Zazzle

Designer & Associate Handbook

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Introduction

What Is Affiliate Marketing?

Affiliate marketing is performance-based marketing that allows you to 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 earn a commission.

Zazzle Associate Program

With **Zazzle** you can earn 15% per sale plus up to a 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, on your website, and in emails 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	PayPal
Refund Rate	Less than 1%
Products for any Niche	Yes
Countless Brands to Promote	Yes (See Brands at end of handbook)
Promotional Tools & Banners	Free

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

Creating & Tracking Your Links

Creating Referral Links

Creating a Zazzle referral link is easy. See the notes below for guidance.

Associate (or referral) ID

Your Associate (or referral) ID will contain 18 digits starting with 238xxxxxxxxxxxxxx. When you are logged in to your account your Associate (or referral) ID can be found here:
http://www.zazzle.com/my/Associate/Associate

RF Parameter

When adding your Associate (or 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=238xxxxxxxxxxxxxxxx

The following link shows an example from the Colleen Michele Store for the animal category where the Associate (or referral) ID is 238456789012345678.

https://www.zazzle.com/colleenmichele/gifts?cg=196805049703735598&rf=238456789012345678

Store, Product and Search Page Links

Store Link

A **store link** is created by adding your store name and Associate (or referral) ID to a Zazzle home page URL.
http://www.zazzle.com/AnyStoreName?rf=238XXXXXXXXXXXXXX
In the link above, AnyStoreName is the name of the store you would like to promote and 238xxxxxxxxxxxxxxx is your Associate (or referral) ID.

Example:
If you're promoting Lilyasspace and your Associate (or referral) 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 Associate (or referral) ID to a Zazzle product URL.

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

In the link above, "product_description-PID" is the credentials of the product you would like to promote (PID is the number found at the bottom of product page or in the URL), and "238xxxxxxxxxxxxxxx" is your Associate (or referral) ID.

Example:
If you're promoting a product with the description "yes_t_shirt", the PID "235850562850832622", and if your Associate (or referral) ID is "238456789012345678", your link would be:

http://www.zazzle.com/yes_t_shirt-235850562850832622?rf=238456789012345678

<u>Search Page Link</u>

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

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

In the link above the "SearchPageUrl" is the Zazzle search page you'd like to promote, and "238xxxxxxxxxxxxxxx" is your Associate (or referral) ID.

Example:
If you're promoting the "wedding+invitations" search page and your Associate (or referral) ID is 238456789012345678, then your link would be:

http://www.zazzle.com/wedding+invitations?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 to improve sales – you can find out which promotional campaigns work best for your store and focus on them. Let's start by taking a look at where you can find all the necessary information.

Link over & Referral Report Summary

Report Name & Link	Explanation	Useful Metrics
Linkover History	Amount of times your link or links were clicked on any given day	- Growth of referrals by date - Click trend by week - Click trend by month
Referral Totals	Summary of pending, cleared and total referrals	-Total number of referrals in the last 30 days
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 by any custom date range
Referral History	Summary of pending, cleared, cancelled and total referrals	CSV history file (for download)

CSV & Tracking Codes

CSV

Downloading your CSV file is really useful for analyzing your numbers. You will need Excel on your computer. If you have Microsoft Office, then Excel 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, you can use the Spreadsheet application on Google Drive. Here you would have to copy and paste all the data from you CSV into your **Google Drive** Spreadsheet. Turn to the next page to see what your CSV file should look like when you open it up.

	A	B	C	D	E	F	G	H	I	J	K	L
	Date	Product ID	Product Title	Order Item ID	Sourc	My Product?	Subtotal	Referral Rate	Referral Amount	Converted Referral	Status	Tracking Code
	12/9/2013 8:34	175-29188340-5	50th Wedding Ann	169-19587517-589		No	$20.95	15	$3.14 USD	$3.14	cleared	FB12345
	12/9/2013 7:57	175-18141136-2	Star Gymnast in Ac	169-43130776-732		No	$8.97	15	$1.35 USD	$1.35	cleared	TM12356
	12/9/2013 6:10	168-46444107-4	Gray Quatrefoil Pa	169-92444292-495		No	$26.52	15	$3.98 USD	$3.98	cleared	PIN1230305
	12/9/2013 1:23	175-06864843-8	American Bald Eag	169-50126164-226		No	$9.47	15	$1.42 USD	$1.42	cleared	TW123456
	12/9/2013 1:23	175-06864843-8	American Bald Eag	169-34999157-208		No	$9.47	15	$1.42 USD	$1.42	cleared	x190374784
	12/9/2013 1:23	175-06864843-8	American Bald Eag	169-07933012-257		No	$9.47	15	$1.42 USD	$1.42	cleared	093n15325

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 to identify which 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=238XXXXXXXXXXXXXXX&tc=FB12345678

Example Search Page Link:

Referral Product Link if your tracking code is PIN12345

http://www.zazzle.com/SearchPageUrl?rf=238XXXXXXXXXXXXXXX&tc=PIN12345

Example Store Link:

Referral Product Link if your tracking code is TM8675309

http://www.zazzle.com/YourStoreName?rf=238XXXXXXXXXXXXXXX&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. (use your actual page names here, so if your Facebook page is Great Invitations, use "Great Invitations") and click "Build Link".

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

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 to analyze your data and answer many questions. The **sort function** can help you arrange your data in various ways such as sorting from lowest to highest amount, in alphabetical order, by color, by font or by icons.

<u>Sort Function</u>

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.

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 of 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". 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.

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

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

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 x 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 x 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 a quarter, a month, a week or even a 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 x 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 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 last 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?

Learn more about analyzing your referrals here. Learn more about analyzing your royalties here.

On Zazzle

As a designer, your primary goal is creating great designs on the myriad of products that Zazzle sells. And while Zazzle does everything it can to help surface your designs, the thought that you put into naming your designs can make an immense difference between selling a few to selling thousands.

Keyword Research
Understanding how and what people search for should be done both before and after the creation of your designs. To understand whether people are more interested in vintage-looking cats on t-shirts or crazy-looking cats on t-shirts, consideration should be given between what you want to design and what

people actually want to buy. So consider upfront what will garner customer interest via the tools and tactics we recommend below.
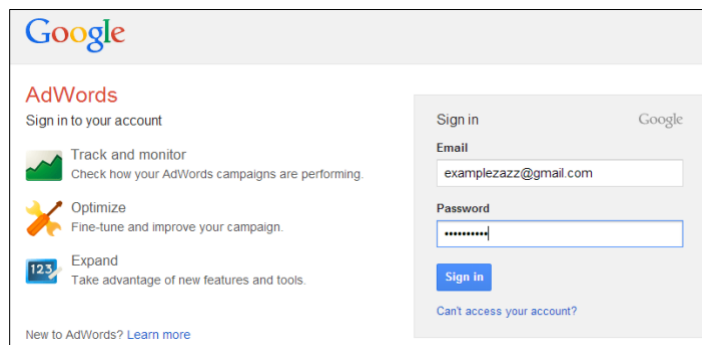
Tools

There are a number of free tools available on the web to help with keyword research; here are some that will be helpful to designers.

Google Keyword Planner

Google Keyword Planner can give you ideas on other keywords to use. It also tells you which keywords people search for the most, and which keywords are in high demand.

Step 1:
Sign in to your Google account. If you don't have one – go to **www.google.com** and create one.
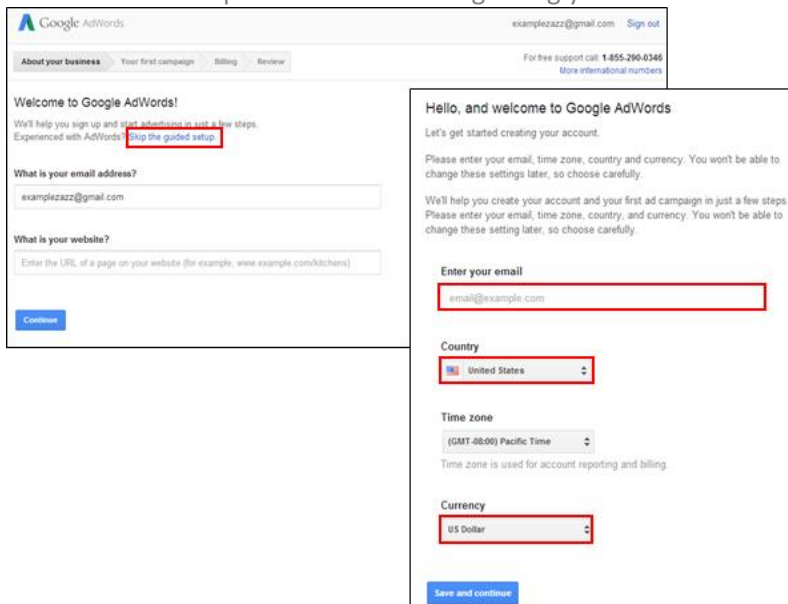
Step 2:
Click on "Skip the guided setup".
Then enter the required information regarding your location and hit "Save and continue".
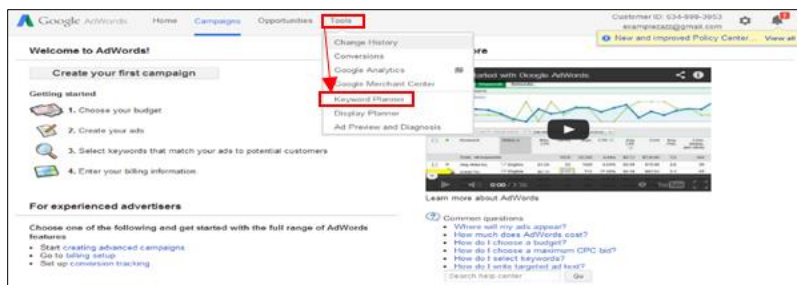

Step 3:
Click on "Take me to my account" button.
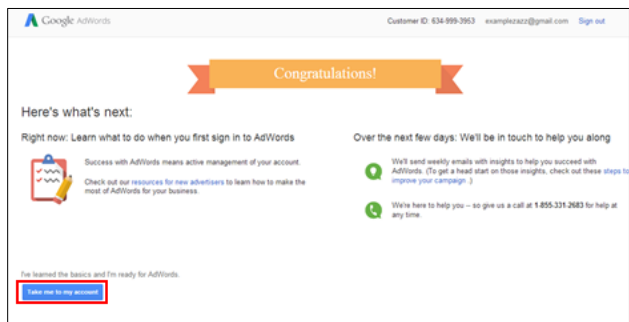
Step 4:
Go to the tab "Tools" and select "Keyword planner".

