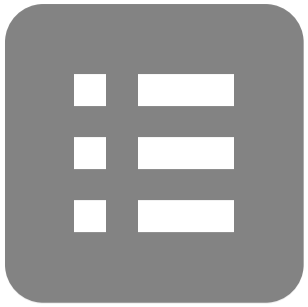




# Zazzle

Associate  
Handbook





# Table of Contents

Introduction

Creating & Tracking your Links

- Creating Referral Links
- How to Track Your Referrals

Social Media

- Facebook
- Google+
- Pinterest
- Wanelo
- Tumblr
- Twitter
- HootSuite

Keywords & SEO

- Keywords
- SEO

FAQ

Contact Us



# Introduction

## What Is Affiliate Marketing?

Affiliate marketing is performance based marketing where you can earn commissions by sending traffic to a website. When a customer clicks on your referral link (or banner) and makes a purchase, the website can track that sale back to you so you can earn a commission.

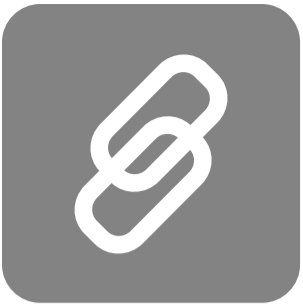
## Zazzle Associate Program

With **Zazzle** you can earn 15% per sale + up to 17% **volume bonus**. You can link to any page on **Zazzle** and receive 15% per sale when someone makes a purchase from your link. **Referral links** are a great way to monetize the links that you share in social media blasts, your website, as well as in email and newsletters.

## Program Overview

|                             |                                  |
|-----------------------------|----------------------------------|
| Length of Referral Cookie*  | 45 Days                          |
| Minimum Referral Payment    | 15%                              |
| Volume Bonus                | Starts at just \$100 - up to 17% |
| Minimum Payout              | \$50                             |
| Payment Methods             | Check or Paypal                  |
| Refund Rate                 | Less than 1%                     |
| Products for any Niche      | Yes - Search for something       |
| Countless Brands to Promote | Yes (See Brands)                 |
| Promotional Tools & Banners | Free                             |

\*A cookie is piece of data that a web browser uses to communicate with a website (through a server) about a user's activity.



# Creating Referral Links

Creating a Zazzle referral link is easy; look at the notes below for guidance.

## 1 – Associate ID

Your referral (or associate) ID will contain 18 digits starting with 238xxxxxxxxxxxxxxxxx. When you are logged in to your account your referral ID can be found here:

<http://www.zazzle.com/my/associate/associate>

## 2 – RF Parameter

When adding your referral ID to a Zazzle link, you need to add “?rf=” before adding the ID to make “?rf=238xxxxxxxxxxxxxxxxx”. The only exception to this rule is if the URL already contains a “?”, then add “&rf=” instead.

For example, if your link leads to a category of products, you’ll already see a “?” in the link. Simply add “&rf” to the end of this link so it will look like this:

<http://www.zazzle.com/StoreName/gifts?cg=StoreCategoryId&rf=238xxxxxxxxxxxxxxxxx>

NidhiArt Store example for the animal category where the associate ID is 238456789012345678

<http://www.zazzle.com/nidhiart/gifts?cg=196680949759266871&rf=238456789012345678>

## 3 – Store Links, Product Links, and Search Page Links

### • Store Link

A [store link](#) is created by adding your store name and referral ID to a Zazzle home page URL.

<http://www.zazzle.com/AnyStoreName?rf=238XXXXXXXXXXXXXXXXX>

In the link above, AnyStoreName is the name of the store you would like to promote and 238xxxxxxxxxxxxxxxxx is your associate ID.

### Example:

If you’re promoting Lilyasspace and your associate ID is 238456789012345678, then your link would be: <http://www.zazzle.com/Lilyasspace?rf=238456789012345678>



- **Product Link**

A product link is created by adding your referral ID to a Zazzle product URL.

`http://www.zazzle.com/product_description-PID?rf=238XXXXXXXXXXXXXXXXXX`

In the link above, product\_description-PID are the credentials of the product you would like to promote and 238xxxxxxxxxxxxxx is your associate ID.

**Example:**

If you're promoting a product with "yes\_t\_shirt" description, a 235850562850832622 PID, and your associate ID is 238456789012345678, then your link would be:

[http://www.zazzle.com/yes\\_t\\_shirt-235850562850832622?rf=238456789012345678](http://www.zazzle.com/yes_t_shirt-235850562850832622?rf=238456789012345678)

- **Search Page Link**

A search page link is created by adding your referral ID to a Zazzle search page URL.

`http://www.zazzle.com/SearchPageUrl?rf=238XXXXXXXXXXXXXXXXXX`

In the link above the SearchPageUrl is the Zazzle search page you'd like to promote, and 238xxxxxxxxxxxxxx is your associate ID.

**Example:**

If you're promoting the "holiday+gifts" search page and your associate ID is 238456789012345678, then your link would be:

<http://www.zazzle.com/holiday+gifts?rf=238456789012345678>

Find more examples of store, product and search page links [here](#).



# How to Track your Referrals

Tracking and analyzing your referrals can help you improve sales by allowing you to focus on the promotional campaigns that are working best for your store. Let's start by taking a look at where you can find all the necessary information.

## Link over & Referral Report Summary

| Report Name         | Explanation  | Useful Metrics   | URL   |
|---------------------|--|--|---|
| Linkover History    | Amount of times your link or links were clicked on any given day | -Growth of referrals by date<br>-Click trend by week<br>-Click trend by month                                | <a href="https://www.zazzle.com/my/associate/linkoverhistory">https://www.zazzle.com/my/associate/linkoverhistory</a> |
| Referral Total      | Summary of pending, cleared and total referrals                  | -Total number of referrals<br>-Number of referrals in the last 30 days                                       | <a href="https://www.zazzle.com/my/earnings/referraltotals">https://www.zazzle.com/my/earnings/referraltotals</a>     |
| Referral by Product | Summary of products sold from which you received a referral      | Type and quantity of products which you received a referral by month, quarter, year or any custom date range | <a href="https://www.zazzle.com/my/earnings/referralproducts">https://www.zazzle.com/my/earnings/referralproducts</a> |
| Referral History    | Summary of pending, cleared, canceled and total referrals        | CSV history file (need to download)  | <a href="https://www.zazzle.com/my/earnings/referralhistory">https://www.zazzle.com/my/earnings/referralhistory</a>   |

## CSV & Tracking Codes

Downloading your CSV file is really useful for analyzing your numbers. First, you'll need Excel on your computer. If you have Microsoft Office on your computer, then it should be already installed. Once you download the CSV (it will be in the Downloads folder titled referralHistory.csv), double click on the file and it will open in Excel. If you don't have Excel on your computer, an alternative would be to use the Spreadsheet application on Google Drive. Here you would have to copy and paste all the data from your CSV into your [Google Drive](#) Spreadsheet. Below is what your CSV file should look like when you open it up.



| C                             | D             | E      | F           | G        | H             | I               | J                  | K      | L             |            |
|-------------------------------|---------------|--------|-------------|----------|---------------|-----------------|--------------------|--------|---------------|------------|
| Product Title                 | Order Item ID | Source | My Product? | Subtotal | Referral Rate | Referral Amount | Converted Referral | Status | Tracking Code |            |
| Wedding Ann 169-19587517-589  |               | No     |             | \$20.95  | 15            | \$3.14 USD      |                    | \$3.14 | cleared       | FB12345    |
| Monast in Ac 169-43130776-732 |               | No     |             | \$8.97   | 15            | \$1.35 USD      |                    | \$1.35 | cleared       | TM12356    |
| Patrefoil Pa 169-92444292-495 |               | NO     |             | \$26.52  | 15            | \$3.98 USD      |                    | \$3.98 | cleared       | PIN1230305 |
| Men Bald Eag 169-50126164-226 |               | No     |             | \$9.47   | 15            | \$1.42 USD      |                    | \$1.42 | cleared       | TW123456   |
| Men Bald Eag 169-34999157-208 |               | No     |             | \$9.47   | 15            | \$1.42 USD      |                    | \$1.42 | cleared       | x190174784 |
| Men Bald Eag 169-07933012-257 |               | No     |             | \$9.47   | 15            | \$1.42 USD      |                    | \$1.42 | cleared       | 093015325  |

We can see here that the Tracking Code is in column L, and if you have added tracking codes to your links, column L will contain those codes. Tracking codes help you identify what links your referrals are coming from. This is where you'll be able to tell which social media sites, websites, and blogs are working best for you. Below is how you create a tracking code for your link.

## Tracking Code

You can add a tracking code to your link by adding a "tc" parameter followed by the code you choose for tracking.

### Example Product Link:

Referral Product Link if your tracking code is FB12345678

[http://www.zazzle.com/product\\_description-PID?rf=238XXXXXXXXXXXXXXXXX&tc=FB12345678](http://www.zazzle.com/product_description-PID?rf=238XXXXXXXXXXXXXXXXX&tc=FB12345678)

### Example Search Page Link:

Referral Product Link if your tracking code is PIN12345

<http://www.zazzle.com/SearchPageUrl?rf=238XXXXXXXXXXXXXXXXX&tc=PIN12345>

### Example Store Link:

Referral Product Link if your tracking code is TM8675309

<http://www.zazzle.com/YourStoreName?rf=238XXXXXXXXXXXXXXXXX&tc=TM8675309>

You can also create your store link by going to: <http://www.zazzle.com/my/associate/storelink>

Enter the store name and any tracking code like myfacebook, myblog, mywebsite, etc. (I would use your actual page names here, so if your Facebook page is Great Invitations, I would use "great\_invitations") and then click "build link".

