slides, or placed in various footers and sidebars on your site. But it's important to keep links to a minimum to avoid clutter and the appearance of a cheap, salesy site that isn't dedicated to delivering quality content.

### Boosting Sales With Content Marketing

Content marketing is a staple of the online marketing world, and it can work for just about any kind of affiliate marketing effort. Build affiliate links into substantial content such as articles, long-form posts or resource lists, and create an audience that returns again and again for useful information.

### Promoting More Links in Less Time

With affiliate marketing, it's all about getting links in front of the people who might be willing to click. To promote [more links](#) in less time, consider repurposing one piece of content across multiple channels or gathering multiple links into a single resource list post or "best of..." that can be shared again and again.

### Optimizing Your Website for Link Sharing

A website used for affiliate marketing needs to be accessible and user friendly. Search Engine Optimization, or SEO, is essential for getting organic, or naturally occurring, searches to your site, so make sure that your site can be found. Posting highly searchable content



such as reviews or product comparisons that naturally contain relevant keywords can drive visitors to your site. Resource pages or curated collections can also feature keyword-rich content that matches searches.

While it's important to make sure posts contain one or two instances of essential keywords related to your niche, it's essential to avoid "keyword stuffing," a practice that labels a site as low quality and spam laden.

Add keywords and descriptions, as well as your affiliate link, to images as well. WordPress and other site builders also offer plugins designed to check each post and page for SEO best practices, so that both the content and the page's metadata can be optimized for search. Make it easy for visitors to find and share your links, too. Design your pages and posts with marketing in mind, so that visitors who want to buy can easily click

the right link.

A clean, user-friendly design that's not cluttered with obtrusive calls to buy conveys a tone of professionalism and value. Support that feeling with rich, long-form content that educates and informs, and include testimonials and positive comments from customers whenever possible.

Developing your marketing platform is the first step toward creating income with the Creative Market Partner Program. With the essential building blocks of your platform in place, you'll be ready to start spreading the word about Creative Market - and earning money in the process.

## EMAIL LIST

Email can be one of the most effective tools an affiliate marketer can use to build

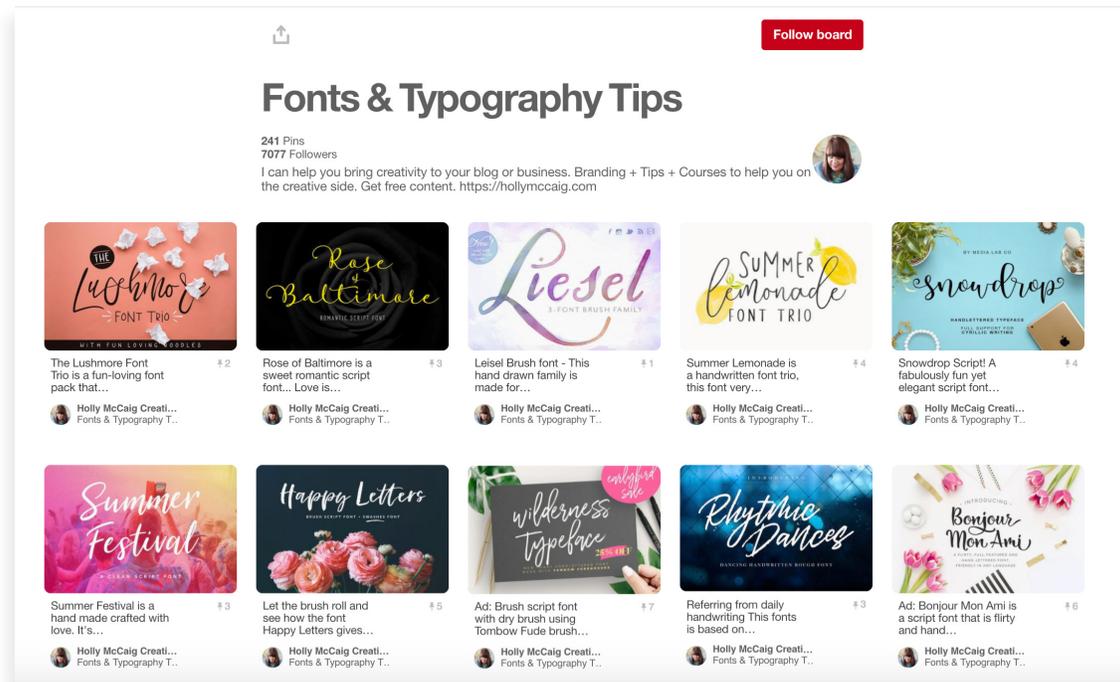
an audience and generate income. Invite site visitors to leave email addresses on your site in exchange for a simple product such as a report or a short ebook. Then, send regular emails with updates from the blog or new product information. Keep your contacts focused on valuable content, not sales, but include your affiliate links as hyperlinks whenever appropriate. Tools like Mailchimp can help you build an email list and associated signup forms easily.