Step 5:
You'll be presented with 4 options.

a. Select the 1st one – "Search for new keyword and ad group ideas"
b. Then make sure you change the target country(ies) and language under section "Targeting"
c. You might also want to change the "Keyword Options" from "broadly related" to "closely related"
d. Complete at least one of the three fields under "Enter one or more of the following". The more you complete, the more targeted your search results will be.
e. Hit "Get ideas"

Step 6:
Evaluate the results and choose keywords. Generally you want keywords that have high monthly searches and low competition. Make sure to only use keywords that relate to your content.
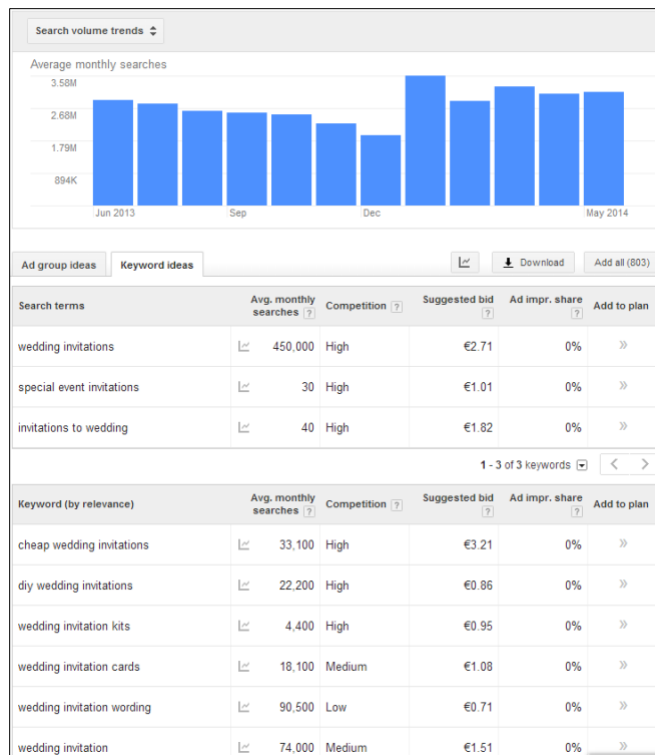
Here's what each of the terms in this area mean:

Search Terms: These are the exact keywords that you entered in step 5d.

Keyword (by relevance): This is the list of keywords that Google considers most relevant to the "Search Term" keyword.

Avg. monthly searches: Keep in mind that this is a rough estimate and not a completely accurate indicator of search volume. Also, certain seasonal keywords (like "Halloween costumes") may get 50,000 searches in October and 100 in May. So the average monthly searches can be somewhat misleading in some cases.

Competition: This reflects the number of advertisers bidding on that keyword.

Suggested bid: Another good determinant of a keyword's monetization potential. The higher the suggested bid, the more lucrative the traffic.

Play around with the tool to try out other keywords. Sometimes Google doesn't show all the keywords, particularly if you don't use it very often. Taking some time to explore different keyword combinations pays off.

Google Trends

Unlike the Keyword Planner tool, Google Trends is a more focused research tool to give you an advantage of what Internet searches are becoming popular. It also provides the ability to determine when you should begin creating new designs for upcoming holidays.

13
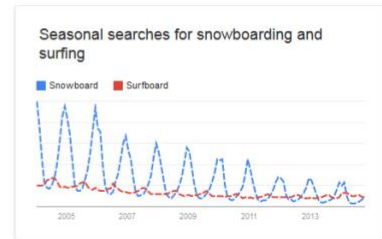
Step 1

Enter in your keywords and mouse over the graph to see when your terms become popular. Note that the interest level numbers are relative to what you are comparing to; it is not an indication of how many people search for those terms.
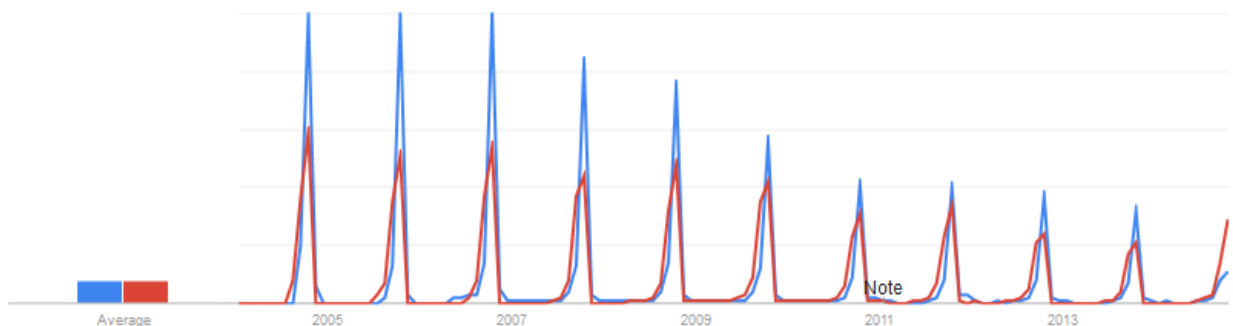
Step 2

Determine if the geographic interest matches your target design demographics.
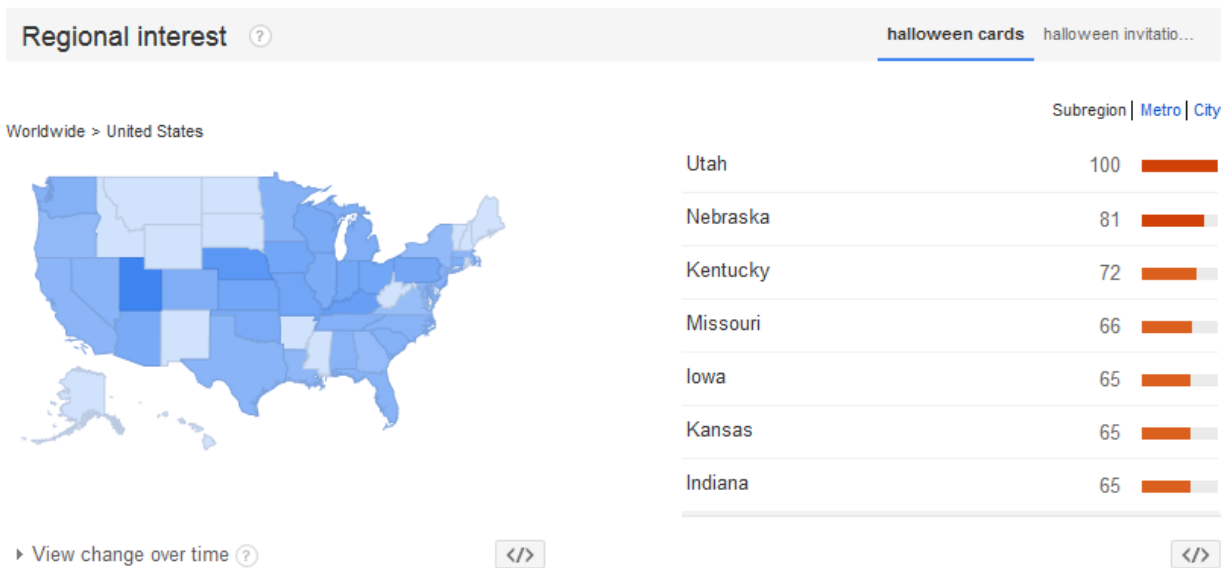
Step 3

Use the queries to see what other designs you can create around your topical focus
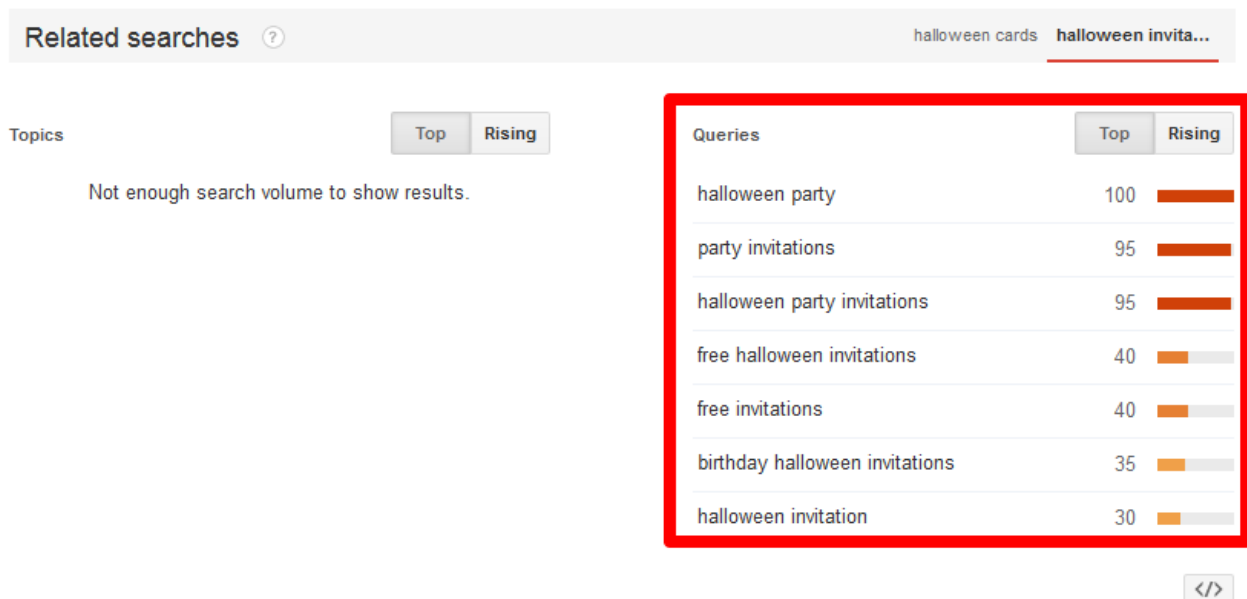
UberSuggest

There are plenty of keyword tools on the web to try. **Ubersuggest** is one that is very easy to use.

Simply add a term, then choose a language and a source (Übersuggest can get suggestions either from regular Web search or from categories like Shopping). Click Suggest.