After you click "Build Link" the link with the tracking code will be created.

### Build Store Link

Use store links to feature your favorite artists on your website. Enter the name of the store that you want to link to in the text box provided below.

Store name:

Tracking Code (optional):

Add a custom Tracking Code so you can track where the link was clicked from. Tracking Codes can be up to 100 alphanumeric characters (and \_ .) in length (ex: MyBlog)

Note: A store name may be different from their store title. The store name is the link that appears with their products and in searching/browsing results. Copy that text, enter into the box provided above, and then click the "Build Link" button.



As you can see the addition to the code is “&tc=myfacebook”. As long as you always enter a tracking code, it will show up in your CSV file.

## Sort & Filter Functions in Excel

Sort & filter functions can help you analyze your data and answer many questions. The [sort function](#) can help you arrange your data in various ways like lowest to highest amount, alphabetical order, by color, by font, or by icons.

### Sort Function

Here is an example of how to sort your “Referral Amount” column from highest to lowest.

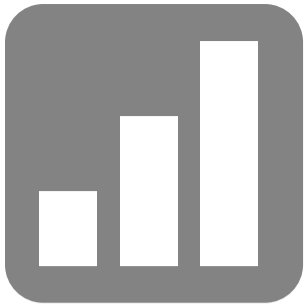
Highlight all the columns in your spreadsheet, and then go to: Home -> Sort & Filter -> Custom Sort -> Column sort by = Referral Amount-> Sort on =Values -> Order = Z-A ->OK



This will rearrange your referral amounts from highest to lowest (since you chose Z-A). This is useful if you'd like to see where the highest referrals are coming from. In this example, they're coming from tracking code myfacebook, myblog, and myspace.

| I               | J                  | K       | L             | M |
|-----------------|--------------------|---------|---------------|---|
| Referral Amount | Converted Referral | Status  | Tracking Code |   |
| \$9.57 USD      | \$9.57             | cleared | myfacebook    |   |
| \$9.01 USD      | \$9.01             | cleared | myblog        |   |
| \$8.69 USD      | \$8.69             | cleared | myspace       |   |





## Filter Function

The **filter function** is a quick and easy way to view and work with a subset of data. It can help you see all the referrals that came from a certain tracking code.

Here is an example how to see all your referrals that came from “myfacebook”. Highlight all the columns in your spreadsheet, and then go to:

Home ->Sort & Filter ->Filter

Now you will see arrows appear on top of each column. Click on the arrow in the tracking code column and then click “select all” then click “myfacebook” and click “Ok”. Then, you should only see “myfacebook” in the tracking code column. One way this is useful is if you want to see how many referrals came from “myfacebook,” for example.

| I                 | K        | L               |
|-------------------|----------|-----------------|
| Referral Amount ▾ | Status ▾ | Tracking Code ▾ |
| \$3.94 USD        | cleared  | myspace         |
| \$3.94 USD        | cleared  | myblog          |
| \$3.94 USD        | cleared  | myblog          |
| \$3.94 USD        | cleared  | myspace         |
| \$3.94 USD        | cleared  | myfacebook      |

| I                 | K        | L               |
|-------------------|----------|-----------------|
| Referral Amount ▾ | Status ▾ | Tracking Code ▾ |
| \$3.94 USD        | cleared  | myfacebook      |
| \$35.44 USD       | cleared  | myfacebook      |
| \$4.34 USD        | cleared  | myfacebook      |
| \$4.93 USD        | cleared  | myfacebook      |
| \$6.81 USD        | canceled | myfacebook      |

## Growth Functions

It’s always good to know how your business is performing. Below are two important equations that can help you figure out just that.

**MoM Growth:** growth rate of current month compared to the previous month

MoM Equation: (Month2-Month1)/Month1

| R      | S         |
|--------|-----------|
| Date   | Total     |
| Jun-13 | \$ 429.87 |
| Jul-13 | \$370.20  |
| Aug-13 | \$599.87  |

Example 1:

% Change June to July

Step 1:  $(\$370.20 - \$429.87) / \$429.87 = -0.139$

Step 2:  $-0.139 \times 100 = -13.9\%$

Conclusion: Business declined by 13.9% since last month.

Example 2:

% Change July to August

Step 1:  $(\$599.87 - \$370.20) / \$370.20 = 0.62$

Step 2:  $0.62 \times 100 = 62\%$

conclusion: Business grew by 62% since last month.

**YoY growth:** growth rate of current year compared to the previous year (you can calculate year over year growth for quarter, month, week, or even day. In this example we’ll use months)

YoY equation: (Year2-Year1)/Year1

| I                 | K        | L               |
|-------------------|----------|-----------------|
| Referral Amount ▾ | Status ▾ | Tracking Code ▾ |
| \$3.94 USD        | cleared  | myfacebook      |
| \$35.44 USD       | cleared  | myfacebook      |
| \$4.34 USD        | cleared  | myfacebook      |
| \$4.93 USD        | cleared  | myfacebook      |
| \$6.81 USD        | canceled | myfacebook      |

Example 1:

Change from July 2012 to July 2013.

Step 1:  $(\$370.20 - \$150.87) / \$150.87 = 1.453$

Step2:  $1.453 \times 100 = 145.3\%$

Conclusion: Business grew by 145.3% for July 2013 compared to July 2012.



## Questions to Ask

Remember to ask yourself these questions when you are analyzing your earnings and campaigns so you can better understand your business and improve conversion and growth.

1. Did your sales grow or fall since the last month?
2. Did your sales grow at the same rate as they did last month?
3. Did your sales grow or fall since last year?
4. Did your sales grow at the same rate as the previous year?
5. What did you do differently this month or year to cause this change?
6. What are your main traffic sources?
7. Did your traffic sources change from last month or year? Why?
8. How does seasonality and how do holidays affect your referrals?



# Facebook

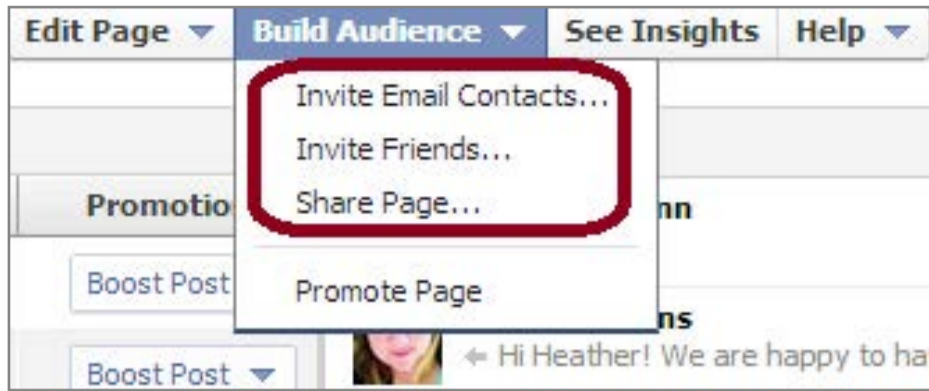
## 1 – Create a Facebook Page

- To create your Facebook Page, you must first login into your personal **Facebook** Account. (If you don't have an account, you can sign up [here](#).)
- Go to <https://www.facebook.com/pages/create/> to begin creating your page. Choose the “Brand or Product” box, then choose your product type, write in your product name and agree to the **Facebook Pages Terms**.
- Fill out your About, Profile Photo and Favorites Sections. Make sure to choose a search phrase (keyword) for your page relating to your product niche. Refer to [this thread](#) for ideas and ways on how to choose your keyword phrases. In the “add website” section, remember to add a link to your corresponding **Zazzle store** and include your **referral ID**.



## 2 – Invite Friends & Family to Share Your Page

- Once you've created your **Facebook Page**, you can invite your friends and family to come like your page through **Facebook**, email, and by sharing your page on your own personal timeline. All of these options are available on your Facebook Page under the “Insights” and “Invite Friends” Sections. (You can also go to Build and Audience Tab -> Invite Friends or Share Page.) Make sure you are using Facebook as yourself and not as the page, and tell your family and friends to share your posts and page.



### 3 – Like & Tag Relevant Facebook Pages

- Find pages and interests that correlate to your product by using the [Facebook](#) search function (the search bar on top of the page.) For example, if you sell holiday cards, you can go like the “Christmas Interest”. If you sell wedding invitations, you can like the “Wedding Invitations Ideas” page. It’s also good to like promotional pages like the “Promote Your Page Here” page.
- Once you like these pages, start interacting with them by introducing yourself with a comment, post or link. It’s also beneficial to tag these pages in your own posts by using the “@” symbol because that gives you more visibility on these pages.