## SOCIAL MEDIA

Social media sites are wary of affiliate links in posted content. Raw affiliate links generated straight from the source can be long and unwieldy, raising suspicions of spam and risky sites.

For these reasons, marketers camouflage affiliate links in a variety of ways. One way to include your affiliate link on social media is to share content from your website that contains your link. A product review that originally appeared on your site will contain your affiliate link as hypertext, the way it originally appeared on your site. You may also be able to post image-based content that contains your affiliate link.

Affiliate links can also be shortened for convenience and readability on social media. Link-shortening plugins can be added directly to your website with WordPress and other site-building platforms. Links can also be run through a web-based link shortening service, such as Bit.ly or TinyURL, though some link shorteners don't accept affiliate links.



There are hundreds of social sharing sites, and a part of your audience research involves finding out which ones are popular with your audience. Many of our affiliates have found success with visual platforms like Pinterest. YouTube is a popular site for posting video reviews and tutorials, and more specialized sites such as Behance might be useful if your target audience spends time there.

Whatever sites you choose for your marketing plan, it's important to create a profile that matches the rest of your marketing materials. Upload your logo or avatar if possible, too. Some sites allow links in your profile, so consider adding your website there.

When using social media sites to promote products, it's important to make the "social" side of things a priority. Post relevant content from your site, offer helpful information and avoid packing every post with promotions. In this way, you'll be establishing yourself as a reputable source for essential information, rather than constantly pushing for sales.

### **Optimizing for Pinterest Shares**

Promoting products on your Pinterest boards can be an important part of your marketing plan. But it's important to make sure the images you "pin" are optimized for Pinterest. Generally, tall, narrow images fare better than square or landscape oriented ones — and a variety of online image editors can optimize your images just for the site.

Make the most of pin descriptions by including details about the product and your affiliate link or a link to your website. To help your pins get additional distribution, you can also join group

boards where members' combined audiences are exposed to every pin.

“ I have been pinning a lot of CM's products, & my Pinterest audience have loved the content so it was pretty easy for me to start really promoting CM's products to my interest audience. I genuinely like the products that I pin & it is a great thing to be paid for that promotion.

– **PETRA VEIKKOLA, SHOP OWNER/PARTNER**

Building an audience - and increasing your affiliate income - can take time. But by thinking creatively, understanding your audience and making the most of all your marketing channels, you'll be able to grow your earnings in the Creative Market Partner Program even more.

## **Publishing Creative Content**

Growing your affiliate income as a partner in the Creative Market Partner Program depends on taking steps such as setting up your website, defining your audience, and selecting marketing channels - but incorporating creative strategies for finding new audiences and promoting your links can grow that income even more. Affiliate marketing is most effective when it offers value along with promotion and establishes the affiliate as an authority or "go-to" person with useful information to offer. Here are a few kinds of end products you can create on your own to build your affiliate marketing audience.

## TEACHING SOMETHING

Even if you've never taught a class before, consider creating a tutorial or instructional video that provides information on products or how to use them.

Video tutorials can be made with just about any smartphone or camera and can be as simple as a demonstration of the product that can be posted to any video channels you've selected for marketing. You might also write a step by step tutorial incorporating photographs or screenshots and post it to your website and social media channels.