The tool will generate a set of related keywords.
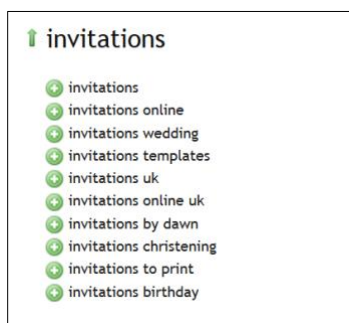
Click on each word to get further suggestions based on that term.
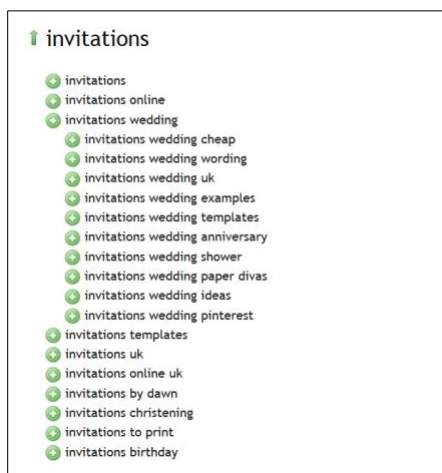
Zazzle's AutoSuggest

Similar to the usefulness of UberSuggest, consider what terms come up when you search within Zazzle. The words that appear via Zazzle's search are what consumers are looking to buy. The AutoSuggest that Google and Bing provide is more of an informational search and is not targeted at the consumer.

blue ca

blue **ca**mo

blue **ca**mo baby shower invitations

blue **ca**ses

blue **ca**mouflage

blue **ca**ndy

blue **ca**rd

blue **ca**moflauge

blue **ca**t

Tactics

Below are some recommended ideas for how to be tactical with naming your designs. Remember, great designs are only half of what it takes to make a successful sale on Zazzle. Good naming conventions will help surface your designs to the right customers -- so spend some time considering what search terms people are using to look for products.

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 show a highly profitable keyword. Lastly 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.
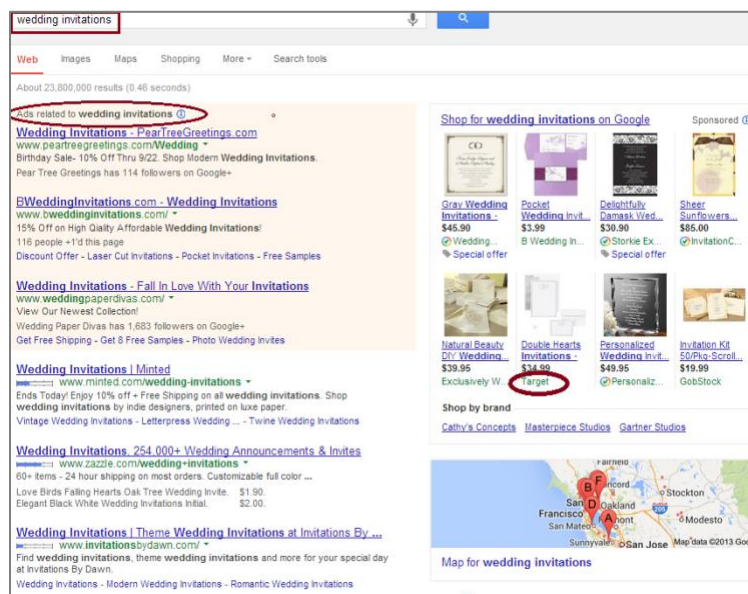
Use Long-Tail Words

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 for 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.

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 people as well as your own keywords.

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

SEO

You've spent time and energy on your design and you're finally ready to sell it. There's more you can do beyond just simply adding your product to the Zazzle marketplace. You want your product to be seen and purchased!

While there are millions of products on Zazzle, you need to make your title, description and tags extra unique in order to stand out!

Title

When choosing your title, be sure to include words that are relevant to the design portion. Remember, titles help determine search relevancy both on site and with external search engines; choosing an artistic, less direct title may mark it nearly impossible for your audience to find.

Use words you believe a **customer would search for** to find your design such as **theme, color, design** elements. Also, *include the best term to define the product you're designing on* whether it's a 'backdrop', 'tapestry', 'recipe binder', 'iPhone case', etc..

The title of a design plays a critical role in providing context about the design before a user sees it. Additionally, the title of a design can greatly **impact click through rates** and its' **rankings in search**.

Examples:
Okay title: Funny Dad Shirt
Great title: "World's Okayest Dad" Funny Quote T-Shirt

Some tips when writing a title:
- Put emphasis on the design
- Choose the best term to call the product you're designing
    - Ex) "Tapestry" for home decor or "Backdrop" for events and parties
- Zazzle has put importance on having distinct, descriptive titles for each page.
    - Ask yourself, using just the title, how would you distinguish this product from other designs on Zazzle?
- Search engines can use other on and off page content to provide users relevant titles in the search engine results page so do not be surprised if your title shows up differently during an individual search
- State what the product design is in simple, searchable terms
- Add in general descriptors such as color and pattern
- Place the main descriptors towards the front of the product design title based on how a user would search to find your product design
- Don't copy and paste titles across multiple websites. If you do, you may be hurting your chances to rank with outside search engines.
- Don't copy titles from other designers on Zazzle
- Don't copy over the same title from another design in your store
- Avoid duplicate titles for similar designs by including alternative search terms
    - Ex) If you have 2 designs of a Green Tree, do not call them "Green Tree 1" and "Green Tree 2"
- Don't title your product "Create Your Own", "Make Your Own", "Design Your Own" without including other descriptive keywords
- Use appropriate keyword phrases over keywords
    - 2-4 Keywords are highly recommended over 1 keyword
- Avoid special characters
    - underscore ("_"), and brackets (<>,{},[], ())
- Avoid unnecessary stop words:
    - And, the, or, an, a, am, in, is, can, and, but, while, if, then, thus, of, that, on, for, he, we, which, her, etc.

Description
The design description is what will be used as **the body of the page** and is where a designer should tell a potential customer **what makes their design unique**.

Zazzle encourages you to **include any special details** about your design that will help the customer **understand your intent** and sell the customer on **why they should buy your design** over others on Zazzle. Do not include any personal branding or contact information.

In addition to playing a role in how a customer understands you as an artist, the quality of this description will play a role in how search engines view this page.

Examples:
Okay description: A humor shirt for a gift for Dad.
Great description: Share this funny t-shirt with your "World's Okayest Dad"! Great as a Father's Day or birthday gift. A fun gag gift for all the father figures in your life.

Some tips when writing a description:
- Only talk about the design
  - Not your design on a specific product
- Do not copy and paste design descriptions across multiple websites
- We recommend 100-155 characters, but can always include more.
  - Quality content over quantity content
- Include keywords and phrases, but write for your customers, not a search engine.
- In human readable sentences, include keywords phrases that you put in your tags and title. Feel free to include other closely related phrase that might not have made it.
- Mention any Colors, Patterns, Shapes
- Start with a strong/enticing opening description of your design to make customers want to read what you have available.
- Make it easy to read by formatting your description into multiple short paragraphs.
- Tell a story! Ask the following questions and then answer it in the description:
  - What inspired your design?
  - Why does this design work so well on this specific product?
  - Has your design won awards elsewhere?
  - What occasions might this design be great for?

Tagging
Choosing the right tags is important for customers to find your design in the Zazzle marketplace and external search engines. We suggest doing some research to identify descriptive and relevant tags for your products. Ask yourself: if you were to look for your design, what would be the most common search terms? Currently, there is a **limit of 10 total tags** for your design.

If you don't consider yourself an expert on tagging and search yet, don't worry! Here are some tips on how you can maximize the potential of your tags and get some eyes on your work:

Do's and Don'ts
Do: Mirror any key terms in your product title that shoppers might use to search for your product and include them in your tags. Keywords that are included in both the title & tags are stronger than keywords found only in the title or the tags.
Example: This product title includes the words "silver" and "glitter." They are also included in the tags.

Accessories > Keychains > Button

Faux silver glitter monogram key chain

★★★★⯪ 4.4 (1951)

Keychains
glitter, girly, sparkly, girl, pretty, silver, monogram, initial, shiny, sparkle, glittering, glittery, sparkling, glimmer, glam, bling, sparklers, shiney, shine, glimmering, trendy, glamorous, glamour, monogrammed, silvery, name, cute

Do: Add alternative, relevant keywords and phrases that you would have put in the title if you had unlimited characters.

Example: For a greeting card with the title "Modern Merry Christmas Photo," you could use "Christmas," "Photo," and "Holiday" as power tags in order to show up in searches such as "Christmas Photo Cards" or "Holiday Christmas Cards."
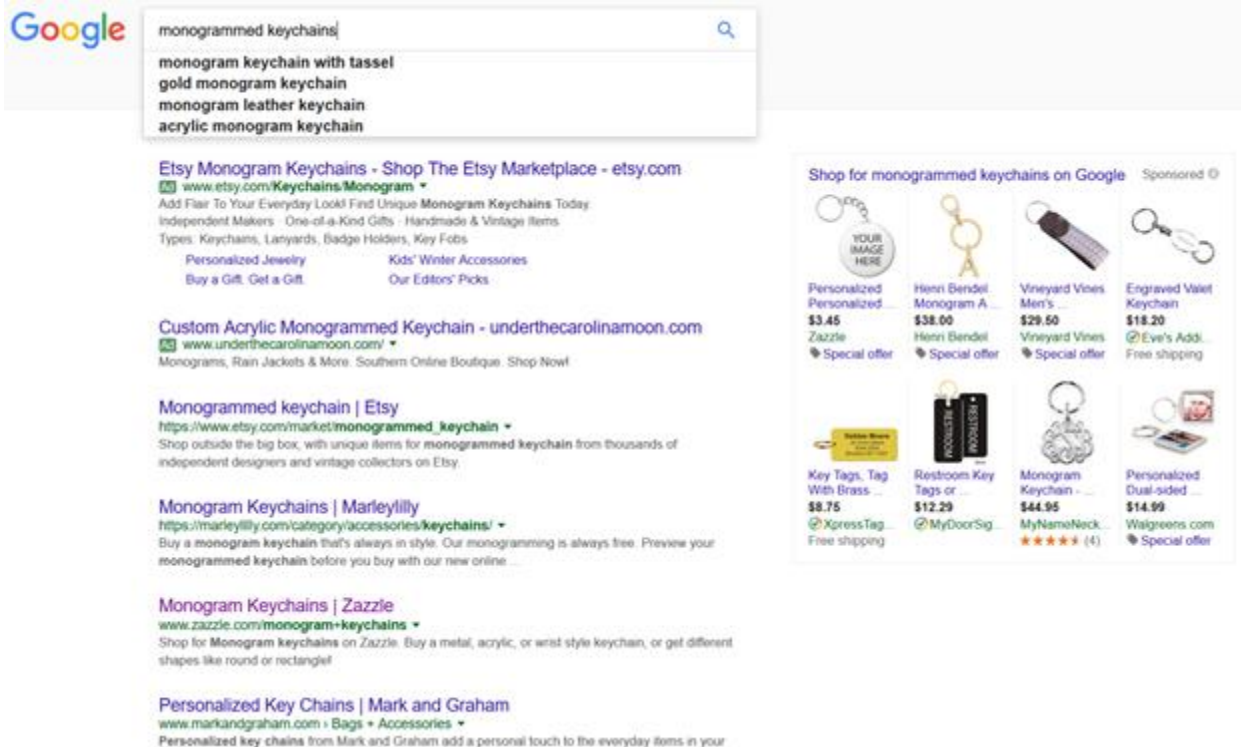
TAGS