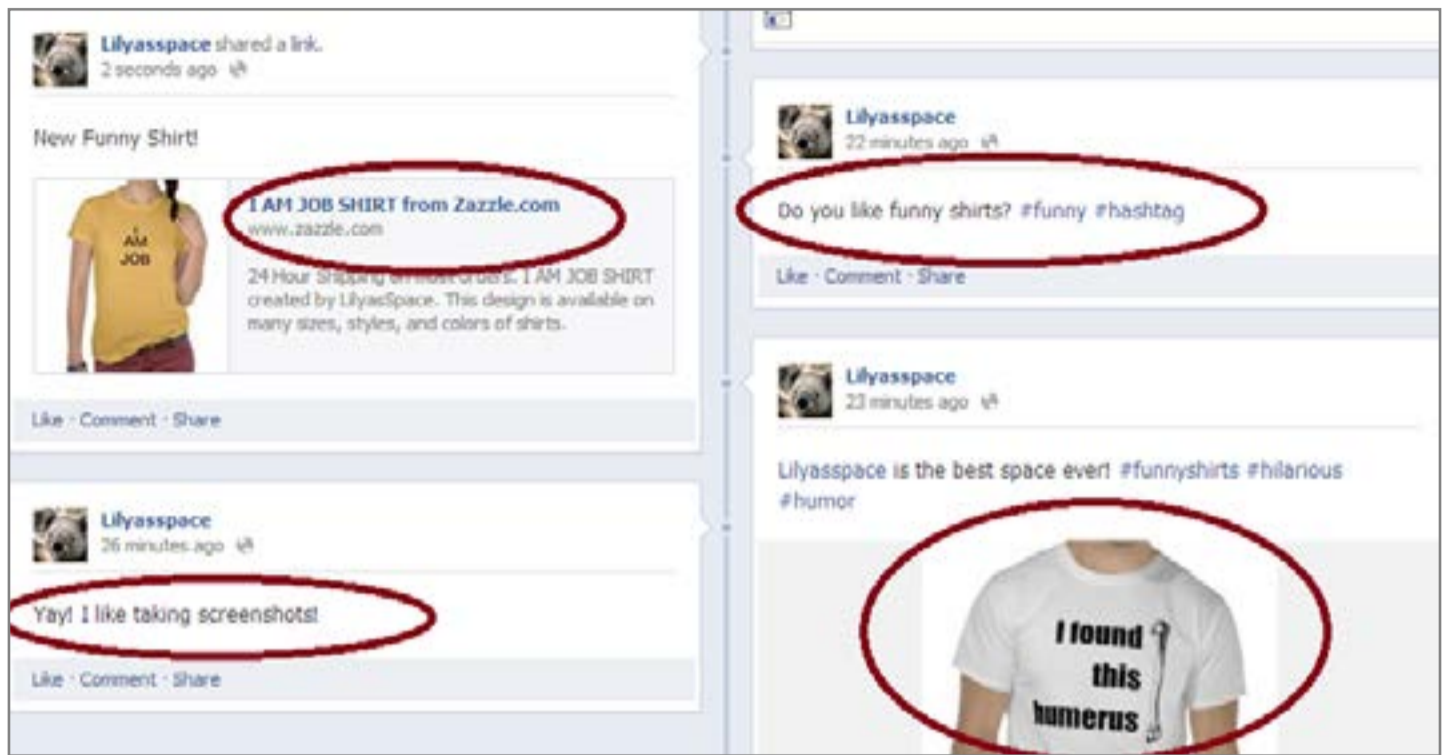


### 4 – Keep Your Page Updated

- Post on your [Facebook](#) 2-4 times a day with different media. Don’t just post your products as links, but try to post your products as pictures as well. You can do this clicking “Add Photo/Video,” then uploading a picture file, and only after the picture has uploaded posting the link to your product in the text section.
- Don’t just share your own updates, share any relevant news or any complementary items you stumble upon as well once in a while.



- Don't forget to check your Facebook Insights to see which posts and at what times your posts have been performing best.



## 5 – Connect with other Social Media

- Have a [Pinterest](#), [Twitter](#), [Tumblr](#), or another Social Media account? Link them to your [Facebook](#) account by placing your Facebook Page Link in the “about” section or “description” of your other account. Make it easy to find and connect with you. Some Social Media accounts make this much easier. For example, if you have a [Tumblr](#) page, you can edit your settings so all of your posts on Tumblr also get shared out to your [Facebook](#) and [Twitter](#) accounts.
- It's good to place Facebook “Like” and “Like Us on Facebook” widgets on any websites you have.

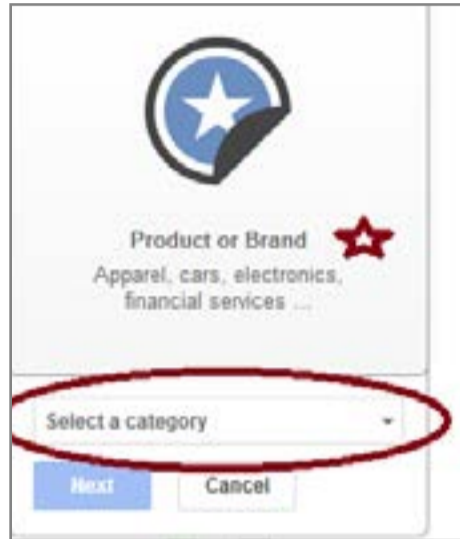






# Google+

## 1 – Create your **Google+** page

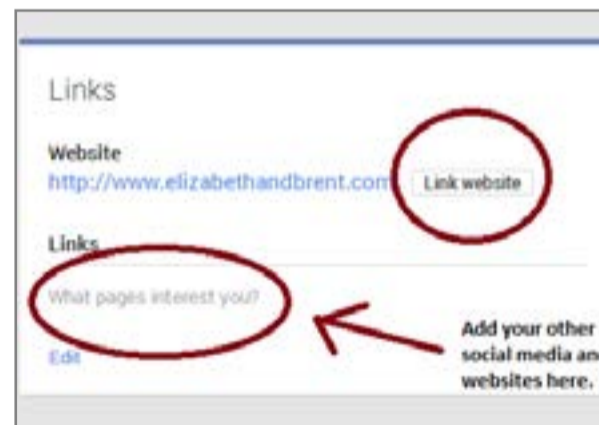


- Choose the product or brand box, and then choose your product category.
- Fill out your name, website name, and agree to the **Page Terms**. The **SEO** title is the name of your page followed by Google+, so make your name count.
- Add profile photo, cover photo, and write your tagline and introduction. For **SEO**, your **meta description** is the page name, followed by your page tagline, and the first part of your introduction.

Great example of Profile Photo, Cover Photo, Tagline, and Introduction by **Photography TK Designs**, a **Zazzle Designer**.



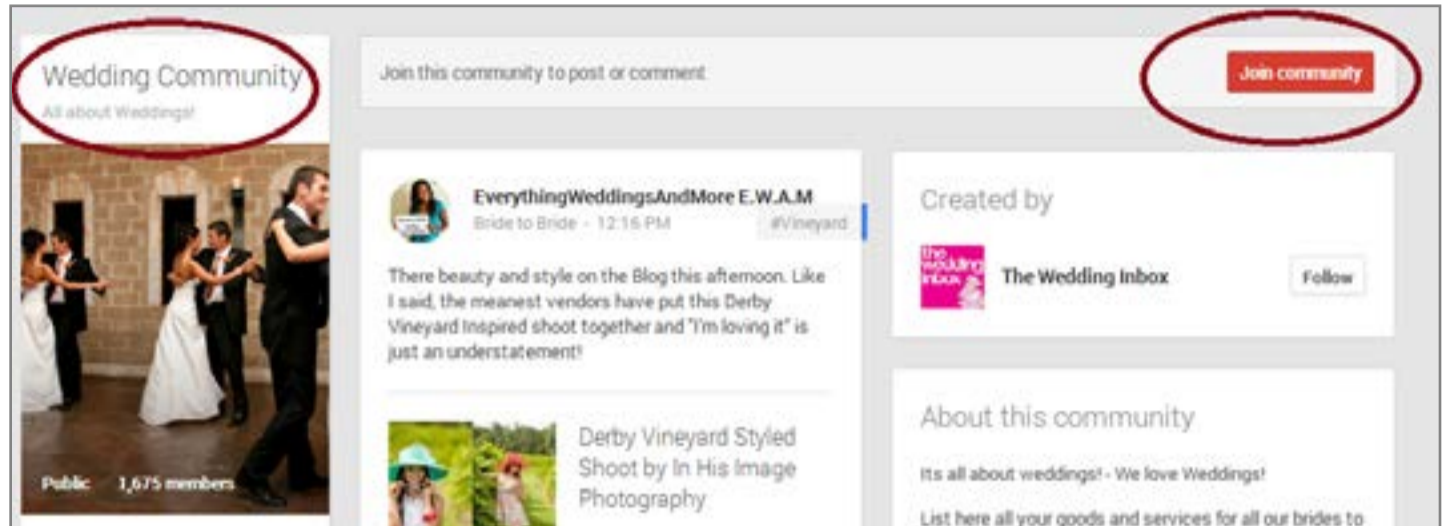
- Link your website to **Google+** and add any other websites or social media pages in the “Links” section.





## 2 – People & Communities

- Join relevant communities and add people in those communities to your circles. When others add you to their circles, don't forget to add them back. For example, if you are making [wedding invitations](#), join a wedding community. When someone from this community adds you to their circles, return the favor and add them back.