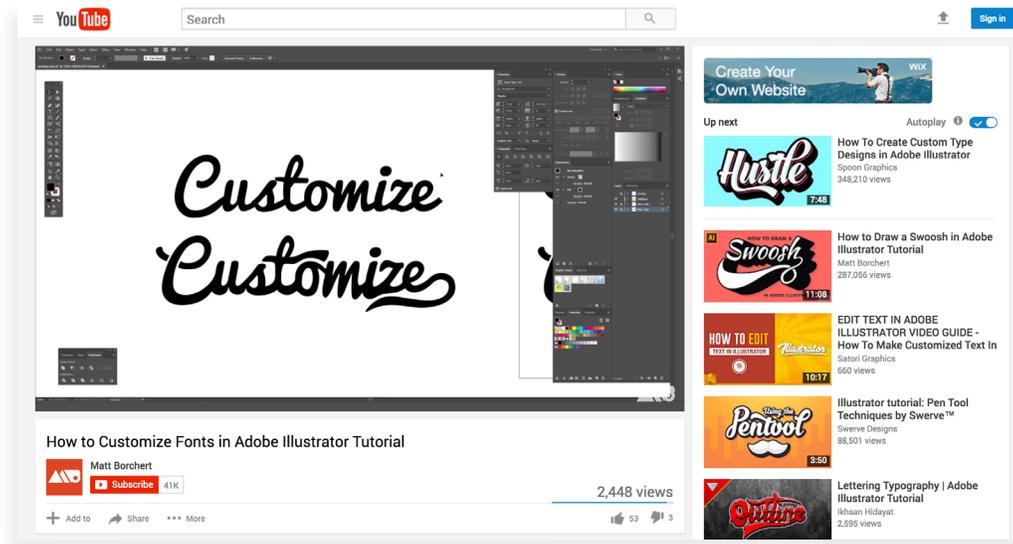


Image-sharing sites such as Instagram and Snapchat can also offer ways to share how-tos and engage an audience. Post a story or a series of images illustrating ways to use products and invite followers to comment, or create a longer tutorial style post to add to your Facebook page.

Another way to “teach” is to create a short ebook or a series of books that include your affiliate links and calls to action. Use them as free offers for building an email list, or offer them through major ebook sellers to reach a new audience.

## WRITING REVIEWS

Reviews and review sites can offer many opportunities for promoting products and services. Share your impressions of a product, a particular shop or a designer by writing a detailed and honest review on your blog, or dedicate a website entirely to reviews and recommendations.

Reviews can include a wide range of features, too. Consider side-by-side comparisons of similar products or shops. Or, write a profile of a designer or shop with detailed discussion of their products and services. With thoughtful, in-depth reviews that go beyond simply extolling the

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APRIL 13, 2017 BY: ALICIA STEELE

## 10 DECORATIVE DISPLAY FONTS

8 1 f 17 Tweet p 310 in 0 js 0

*10 Decorative Display Fonts*

You know I am more than a little font addicted right?? I have put together another fun collection of fonts. Today I am sharing these amazing display fonts that would make a great addition to your collection.

MEET DAWN



virtues of a product, you can build authority and engage audiences looking for solid information to guide buying choices.

## CURATING CONTENT

Curation of existing content can help establish value and build authority, too. Consider creating themed collections around your favorite products, organized around current trends, seasons or even a color or style. Add some original commentary for added value. Collections can be featured on websites, shared via video or added to image-based sites such as Pinterest.

← Back to Collections

## Patterns

Curated by The Vintage Collection

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12 products   Updated 13 mins ago



**Retro 1950s Modern**  
(12) 12 x 12 Digital Prints

Leska's Digitals

**1950's Retro Digital Pap...**  
by Leska's Digitals in Graphics   \$5



12 x 12 DIGITAL PAPER

**1950s ATOMIC PATTERNS**

ROOFTOP

**1950s Atomic patterns**  
by Rooftop Designs in Graphics   \$5



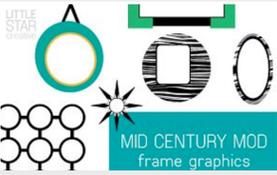
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**ATOMIC PATTERNS**  
—PACK SEVEN—



LITTLE STAR

**MID CENTURY MOD**  
frame graphics



**ATOMIC PATTERNS**  
—PACK FIVE—

## Increasing Your Traffic

Earning revenue from affiliate marketing depends on traffic. Organic traffic from searches and direct connections is free, but it can take some time to develop. Paid advertising through Google and other search engines can be expensive, but this kind of exposure can boost traffic fairly quickly.

Pay Per Click (PPC) leads the way in online paid advertising options. Available through Google AdWords and other sources, PPC allows users to bid on keywords and the placement of their ads on search pages, and as the name indicates, you pay only when your ad is clicked. Individual sites such as Facebook also offer their own paid advertising options, and you can also pay to place advertising banners and other kinds of displays on individual websites where your audience spends online time.

“*It's been nothing short of a fun blessing, that has given me the opportunity to make an income through sharing things I love.*

- **HANNAH HATHAWAY, SHOP OWNER/PARTNER**