Invitations

holidays, christmas, calligraphy, script, photo, typography, hand lettered, modern calligraphy, modern, merry christmas, pattern, christmas tree, illustration, elegant, simple

Do: Use research tools to see what tags others are using for similar products:

- Google Keyword Planner
- Google Trends
- Google Search - type in Google search bar to see the autofill suggestions

Google   monogrammed keychains

monogram keychain with tassel
gold monogram keychain
monogram leather keychain
acrylic monogram keychain

Etsy Monogram Keychains - Shop The Etsy Marketplace - etsy.com
[Ad] www.etsy.com/Keychains/Monogram ▾
Add Flair To Your Everyday Look! Find Unique **Monogram Keychains** Today.
Independent Makers · One-of-a-Kind Gifts · Handmade & Vintage Items
Types: Keychains, Lanyards, Badge Holders, Key Fobs
   Personalized Jewelry   Kids' Winter Accessories
   Buy a Gift. Get a Gift.   Our Editors' Picks

Custom Acrylic Monogrammed Keychain - underthecarolinamoon.com
[Ad] www.underthecarolinamoon.com/ ▾
Monograms, Rain Jackets & More. Southern Online Boutique. Shop Now!

Monogrammed keychain | Etsy
https://www.etsy.com/market/monogrammed_keychain ▾
Shop outside the big box, with unique items for **monogrammed keychain** from thousands of independent designers and vintage collectors on Etsy.

Monogram Keychains | Marleylilly
https://marleylilly.com/category/accessories/keychains/ ▾
Buy a **monogram keychain** that's always in style. Our monogramming is always free. Preview your **monogrammed keychain** before you buy with our new online ...

Monogram Keychains | Zazzle
www.zazzle.com/**monogram+keychains** ▾
Shop for **Monogram keychains** on Zazzle. Buy a metal, acrylic, or wrist style keychain, or get different shapes like round or rectangle!

Personalized Key Chains | Mark and Graham
www.markandgraham.com › Bags + Accessories ▾
Personalized key chains from Mark and Graham add a personal touch to the everyday items in your

Shop for monogrammed keychains on Google   Sponsored ⓘ

Personalized Personalized...	Henri Bendel Monogram A...	Vineyard Vines Men's ...	Engraved Valet Keychain
$3.45	$38.00	$29.50	$18.20
Zazzle	Henri Bendel	Vineyard Vines	⊘ Eve's Addi.
⬥ Special offer	⬥ Special offer	⬥ Special offer	Free shipping

Key Tags, Tag With Brass ...	Restroom Key Tags or ...	Monogram Keychain - ...	Personalized Dual-sided ...
$8.75	$12.29	$44.95	$14.99
⊘ XpressTag...	⊘ MyDoorSig...	MyNameNeck...	Walgreens.com
Free shipping		★★★★⯪ (4)	⬥ Special offer

Do: Use keywords or phrases that are descriptive and specific to your design.
Here are some things to think about when deciding which tags and keywords to use for your product:

- Subject of the design - flower, dog, sunshine
- How did you create your design - photograph, painting, vector, drawing
- Topic or theme of the design - retro, funny, political
- Primary colors and patterns of the design - red, polka dots, ovals
- Any text in the design - "I Love Texas"

Do: Add relevant colors as tags only if they are likely to be a key factor in a shopper's search and decision-making.
Example: Shoppers looking for pink wedding invitations will want to ensure they are only searching through – you guessed it! – pink wedding invitations. Adding the color "pink" as a tag will help designers who have a pink wedding invitation to offer.

Invitations
watercolor, pink, wash, modern, rsvp, wedding

Do: Add quotation marks around any phrases you would like to add as tags so that they do not get chopped up into individual words.
Example: "Pictures with your name" is chopped up below into four individual tags

Magnets
holiday, photo, general, non holiday, family, custom, text, personalized, customized, gifts, image, images, picture, pictures, with, your, name, template, modern, peace, love, joy, year, round, cute, origami, prints, groupon

Do: Double-check your tags before publishing a product to avoid misspellings and mistakes.
Don't: Use tags or keywords that are irrelevant and have nothing to do with your design. This is considered tag spam and could cause your designs and products to appear in inappropriate search results, making it harder for your customers to find your designs and products. There will be a penalty for tag spamming.

Example: This product is a mug but has been tagged with "bowl"

Mugs

ceramic, 20oz, jumbo bowl, microwave safe, dishwasher safe, deserve

Don't: Use plural variations of tags, such as both 'flower' and 'flowers'. Zazzle will automatically consider these search terms as the same term, so you can choose one and your customer will be able to find your product using either term.

Don't: Use 'custom,' 'personalized,' 'design your own,' 'ideas' or other similar keywords for tags that can apply to most of the products in our marketplace. You can still include those words in your product title or description.

Don't: Include these keywords in tags- gear, custom, create, gifts, presents, gift idea, ideas, products, merchandise, personalize, personalized, personalizable, customize, customized, customizable, custom made, customise, customisable, customised, made to order, make your own, personal, personalised, personalise, personalisable, create your own, design your own

Don't: Include words related to the product title- 'T-shirt,' 'Invitations,' 'Cards,' etc.

Don't: Add similar keywords in a phrase or jam in keywords as a tag only to influence our search results.

Example: The phrase "Ireland, Ireland souvenir, and Ireland memorabilia" would not improve where your products appear in the search results for "Ireland."

Magnets
ireland, ireland souvenir, ireland memorabilia, ireland photo, seascape, water, sea, seashore, ireland shore, europe

The latest version of our <u>User Agreement</u> took effect on **September 25, 2014**. As part of this agreement, Zazzle actively reviews sellers that engage in tag spamming, and will take appropriate and serious action. This may lead to seller delisting, or even earnings being revoked. As such, you should ensure that your tags are relevant to your product and design and do not contain any misleading information. Please refer to the User Agreement for more details.

F.A.Q :
What are Tags?
Tags are keywords that you assign to your products that help customers find your designs in the Zazzle Marketplace. Tags can be words that describe the design's subject matter, theme, concept, creation method, colors, text, and more.

How do I add a tag?
You can add a tag on the 'Post Product For Sale' page by simply typing in the Tags section and clicking on the "Add tag" button. You'll immediately see your tag listed below. Once your product is published, you can add or edit tags by navigating to your product while logged in and choosing 'Edit.'

I have more than one tag for my product, how do I add them?
You enter multiple tags by using a comma separator and then selecting the 'Add tag' button. For example, if your product contains an image of a funny Labrador then you can enter the tags as follows: funny, dog, Labrador. You can also add them one at a time.

Can I use phrases as a tag?

Yes, tags will be shown as phrases when you put multiple words inside quotation marks - just separate the phrases by commas. Your phrases should not exceed 5 words. For example, if your product contains an image of the Golden Gate Bridge in San Francisco then you can enter the phrases as follows: 'Golden Gate Bridge,' 'San Francisco.'

Are there any character or word limits for tags?
Yes, individual tags are required to have a minimum of 3 characters, and phrases can have a maximum of 5 words.

For example, the following tags are not valid as they do not adhere to the character and word limits: *My, If, R, 'San Francisco Bay Area Tennis Association.'*
However, the following tags are valid: *'My Dog,' 'San Francisco Bay Area Tennis,' 'I heart u,' 'cat.'*

Can I change tags once I add them?
Yes. You can edit and adjust your product tags as often as you'd like right from the product page when you are logged in. Once you've made a change, your new tags will soon be visible in the Marketplace search results.

How do I delete a tag?
Once you move your mouse cursor over a tag, you will see an x button. Clicking on it will remove the tag.

How many tags will be displayed on the product details page?
All of the tags you add to a product will be displayed on the public product page.

How many tags are allowed?
A maximum of 10 tags are allowed to help your products appear in relevant search results on Zazzle.

Is there a minimum limit as well?
Yes, you are required to add at least 1 tag.

How does Zazzle use these tags? Does it consider all the tags?
Zazzle uses the tags so your product can be found in the Zazzle Marketplace.

Meta Descriptions

Meta descriptions are used to describe pages from Google's search results. They play no part in any ranking system beyond being a descriptor to Google for your designed product.

Invitations, Announcements, RSVP cards, Personalized ...
www.zazzle.com/invitations
Invitations for any occasion! We feature 1000s of free templates for baby showers, weddings, holidays, and more! 100% satisfaction guaranteed. Made in 24 ...

- Write a description that talks about both the design *and* the product.
- There is a visual limit of about 150 characters, but we recommend using up to the maximum of 300 characters to cover the full descriptive value of your designed product.
- Use your description as an enticement so that the searcher wants to click on your result instead of on another within the search page.

- o   Okay description: *Made in 24 hours. Personalized Frozen Birthday Invitations created by Disney. This invitation design is available on many paper types and is completely custom printed.*

- o   Great description: *Custom Frozen invitation with Anna and Elsa designed by Disney and available within 24 hours. Personalize it now! This birthday invitation is available on many paper types and is completely custom printed for your little princess's upcoming birthday party with other children.*

Design Descriptions

Describing what inspired you to create the design helps the consumer understand your intent and sell the customer on why they should buy your design over others on Zazzle. Consider the following tips:

About the Design

Ship's Anchor Navy Blue Nautical Pillow

Decorating your beach house has never been easier than with our colorful nautical-styled pillows with a repeat pattern of ship's anchors in the background overlayed with an emblem for your text that is also overlayed with a ship's anchor and a ship's wheel. Available in several colors, you're

Read more...

- •   Use the same terms to describe your design as you would use in your product tags

Off Zazzle

It's one thing to engage the Zazzle community, but there is also the rest of the Internet to reach out to in order to further your designs. Any area where you can promote yourself, your designs, and your store will only help to increase your sales through Zazzle. Here are some quick ideas for you to become the professional and branded designer you desire:

Social Media

Consumers spend a lot of time on social networks, so any chance to get in front of them is a chance to show your projects. Creating a following can be enriching, informational, and inspiring to your next design.