## 3 – Posts & Engagement

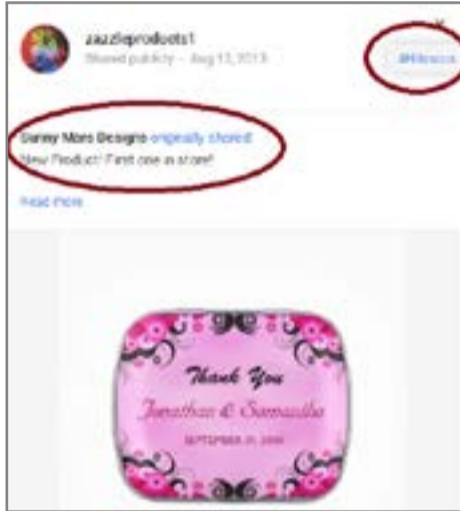
- Post photos, text, links, and videos on your page. The **SEO title** of your update starts with the name of your profile page, followed by Google+ and then the beginning of your status update. This means, it's always good to have a description with keywords when you're posting a picture, link or video. The **meta description** of your update is the main text of the update. Also, a link update will create a **dofollow** link, but a photo update with link in the text will be a **nofollow**. Basically, it's good to have a variety of posts versus always posting in the same media style.

Great example of a text and photo post by [Posh & Painterly](#), a [Zazzle Designer](#).





- Use “@” to tag people or pages on your page or in your comments.



- Use **Hashtags** to make your content more search-able.
- Share other pages and people’s content on your page.

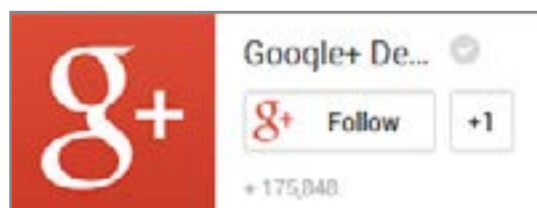
Great example of **hashtags** and sharing other people’s content by [ZazzleProducts1](#), a [Zazzle Designer](#).

## 4 – Get **Google Authorship** (Links your online content with **Google+**)

- Register an email from the domain where you contribute content or link your content to your contributions. Read more [here](#).



## 5 – Connect to your Website



- Install **Google+ Badge** on your website so people can easily follow your Google+ page from your website.
- Add **Direct Connect** code so people can add your Google+ page to their circles right from Google search.





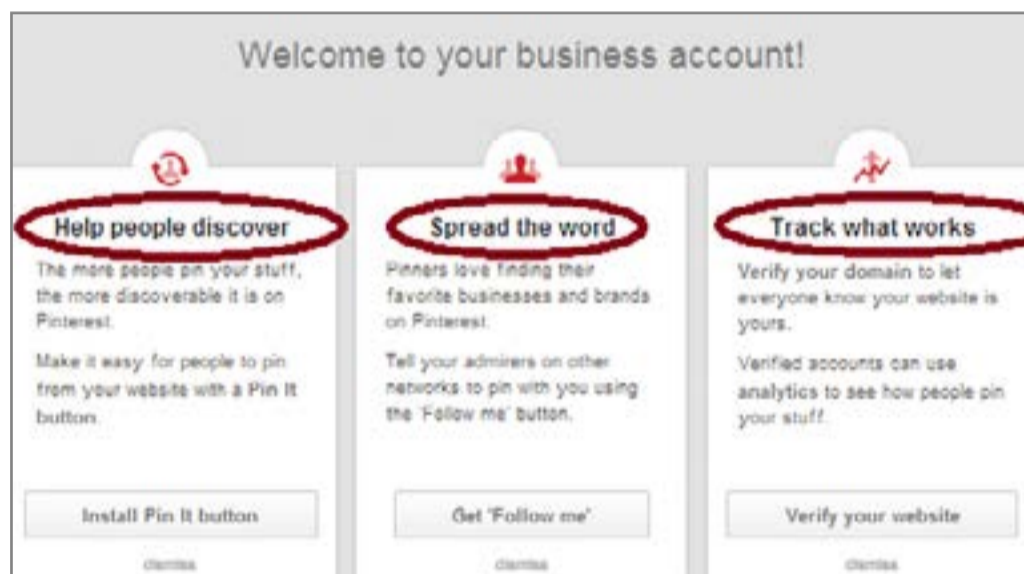
# Pinterest

**Pinterest** is a picture and video sharing website that you can use to drive traffic to your store. You can get started with the link below to create your own **Pinterest business account**.

<http://business.pinterest.com/>

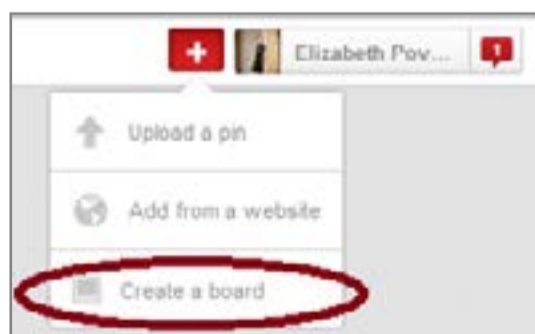
## 1 – Set Up Your Account

The “**Install Pin it button**”, “**Get Follow me**” and “**Verify your website**” are all options available for **Pinterest business accounts**. The first two options help make it easy for people to pin the images, and follow your **Pinterest** account directly from your website. The third option, “**Verify your website**,” shows pinners that your site is reliable and trustworthy, and gives you access to data which you can use to analyze the performance of your pins.



## 2 – Creating A Board

A **pin board** is a way for you to organize various products, pictures, and videos that you find online by themes and topics. You can create a board by clicking on the “+” symbol on the right-hand side of your page.



When creating your pin boards, you should think about the way you’d like to organize and categorize your products. You can organize your pins in several different ways and see which ones prove to be more effective. For example, if you have a store for invitations, you can create a board for “Halloween Wedding Invitations”, a board for “Wedding Invitations”, and a board for “Weddings”. It’s good to create boards that don’t include your Zazzle products or have a mix of Zazzle products and other people’s products. Pinterest is about inspiration and sharing, so if you are only pinning your products, you’re likely to reach a smaller audience. A “Weddings” board would be a good board to include your invitations, and related images or products like wedding dresses and wedding rings.



Remember to use keywords in your title and board descriptions since they are taken into consideration for search on [Pinterest](#).

Whether you have a business or personal account, the more boards with relevant content the better. We suggest starting with 8-10 boards with a minimum of 5 pins per board.

Once you have a few followers, you can create a few [group boards](#). [Group boards](#) allow you to invite your followers and friends by email to contribute their pins to your board. This option gives your board more visibility because when your contributors pin something to your board, their followers can see that pin. It's better to use more general categories for your group boards, so more people are able to participate. It's also important to invite people that already have related pins. If your board focuses on "Animal Wedding Invitations," then you should invite people that have pinned animal wedding invitations before.

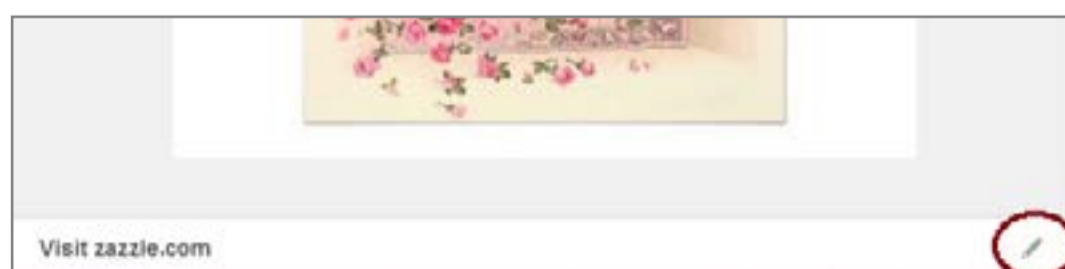
Following other people's boards and joining existing group boards is a great way to increase your followers. You can join existing group boards by asking the group board creator either by commenting on one of their pins or reaching out to them through their website.

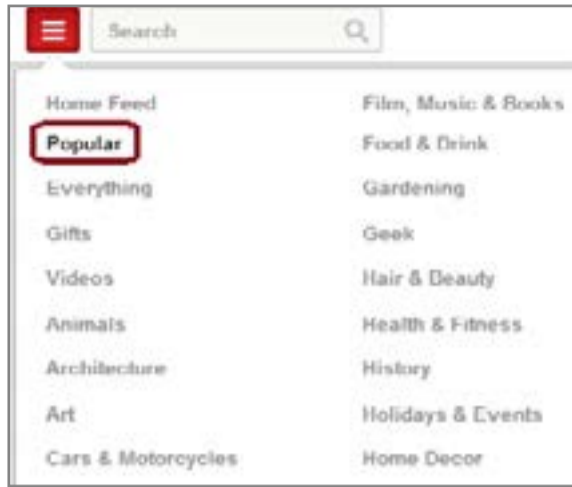
### 3 – Creating A Pin

Now that you've created your boards it's time to pin.

The easiest way to pin your products is with the "[Pin It Button](#)" which you can download [here](#) for your browser. When you pin directly from [Zazzle](#), the title of the product and the product descriptions are populated into the correlating sections of your pin.

After you created your pin, you can change the URL source to include your [referral ID](#) by editing the source section of your pin.





The more social you are the better. One of the big values of being a part of the [Pinterest](#) community is connecting with your followers, so it's important to comment, like, and repin other people's pins. A great way to gain visibility is to comment, like, and repin pins that already have a lot of comments, likes, and repins, which you can find in the ["Popular"](#) section of search.