Facebook

Creating a Facebook page is not only a great way to grow your brand and earn referrals, it also allows you interact with existing and potential fans and customers. In the section below, we'll show you how to get started on Facebook and share several tips on making the most of your page.

1 – Create a Facebook Page

To create your Facebook Page, you must first log in to 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**.
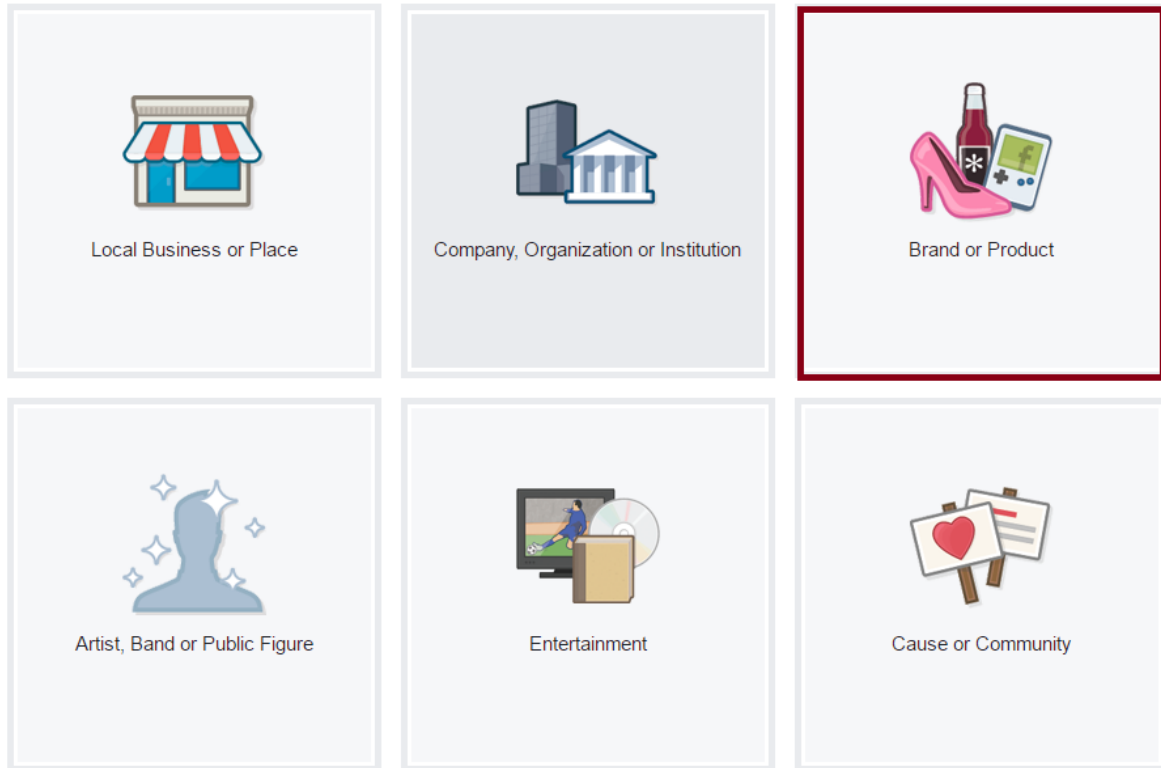
Fill out your About, Profile Photo, Favorites and Preferred Page Audience sections. You can choose any name you'd like for your page; your brand name or a search phrase (keyword) relating to your product niche are both good options for a name. When filling out the About section, don't forget to add a link to your corresponding Zazzle store and include your Associate (or referral) ID in the Website box.
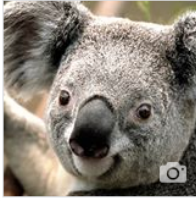
2 – Create User Name, Add Cover Photo & Create a Button

Creating a username makes it easy for other's to tag you and find your page.

Adding a cover photo improves the aesthetic of your page overall. It's good to try out several images to see which one looks best with your profile photo. The cover photo displays at 828 pixels wide by 315 pixels tall on computers and 640 pixels wide by 360 pixels tall on smartphones.

Last but not least, add a Shop Now button to your page and include a link to your Zazzle store or your own personal website or blog. Don't forget to include your Associate ID in the link.

3 – Review All Page Tips

Facebook has a great tool for you to optimize your **Facebook Page** called Page Tips which you can find on the right-hand side of your page.

It's important to review all of the tips in the Page Tips tool because it offers suggestions on improving your page's content, visibility, and more!

How to Create Effective Posts

Posts that are short, visual and created for the right audience tend to get more likes, comments and shares. For example, if your target audience is mostly women of a certain age, you'll want to publish posts that will appeal specifically to them. You can create an offer or an event post, or just publish a quick update on your Page to stay connected with people.

Learn How

Try Posting a Short Video

A short video is a great way to introduce youself, your team, your products or store. Whether you capture it on a smartphone or publish something more polished, a video post helps capture attention and engage people.

Learn More | **Post a Video**

Add Page Roles

Admins can do a lot on their Pages, including publishing posts and ads, updating settings and responding to comments. Give someone an admin role on this Page so you'll have help managing it.

Learn More | **Add Page Admin**

4 – 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.
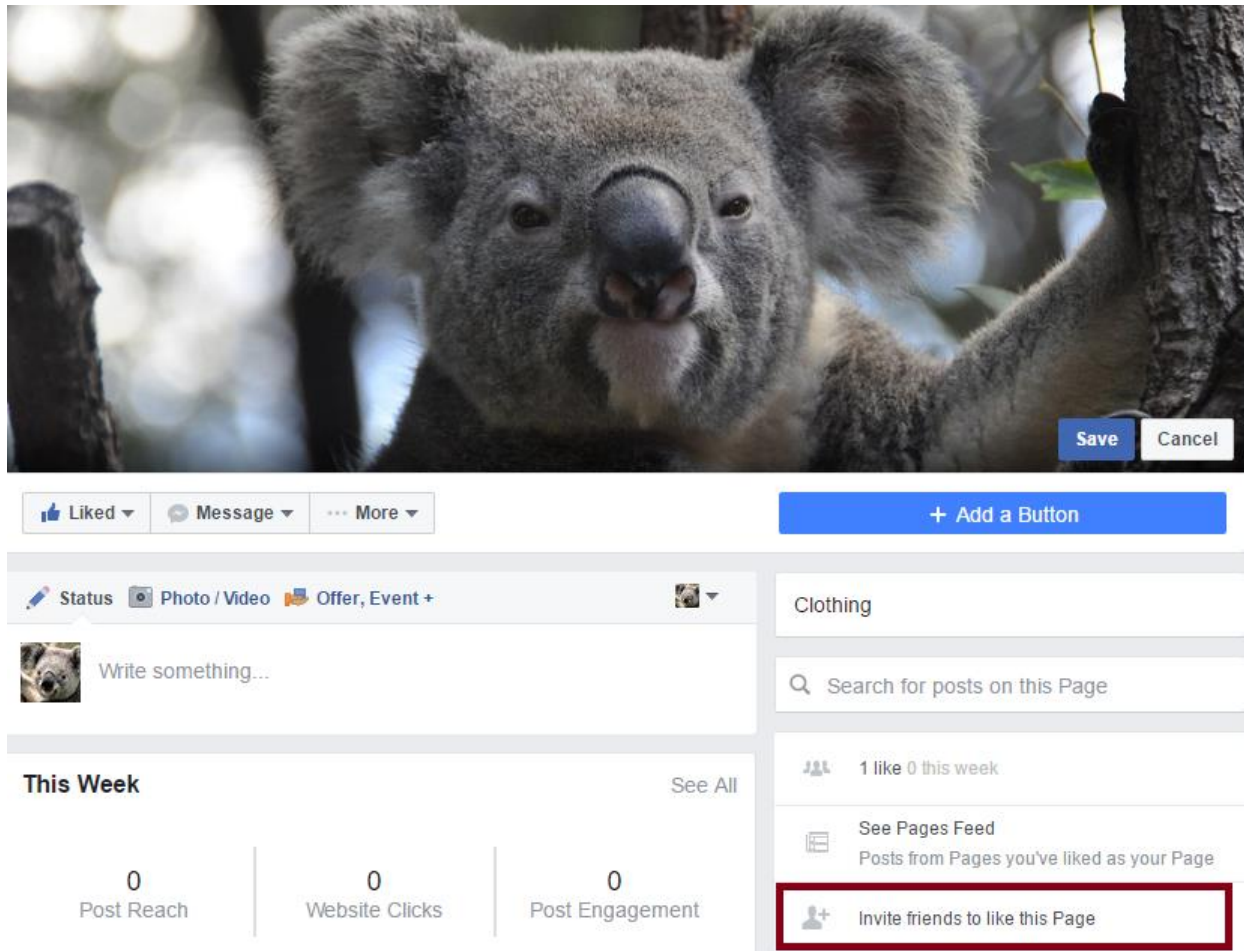
5 – Keep Your Page Updated

Post on your Facebook page 1-2 times a day with different media. Don't just post your products as links, but share images, videos and offers. You can do this clicking Add Photo/Video, then uploading your image file(s). After your image file(s) uploads, you can go ahead and post the link or text to the post in the status 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.
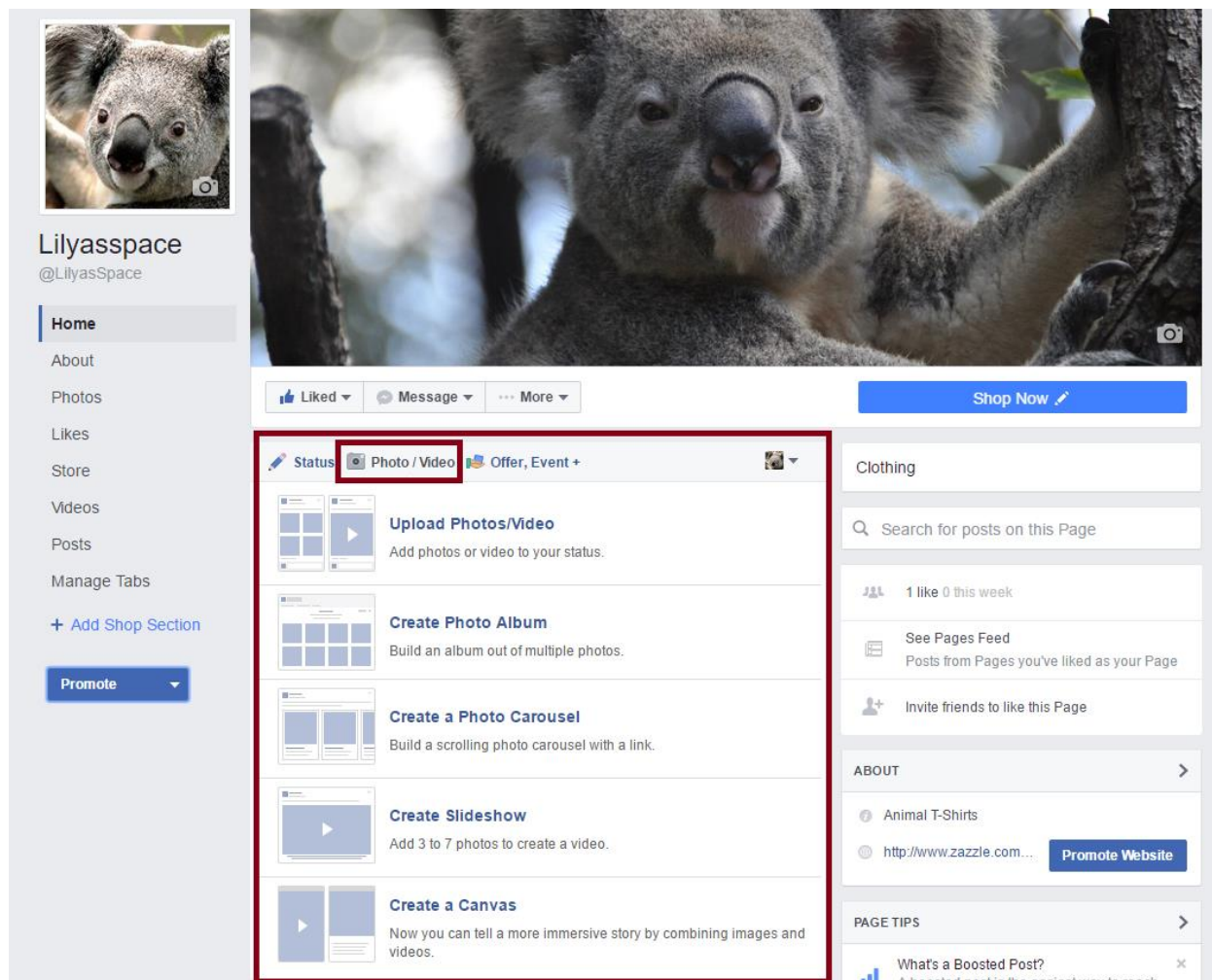
You can upload an offer by selecting Offer, Event+ from your update box.
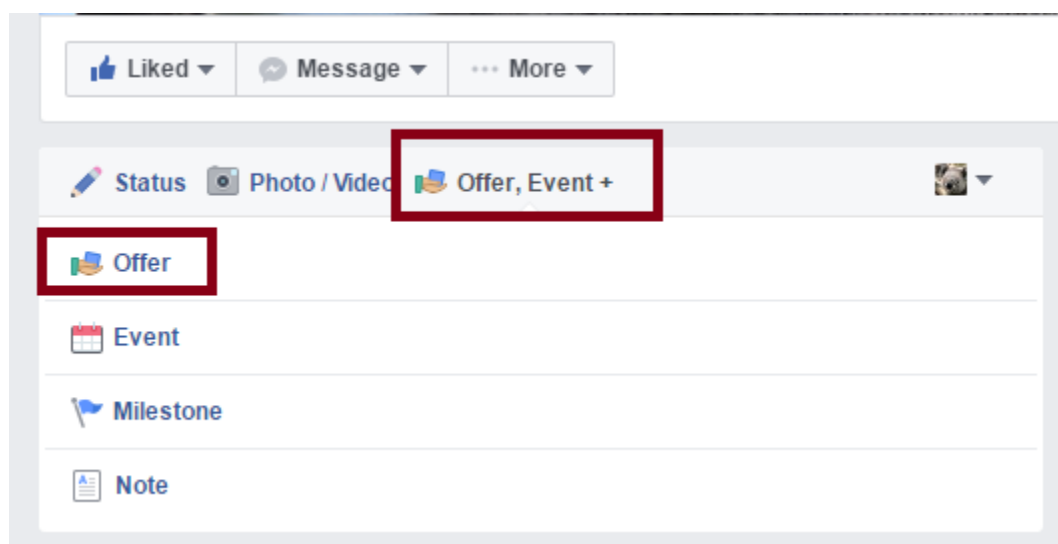
Fill out as much information for the offer as you can and share on your page. Check out

www.zazzle.com/coupons page for the latest Zazzle offers.

6 – Interact With Other Pages

Don't just post your own updates; share other page's posts on your own timeline that relate to the theme of your page. Double-check that you are posting as your page and on your page, and not as or on your personal Facebook profile.

On other people's Facebook pages, interact with them by liking, tagging, commenting or contributing your own posts to the page. It's important to remember that the goal of interacting with other pages is to grow your brand and online personality, and not to promote products on these pages.

7 – Review Your Insights

Don't forget to check your Facebook Insights to see your page metrics including views, likes, reach and engagement. This is a great tool to really understand your page and see which of your posts are performing best.
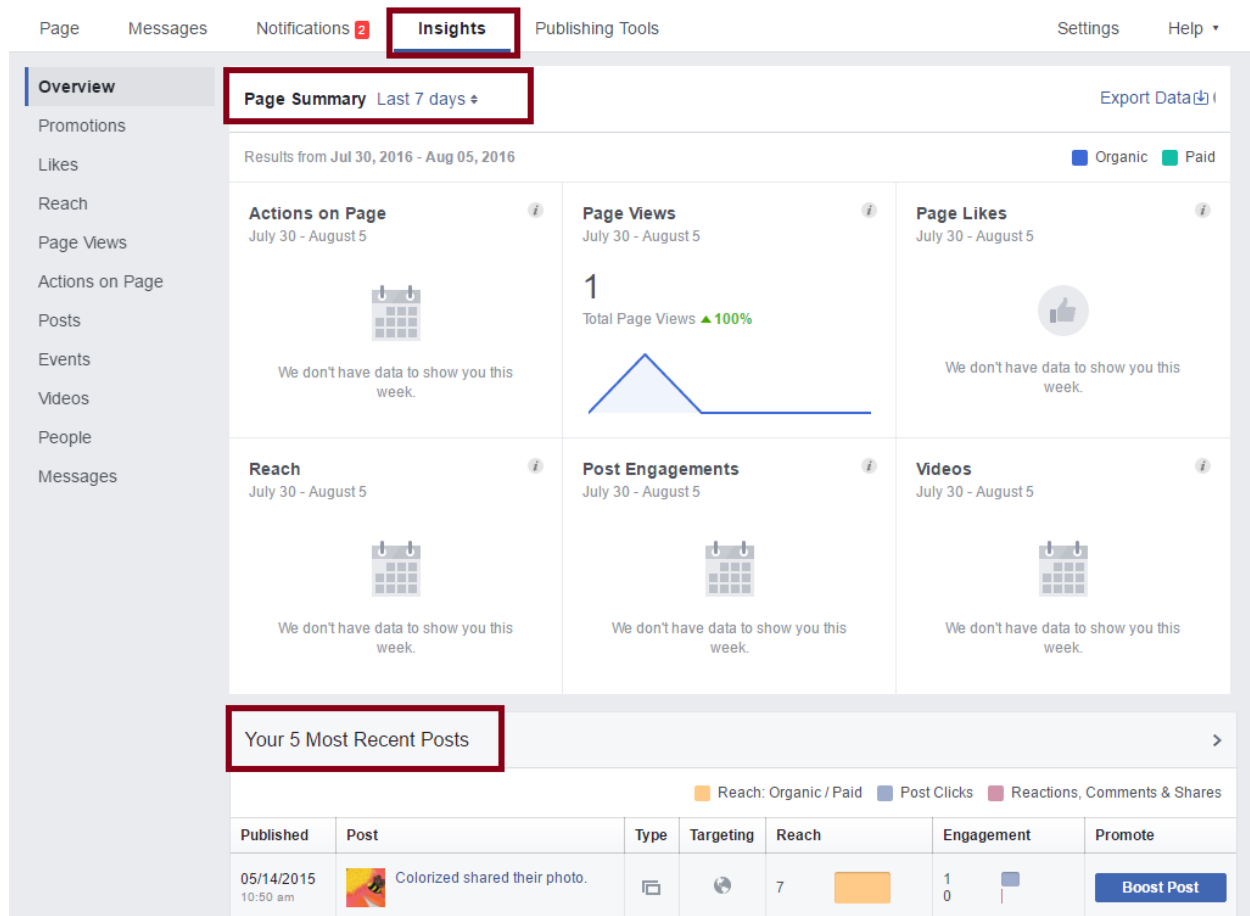
8 – Connect with other Social Media

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.

Have your own personal blog or website? Create a Facebook "Like" and/or "Like Us on Facebook" **widget** and add them on your blog or website.

Google+

Integrated with Google's search, Google+ can be a powerful tool in your social media arsenal through personalized search. For every new follower you get, **they,** as well **their followers,** are more likely to see your posts and pages within their search results. But the catch is, this only happens when they are signed into their account.