## 4 – Connect with Twitter, Facebook, & Google+

Connect to your [Twitter](#), [Facebook](#), [Google+](#) accounts by going to the [settings section](#) of your account and clicking the buttons next to the social media accounts that are not yet connected. You cannot at the moment connect your Facebook Page directly from [Pinterest](#), but you can connect to your personal profile if you wish to do so.



# Wanelo

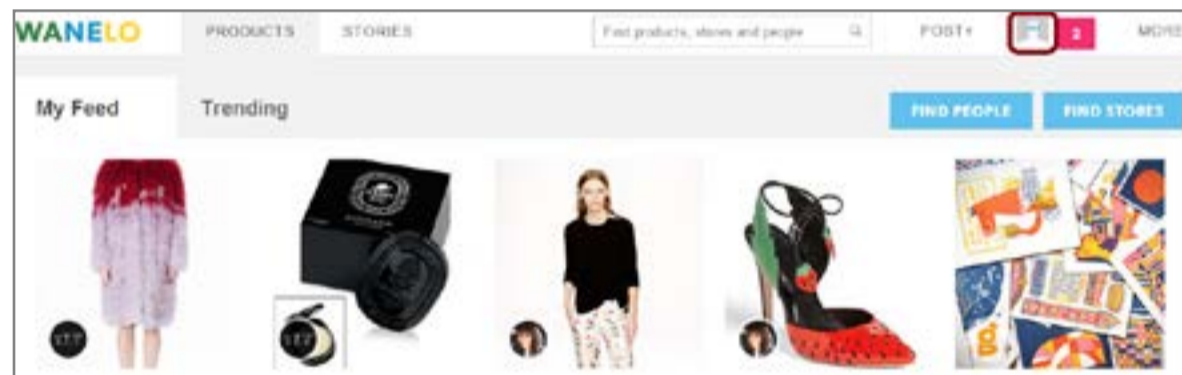
**Wanelo**, pronounced “wah-nee-loh” from Want -Need-Love, is a social shopping website where you can save and share your favorite products from various sites. With more than 10 million users, it’s a great website to gain exposure for your store. In addition, Wanelo has a really popular **app** where the user is prompted to share their Wanelo profile, which contain wish lists and collections, via email, SMS, or social media as soon as he or she logs in.

## Wanelo Overview

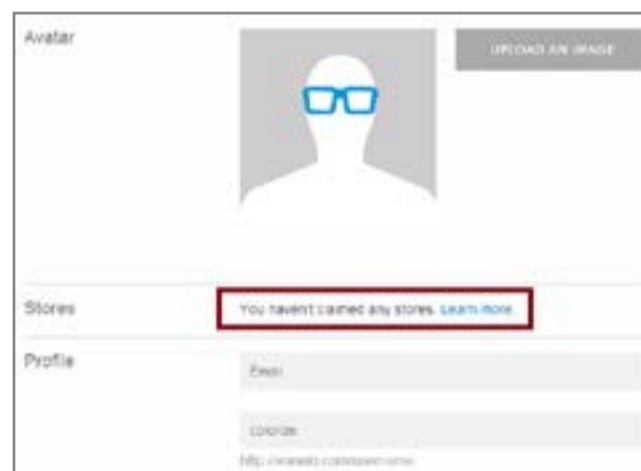
To create a **Wanelo account**, go to <http://wanelo.com> and login with your **Facebook** or email address. Once you have selected your preferences, and followed three stores and three people, you can set up your profile and then start adding products, curating collections, and creating stories.

### 1 – Set Up Your Account

First, please to go into your **settings** by clicking the avatar icon in the upper right hand corner of the page, then click “**Settings**.”



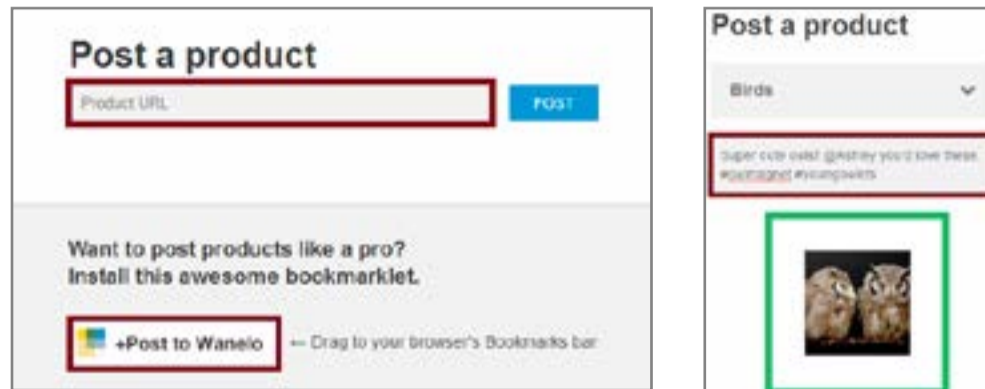
Then fill out all of the sections of the **settings** page starting by uploading your avatar image. I would suggest to use your logo, one of your favorite designs or a picture of yourself as your image. When filling out the website section, use your personal website or blog if you have one. If not, then I suggest putting your **Zazzle** store URL. If you have your own website, you can **claim your store** on Wanelo which will verify you as the owner of your store. In the “All about you” section, please be descriptive and personable, and don’t forget to use keywords.





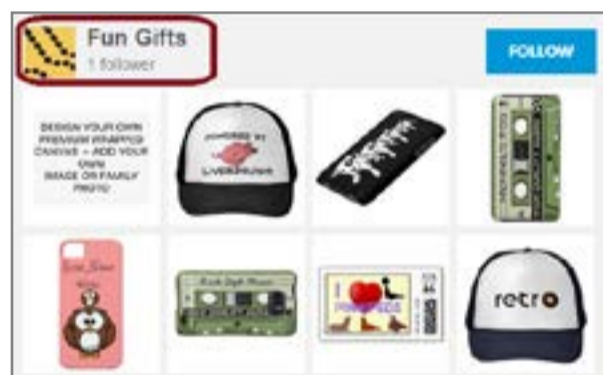
## 2 – Posting a Product

You can post a product on [Wanelo](#) by using a product URL, or you can post products on [Wanelo](#) by downloading the [Wanelo bookmarklet](#) which you can get [here](#).



Then you will be prompted to save the product in “Things I want as gifts,” or create a new collection. Ultimately, it’s up to you to decide how you’d like to categorize your products, but collections are a fun way to show off related or themed products. For example, you can have a “Thanksgiving Collection” with items to use for Thanksgiving, or “Birds Collection” that has only products with birds on them. You also have a description area, where you can comment on the item, tag a friend by using the “@” sign, or use a [hashtag](#) to make your products more discoverable.

Here is an example of a [Fun Gifts Collection](#) by [Reflektions](#), a [Zazzle Designer](#).



## 3 – Posting a Story

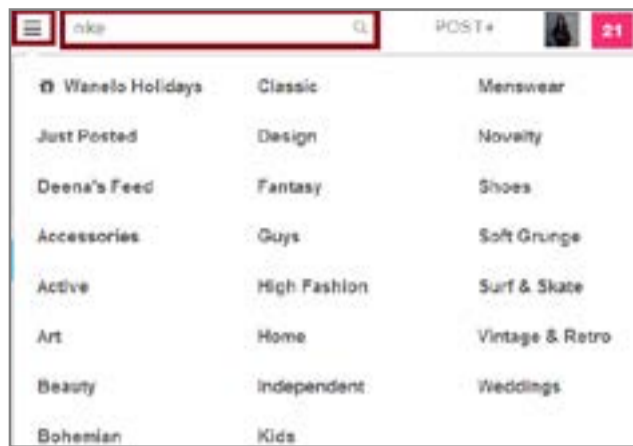
When [posting a story](#), think about your best products and how to group them together. [Stories](#) are created from products that are already saved to your [Wanelo](#) account; they also have a place for written content and their own “Feed” so they do get more visibility. It’s a fun way to showcase your best items on [Wanelo](#), [Facebook](#) and [Twitter](#).

Here is an example of a story created by [Reflektions](#), a [Zazzle Designer](#).





## 4 – Find products, people and stores



You can search for products, people and stores in the search bar by keywords or you can search by categories.

Next to the search bar there is a category tab where along with different categories you can also view where you can view **Top Stores**, **Top People** and **Most Popular**. It's good to take a look at these categories and follow and comment stores, people and products that you find there. See what products come up in the "**Most Popular**" category, what kind of products are they? What comments and hashtags are posted on them? You should also take a look at the "**Trending Tab**" to see what people are posting and looking at in real time.

## 5 – Tag & Save



When you hover over a product in someone's profile, store, collection or story, you can either save the product to your own profile or tag a friend. It's a fast and easy way to add products to your wishlist, gifts and collections.

Wanelo is a great way to showcase your products in front of a large audience. And people are constantly sharing the products they saved with their friends and family.



# Tumblr

## Tumblr Overview

The main ways to be successful on [Tumblr](#) are similar to what you would do on any social platform: follow other bloggers, love posts, reblog posts, stay active, vary your content (e.g. pictures, text, videos), and use relevant and popular tags. Below are a few helpful tips to get your [Tumblr](#) blog rolling.



- A.) Choose the type of post you'd like to make from text to video
- B.) [Messages](#)
- C.) [FAQ](#)
- D.) [Settings](#)
- E.) Logout
- F.) Choose the account you would like to see/post from
- G.) View all your previous posts
- H.) Customize your blog with different themes, colors and more
- I.) Liked posts, blogs you follow, and find blogs (go here to seek out new blogs to follow)
- J.) Recommended blogs to follow (following these blogs is a great way to build your audience)



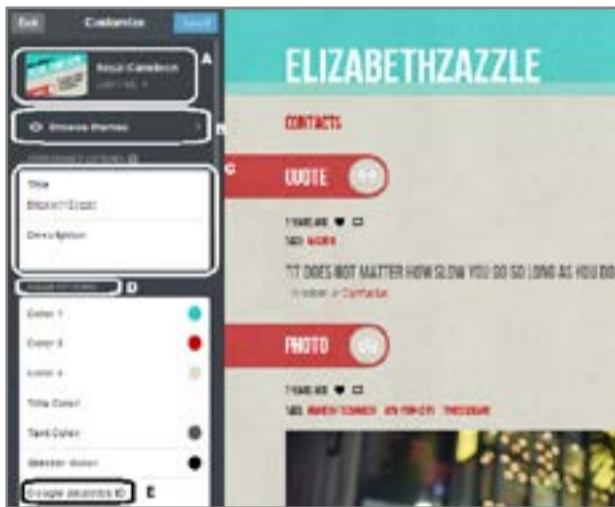
## 1 – Settings Page



- A.) Account (email & password settings) Dashboard (preferences) Email (preferences) Apps (if you created apps for your blog)
- B.) Change avatar and add description
- C.) Website themes – edit yourself or find a theme
- D.) Change URL

Other options on this page are: Replies, Ask, Queue, Facebook, Twitter connect and more.

## 2 – Customize/Edit Theme Page



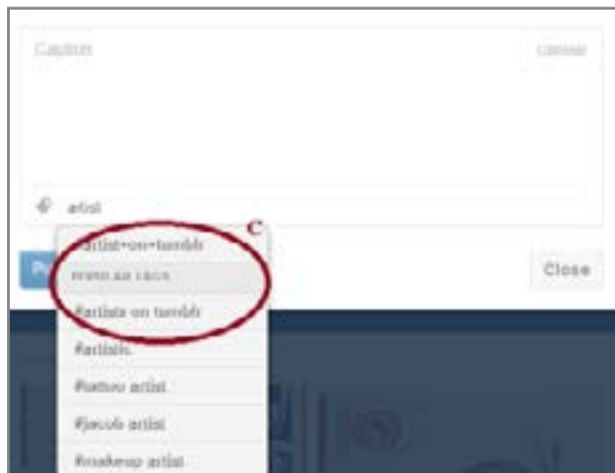
- A.) Edit your theme with HTML (must be experienced in HTML)
- B.) Browse themes – choose an existing theme
- C.) Edit your title and description
- D.) Theme options – choose the colors for your theme
- E) Add Google Analytics ID so you can track your blog performance

Other options on this page: Add pages, advanced options, and connect with Twitter, Facebook, and more.

## 3 – Tumblr Post Page



- A.) Create a custom URL for your post here. e.g. “vintage-invitation-for-spring-wedding”.
- B.) Place the source URL here, so people can click through to the original post or your Zazzle store or product page.
- C.) Tag your posts with relevant tags. If a “Popular Tags” list pops up, then add the relevant popular tags to your tag list.



Other Tips

\*Download the [Tumblr Bookmarklet](#) for easy posting.

\*Install [Tumblr Mobile](#) or [iPad App](#) for posting from your cell phone or tablet.

\*[Install Disqus](#) to enable commenting on Tumblr.





# Twitter

## 1 – Create a Twitter Account



- Fill out your name, bio, website, location, avatar and header picture. Use dimensions that **Twitter** suggests.
- Stick to your theme by using the designs from your Zazzle store as your background image.
- Use keywords in your bio and make sure that it reflects you and your brand.

## 2 – Follow People, Join Directories, Use Management Tools

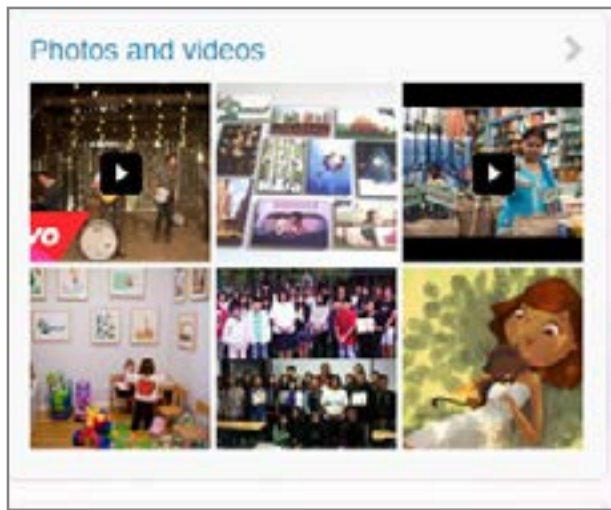


- Follow people that have the same interest as you. If you are a watercolor artist, search for #watercolor and follow folks that pop up. (It helps to follow celebrities or people with many followers.)
- Join **Twitter directories** like **Twellow**, which is a great place to find people to follow because you can search by categories like art, home decor, social media, etc.
- Useful following tools like **Tweet Adder**, **Tweeter Karma**, and **Friend or Follow** to follow people back and unfollow people that don't follow you back.

- Don't over follow! **Twitter** has following limits and if you follow too many people, your account can get suspended. Read more on Twitter limits [here](#).



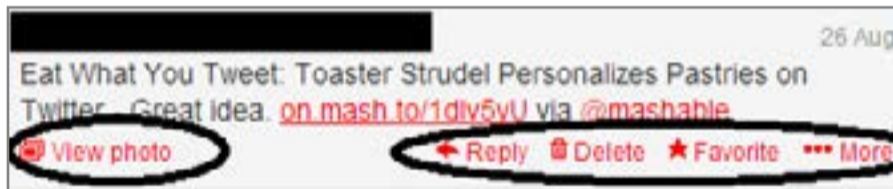
### 3 – Post, Engage, & Discover



- Post 4-5 times per day and post different media. (It helps if your account is connected with other social media accounts like **Facebook** or **Tumblr**, so you can post on both accounts at once.)
- Use **hashtags** in your tweets, but not too many. Two per tweet is enough, and try to have the hashtag word be part of the sentence.
- Look at what's trending and participate in the trends. It's a great way to gain visibility and display a bit of your personality on your account.



- Interact with followers by favoring, responding, tweeting at and re-tweeting other people's tweets.
- Use the **Discover tool** to search for new content and new people to follow.



### 4 – Examples

- Here are a few great examples of Zazzle Designer Twitter Accounts.

<https://twitter.com/nidhiart>

<https://twitter.com/g8tee>



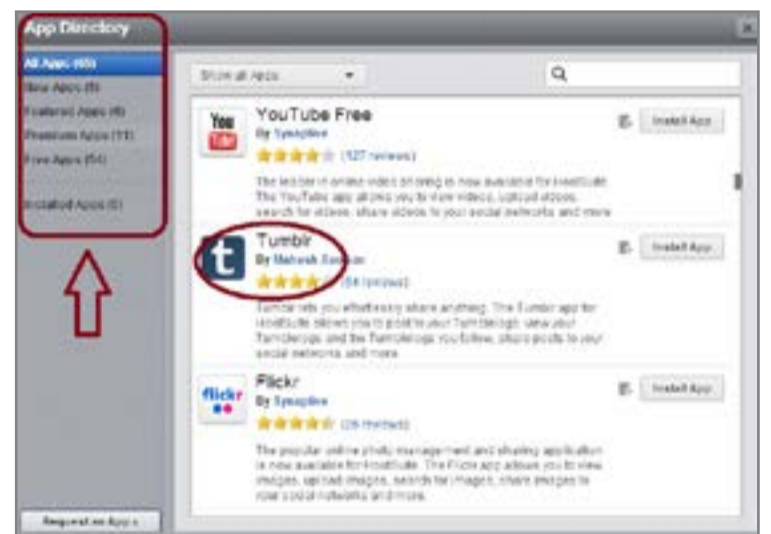
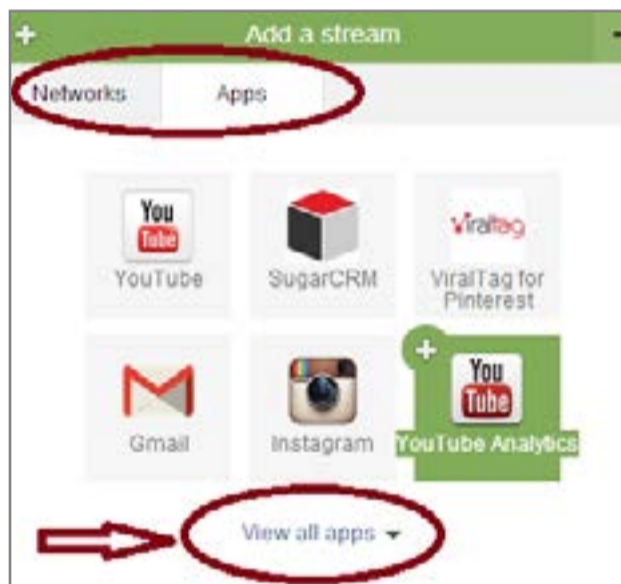
# Hootsuite

## 1 – Set-up Account



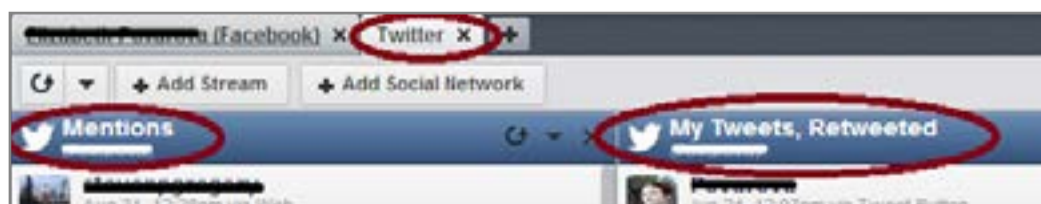
**Register** with your email, and then start syncing with your social media networks. With the free account, you can add up to 5 unique social profiles.