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 a 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:
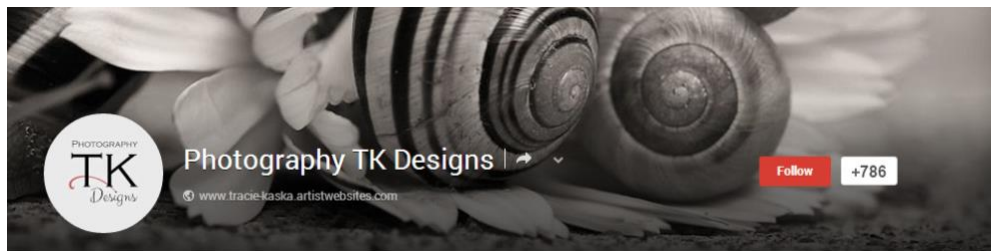
• Link your website to **Google+** and add any other websites or social media pages in the "Links" section.
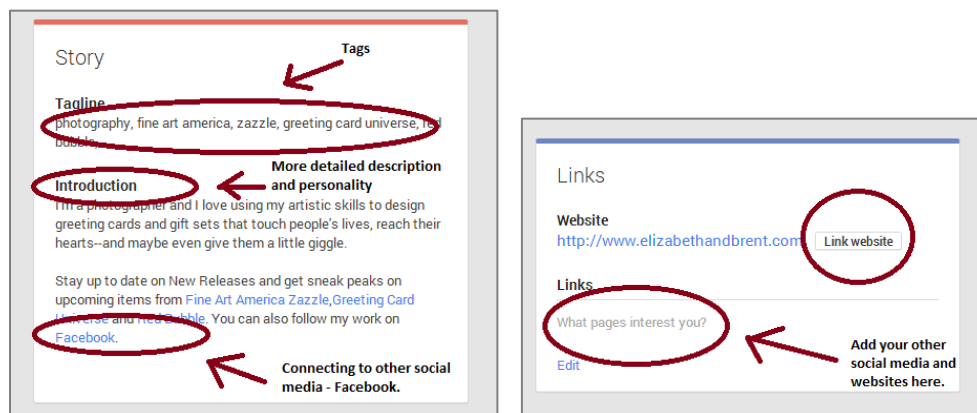
2 – People & Communities

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.
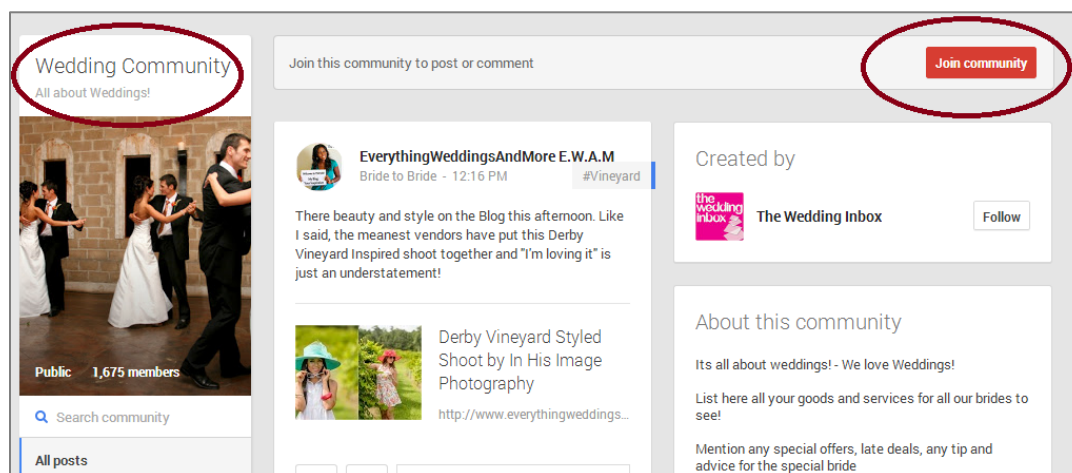
3 – Posts & Engagement

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.

Great example of a text and photo post by **Posh & Painterly**, a Zazzle Designer:
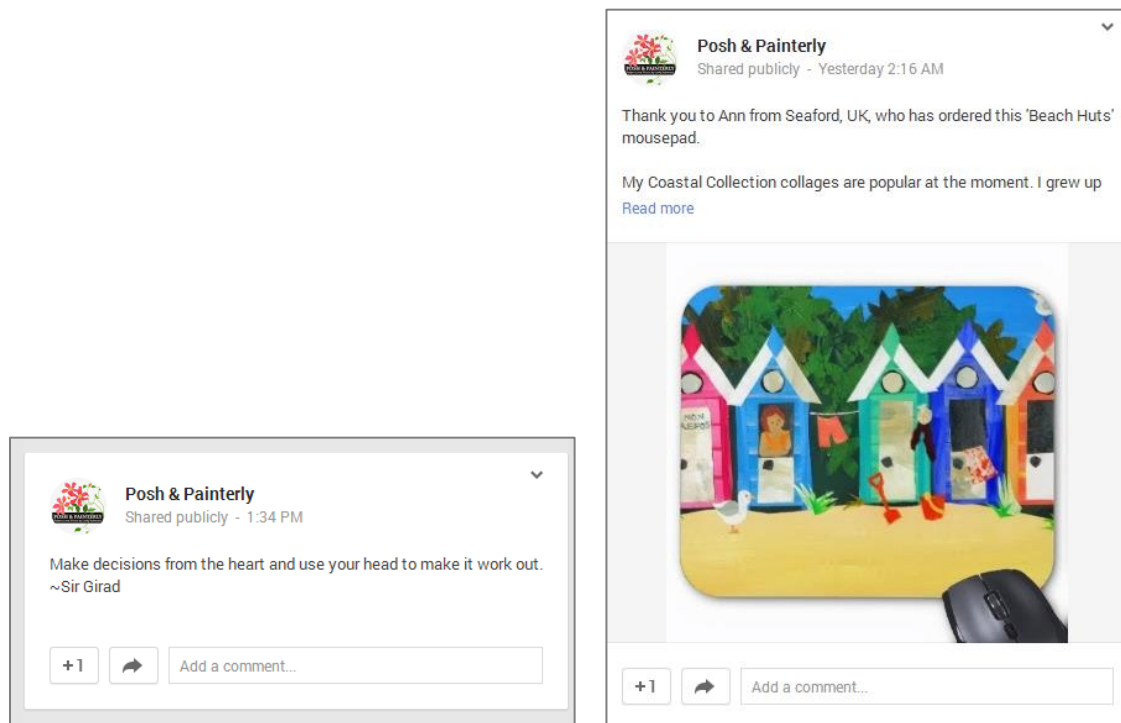
Use "@" to tag people or pages on your page or in your comments.
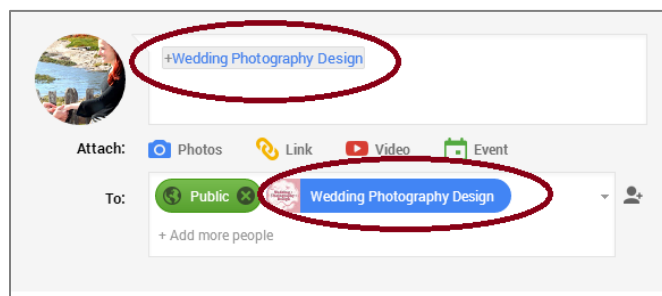
Use **hashtags** to make your content more search-able and share other pages and people's content on your page.

Great example of **hashtags** and sharing other people's content by ZazzleProducts1, a Zazzle Designer:
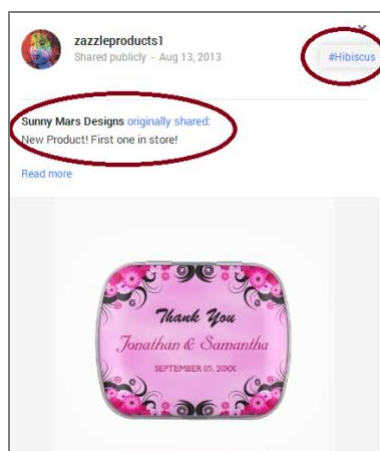
4 – Get Google Authorship (Links your online content to Google+)

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

1 – Set up your account

The **Install Pin it button**, **Get Follow me** and Track What Works 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, Track What Works**,** 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.
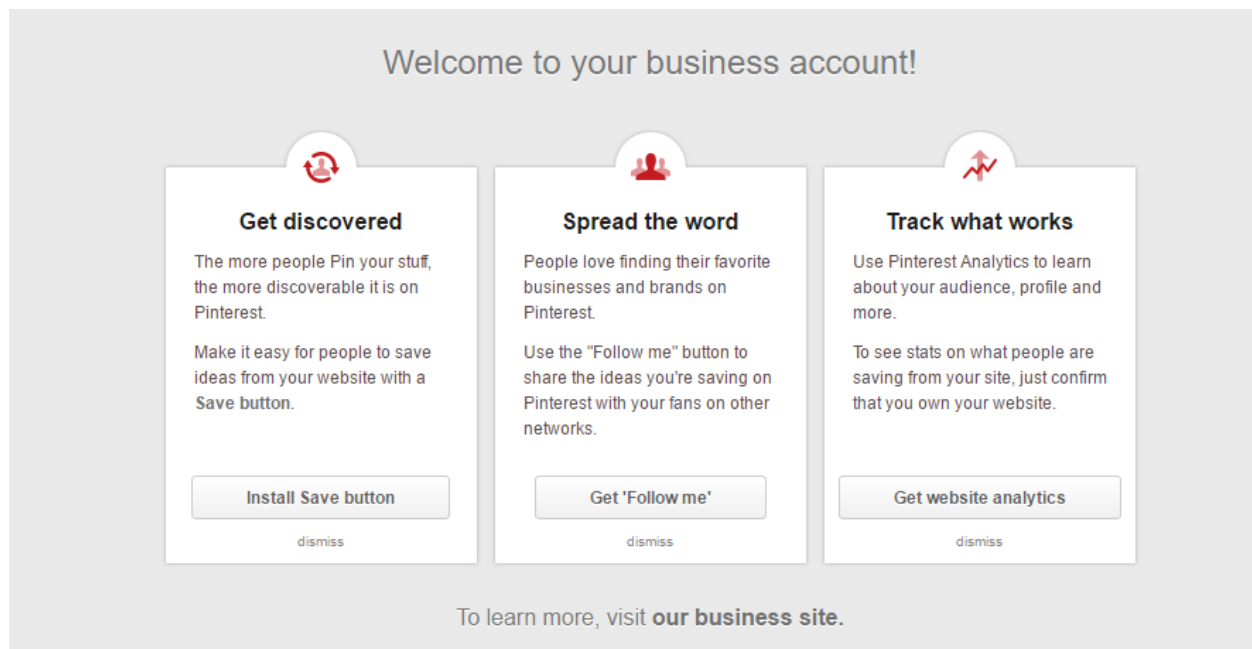
2 – Tell your story

Fill out all the sections of your profile from your Business Name to your Personal Website. Use you're your About You section to describe your business and tell what inspires you.

Edit profile   ×

Business Name

Picture   Change picture

Username   www.pinterest.com/   elizabeth

About you

Location

Website   Confirm website

Visit **your settings** to change your password, email or   Cancel   **Save settings**
Facebook/Twitter preferences.

3 – Add pins

The easiest way to pin products from Zazzle is to use the Zazzle share tool. If you are already logged into your Zazzle account, your Associate ID will be automatically included in your link.