**HootSuite** is integrated with many of the main social media sites such as **Facebook**, **Twitter**, and **Google+**. For those social media sites that **HootSuite** is not directly integrated with, like **Tumblr** for example, there is an option to download these networks as **HootSuite** apps. So, in order to add **Tumblr** to your **HootSuite** profiles, you must first download it from the app section as shown.



## 2 – Organize & Monitor

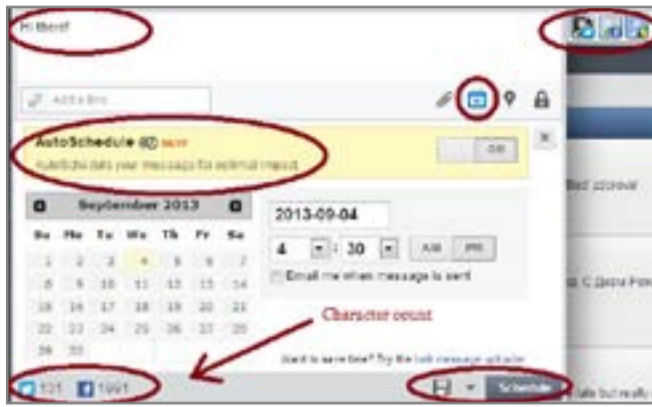
Decide which streams from each profile you are most interested in. Do you want to see your News Feed and Wall Posts on **Facebook**, but maybe your Mentions and Re-tweets from your **Twitter** profile? The decision is yours to make.







### 3 – Manage



Scheduling is one of the greatest advantages of **HootSuite**. You can write a single message and schedule it to be posted on all of your social networks. This helps with planning ahead for when you know you will be busy because it keeps your communities active. You can choose the times when you want your posts to go out or use the Auto-schedule option which is supposed to share your message at optimal times. I suggest trying both and seeing which option gives you more visibility.

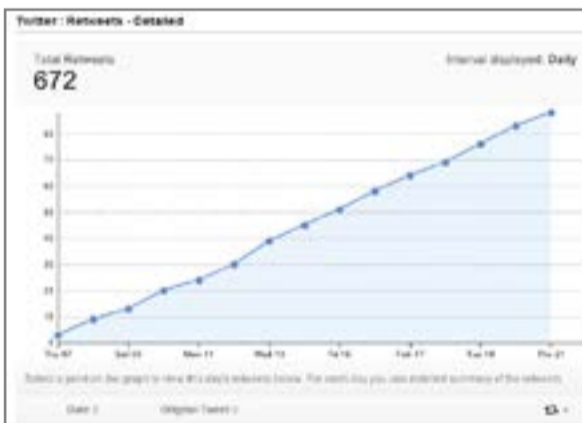


If you have a team and choose to use the Pro option of **HootSuite**, you can assign messages to your team members to make sure that every message gets answered.

Another great attribute is you can monitor your account followers and klout score for **Twitter**, **Google+** and a few other networks by click on the "Contacts" tab in the sidebar.



### 4 – Analyze



Overview reports of your social accounts are available on the free version of **HootSuite**, but they have very little information. If you are planning to use **HootSuite** as your main hub for your social networks, it might be worthwhile to purchase the pro option so you can see all your analytics in one place. Some social media networks like **Facebook**, for example, offer their own analytical tools for free after your page reaches 30 likes. **Twitter**, however, doesn't offer any tools at all, so if you use Twitter a lot, this might be a good option. You can also create custom reports with **HootSuite Pro**, which will allow you to dig deeper and really understand your numbers and which campaigns are working for your business.

**Facebook Insights : Likes by Demographic - Tabular**

| Age   | Male   | Female |
|-------|--------|--------|
| 13-17 | 2.80%  | 2.20%  |
| 18-24 | 9.80%  | 6.20%  |
| 25-34 | 19.10% | 13.30% |
| 35-44 | 14.30% | 10.60% |
| 45-54 | 6.50%  | 5.80%  |
| 55+   | 3.20%  | 2.90%  |



# Keyword Tips

## 1 – Brainstorm Initial Keyword Ideas

Imagine you are selling wedding invitations, so you would start with keywords that relate to your product.

**General keywords:**

wedding invitations  
wedding  
special occasion invitations

## 2 – Use Google Keyword Planner

[Google Keyword Planner](#) can give you ideas on other keywords you can use. It also tells you which keywords people search for the most and which keywords are in high demand.

How to use [Google Keyword Planner](#):

### Step 1:

Complete at least one of the sections in the image below and click next. The more you complete the more targeted your results will be.

A screenshot of the Google Keyword Planner interface. It shows a section titled "Search for keyword and ad group ideas" with a dropdown arrow. Below this, it says "Enter one or more of the following:". There are three input fields, each with a red oval around its label: "Your product or service" (with "wedding invitations" entered), "Your landing page" (with "http://www.zazzle.com/wedding+invitations" entered), and "Your product category" (with "Occasions & Gifts" entered).

### Step 2:

After you click next, you will see results for Ad Group Ideas and Keyword Ideas, you can use both to refine your keywords. Generally you want keywords that have high monthly searches and low competition. Make sure to only use keywords that relate to your content.



For example, in the image below “Design Wedding” looks like an interesting ad group because although it doesn’t have as many searches as some of the other ad groups, it only has medium competition and it’s the third ad group by relevance. It would be worthwhile to click into that ad group and explore those keywords.

| Ad group (by relevance)       | Keywords                            | Avg. monthly searches | Competition | Avg. C |
|-------------------------------|-------------------------------------|-----------------------|-------------|--------|
| Keywords like Simple Weddi... | affordable wedding invitations, ... | 145,700               | High        |        |
| Cheap Wedding (2)             | cheap wedding invitations, we...    | 54,330                | High        |        |
| Design Wedding (2)            | wedding invitation designs, ve...   | 18,510                | Medium      |        |
| Invitation Templates (2)      | wedding invitations templates, ...  | 64,050                | High        |        |

After you click on the “Design Wedding” ad group, the tool will populate another group of keywords as shown in the image below. Here, you should also look for the highest searches and lowest competition keywords that come up. The best keyword, in this example, would be “wedding invitation designs”. Of course you can choose more than one keyword, just make sure it’s relevant to your product. If I have wedding invitations with designs, then I would use this word, but if I just sell plain invitations, I would choose not to use “wedding invitation designs” keyword.

| Keyword (by relevance)       | Avg. monthly searches | Competition |
|------------------------------|-----------------------|-------------|
| wedding invitation designs   | 8,100                 | Medium      |
| wedding invitations designs  | 1,000                 | High        |
| designer wedding invitations | 590                   | High        |

### Step 3:

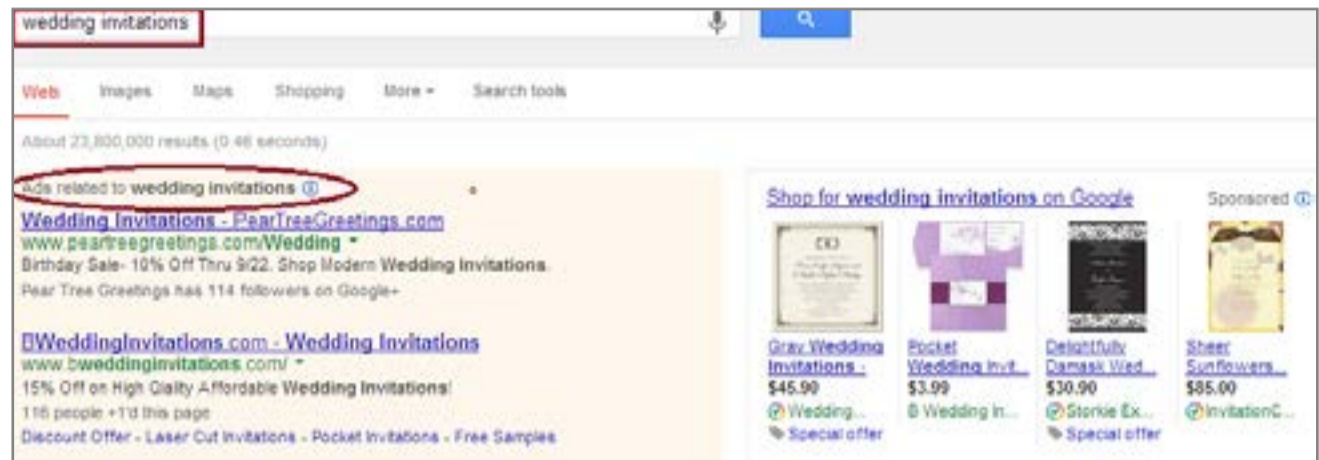
Take a look at the Keyword Ideas as well for suggestions. Looks like “wedding invitation” (the original keyword that we thought of) is a good keyword to use because it has many searches and medium competition compared to the other keywords.

| Keyword (by relevance)          | Avg. monthly searches | Competition |
|---------------------------------|-----------------------|-------------|
| sample wedding invitations      | 3,600                 | High        |
| photo wedding invitations       | 3,600                 | High        |
| wedding invitation              | 74,000                | Medium      |
| destination wedding invitations | 3,600                 | High        |
| printable wedding invitations   | 4,400                 | High        |



### 3 – Competitor Research

Search for your keywords on different search engines like [Google](#), [Bing](#), and [Yahoo](#) to see which websites come up. Check for big brands to see if they're in the top recommended sites. If they are, it might be tough to compete with them using the particular keyword you searched for. Also check for advertisements on the top or right-hand side, they usually mean that it's a highly profitable keyword. Last but not least, make sure this keyword pulls up products and services that are similar to your product or service so you know you are targeting the correct audience.



### 4 – Use Long-Tail Words

Use longer keywords like “black and white vintage wedding invitations” or “squares and circles wedding invitations” or “wedding invitations in 24 hours”. Even though these terms are less searched on any given day, they tend to have a higher conversion rate. Just remember, do not use keywords that do not match your product or service.

### 5 – Use Keyword Phrases In Your Topics And Content

If you publish content on your site, come up with creative ways to relate your product to popular topics. For example, is someone famous getting married? Write about the invitations they used and the differences and similarities in design between their invitations and yours. Use the keywords that relate to these famous folks as well as your own keywords.

Now you know how to find the keywords that are right for you.





# Quick Guide to SEO

Now that we've covered the basics of keyword research, let's review how to use keywords to improve [SEO](#).

It's important for customers to be able to find your products when searching on [Zazzle](#). By using relevant terms, you can improve your chances of showing up higher in the [Zazzle](#) search results.

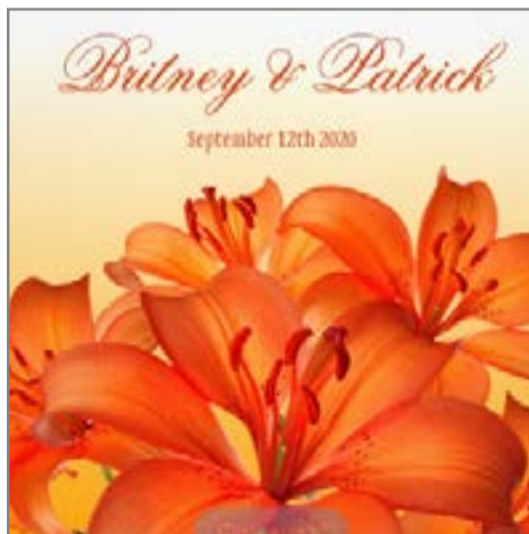
## 1 – Choosing a Title

Use 3-5 descriptive keywords that are relevant to your product in your title. The title is one of the most prominent factors that search engines consider for [page rank](#), so you want to be sure to use relevant and coherent keywords.

Good example: Tiger Lily Felt Wedding Invitations

Bad example: Flower Invitations

## 2 – Writing a Description



Use long tail keywords in your description. The more details the better - you can even add a promotional sentence or a sentence about when someone might use this item. Use a unique description for each product, even if the product is similar. You should have at least two sentences, but the longer description the better.

Good example: Four fire-red tiger lilies on a square felt invitation with a gradient yellow to white background including room on top to personalize names and date. Lilies cover 2/3 of the square invite from the bottom up. Perfect for a nature wedding or if you love tiger lilies.

Bad example: Tiger lily wedding invitations.

Title and Description

Title \*

Description \*





### 3 –Tagging Your Product

Tags are highly important for both general [SEO](#) and [Zazzle](#) site search. You have 10 power tags that help you with the [Zazzle](#) site search, so you should think them through. You can add more than ten, but just make sure they are relevant. Just like your descriptions, your tags should be unique for every product. Even if you have several product types with the same design, you should create different tags for each one of those products.

The best way to come up with your tags (in addition to looking at keywords) is to think about what you would type in search if you were looking for the same product. If you were looking for wedding invitations, you probably have an idea of what you want, so you wouldn't look for just "wedding+invitations" because it's too general. You are more likely to search something more specific like "tiger+lily+wedding+invitations" or "flower+wedding+invitations" or "personalized+flower+wedding+invitations". (When creating your Zazzle tags you don't need to add the product type into the tag because Zazzle already adds that part for you. For example, if your product is "tiger lily wedding invitations" then you would put "tiger lily wedding" as your tag.)

Tags \*

  
  
tiger lily wedding x flower wedding x  
red flower wedding x nature wedding x  
personalized flower wedding x  
[View tags above as text](#) | [Remove all tags above](#)  
Power Tags (3 of 10 used) | [What's this?](#) | All Tags (5 of 40 used) | Characters (96 of 500 used)

Just remember, avoid irrelevant tags because it will be confusing for customers who are searching for the most relevant products. Read the Do's and Dont's of [Zazzle](#) tags [here](#).



# Frequently Asked Questions

## General Questions

### What is the Zazzle Associate Program and how does it work?

The [Zazzle Associate Program](#) is a way to earn money by promoting Zazzle products, stores, or any other Zazzle pages. When a customer clicks your referral link, Zazzle is able to track any potential sales back to you so that you'll receive 15% of purchases made.

### Do I need to own a store on Zazzle to be an associate?

No, you do not need to own a [Zazzle store](#) to be an associate.

### Are there any fees?

There are no fees associated with the [Zazzle Associate Program](#).

### Which Zazzle pages can I promote?

You can promote any Zazzle pages including product, store, and search URLs.

### Where can I learn more about successful strategies that others have had with promoting Zazzle products?

A great resource to learn more about promoting Zazzle products is the [Zazzle forum](#).

## Links, Tracking & Banners

### Which Zazzle pages can I link to?

You can link to any Zazzle page including product, store, search, home pages.

### How do I create a referral link?

You create a [referral link](#) by adding an "rf" parameter followed by your referral ID to that link. You can find your [referral \(or associate\)](#) ID here. See more referral link examples [here](#).

Examples Links

Store Link: <http://www.zazzle.com/YourStoreName?rf=238XXXXXXXXXXXXXXXXXX>

Product Link: [http://www.zazzle.com/product\\_description-PID?rf=238XXXXXXXXXXXXXXXXXX](http://www.zazzle.com/product_description-PID?rf=238XXXXXXXXXXXXXXXXXX)

See more examples of how to create referral links [here](#).

### Can I add a tracking code to my link?

Yes, you can add a tracking code to your link by adding a "tc" parameter followed by the code you choose for tracking. See more tracking examples [here](#).

Example Link:

Referral Product Link if your tracking code is FB12345678

[http://www.zazzle.com/product\\_description-PID?rf=238XXXXXXXXXXXXXXXXXX  
&tc=FB12345678](http://www.zazzle.com/product_description-PID?rf=238XXXXXXXXXXXXXXXXXX&tc=FB12345678)

### Where can I find Zazzle associate banners?

You can find Zazzle banners [here](http://www.zazzle.com/banners): <http://www.zazzle.com/banners>



## Commissions & Payment

### What is the commission rate?

The Zazzle commission rate is 15% per sale plus up to 17% [volume bonus](#).

### What is the cookie length for a link and how does it work?

The cookie length is 45 days. The time will reset every 45 days and Zazzle will pay the Associate who referred the most recent user(s) making a purchase.

### Is there a minimum payout?

A minimum payout is the least amount you earn before you receive your payment. The Zazzle minimum payout is \$50.

### How do I get paid?

You will get paid via check or PayPal.

## Account & Reporting

### Where can I find my associate ID information?

You can find your [Associate ID](#) in the [associates section](#) of your account.

### Where can I find the number of my links that people have clicked on?

You can find the number of your links that people have clicked in the [Linkover History](#) part of the [associates section](#) of your account.

### Where can I find my referral earnings information?

You can find your earnings information in the [earnings section](#) of your account.

### What types of earning information is available to me?

You can view your referral earnings by [product](#), [history](#), and [totals](#).



# Contact Us

Now that you have the tools to become an expert Zazzle associate, it's time to get started. Remember, it's as easy as adding a link to Zazzle on your blog, website, Facebook page, Google+ profile, and more! With this handy handbook as your guide and breadth of knowledge from experienced sellers in the [forum](#), it won't be long until you're on your way to success.

## Contact Us

Still have questions? Contact us at [associates@zazzle.com](mailto:associates@zazzle.com)

## Brands we work with

Don't have a Zazzle store? We work we work with many brand name partners like Disney, Hallmark, Getty and more. See the full list of brands [here](#).



DC COMICS™



NATIONAL GEOGRAPHIC



American Apparel™



RICKSHAW