Share

view larger

Art view

Undo Redo

Back Horizontal

Another way to add a pin is to add the Pinterest button to your browser which you can download **here.**

If you are on the Pinterest website, you can add a pin directly from the site by clicking the "+" sign in the top right-hand corner.
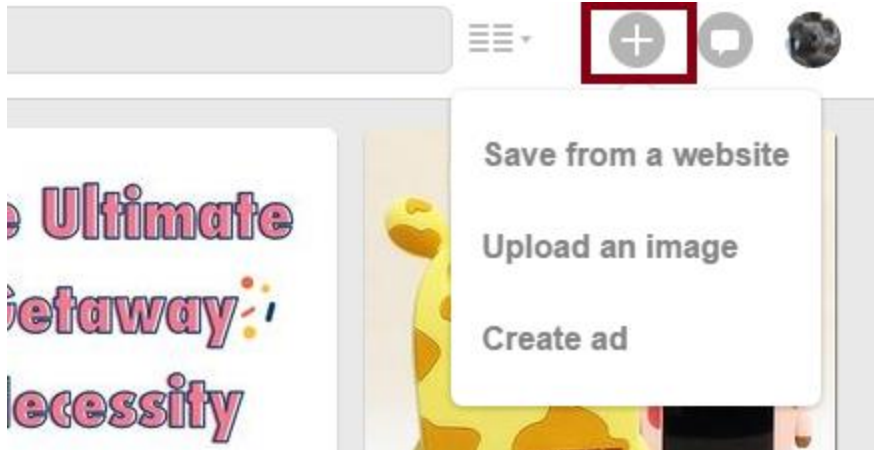
If you are saving an image from a website or uploading one from your computer, then do not forget to add the link to the product or website so you can add your Associate ID and earn referrals on that pin. You can add a link to your pin via the edit function once you click on your saved pin.
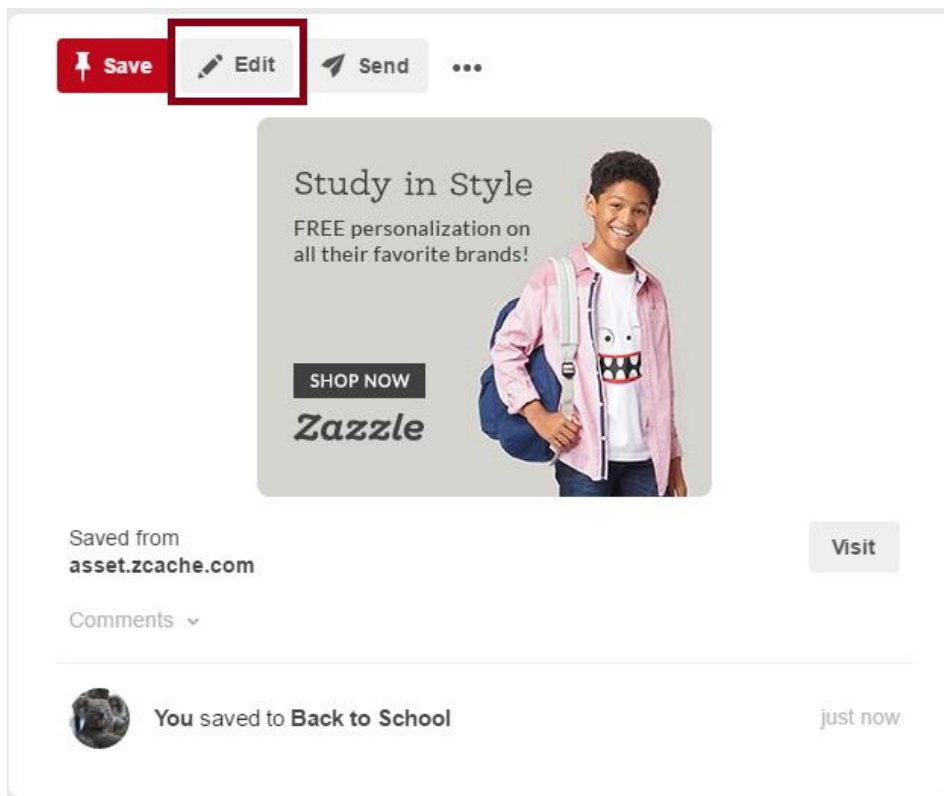
When adding or editing your pin you include extra information and even create a new board for that pin.
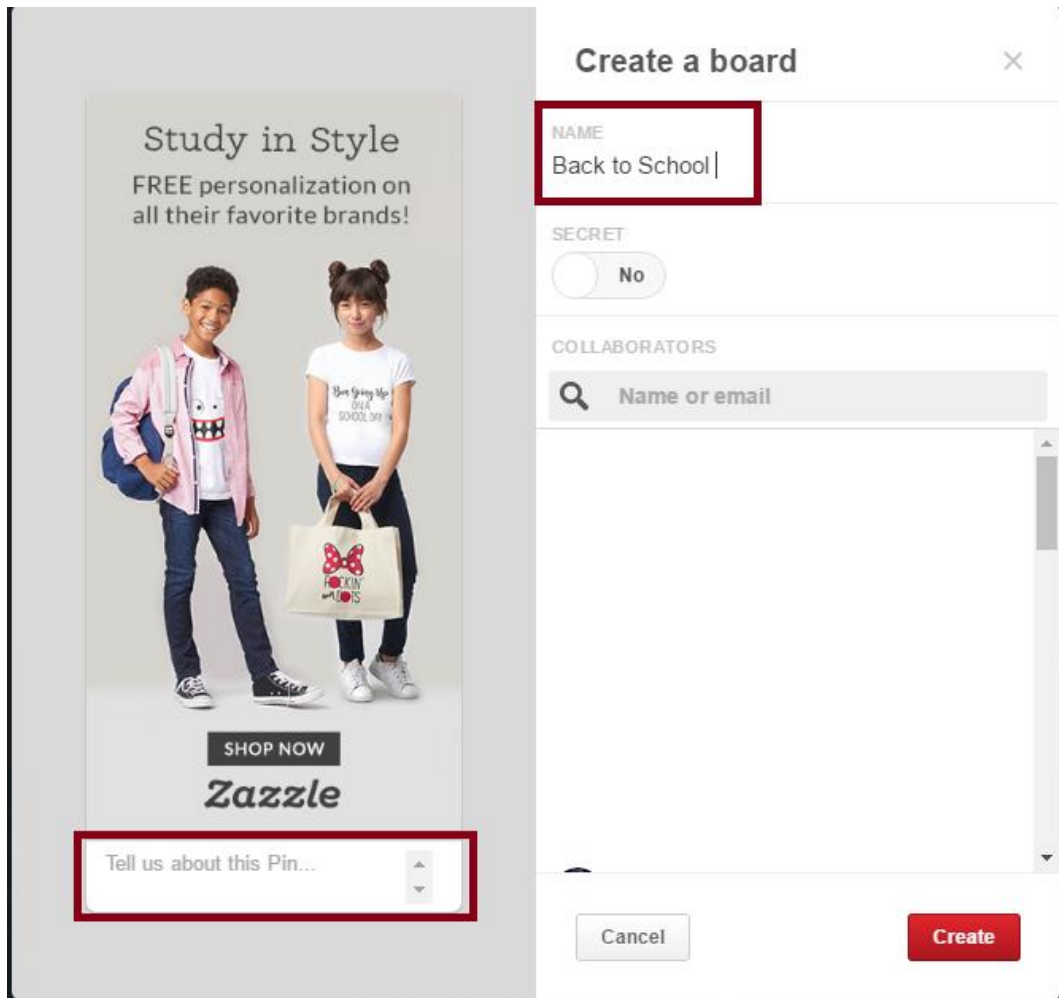
We recommend starting with at least five boards that have ten products each. Remember, it's important to not pin too much, as your account may be flagged as spam.

4 – Grow your following

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 place to start is your home feed and the popular feed. You can gain more visibility when you comment, like, and repin relevant pins that already have a lot of comments, likes, and repins.
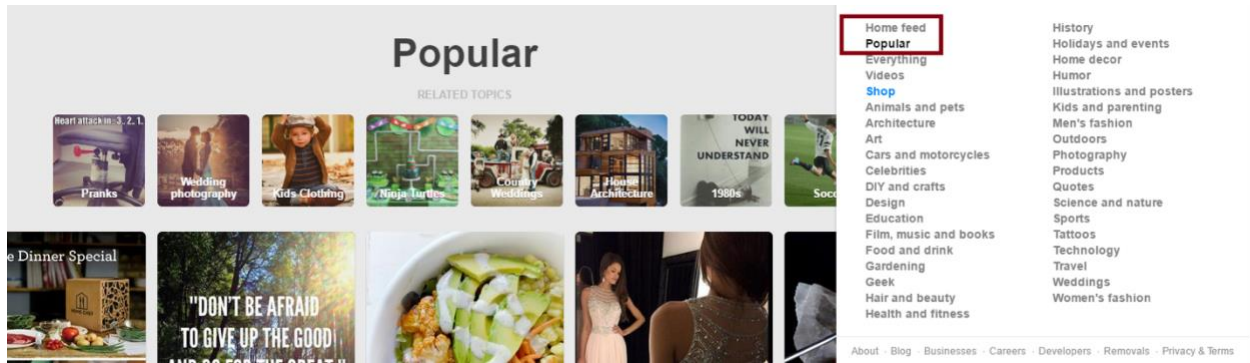
You can also use the Find Friends tool to find your friends' boards and profiles to follow.
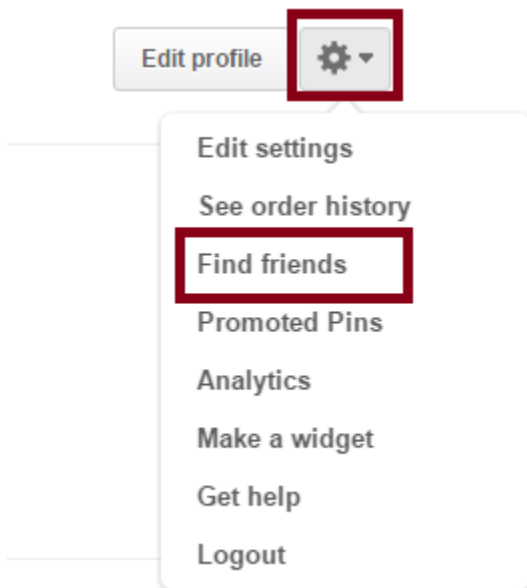
Last but not least, you can engage your followers by inviting them to pin on your boards. To invite people to pin to your board, go to one of your pin boards and click the "invite" button in the left-hand upper corner.
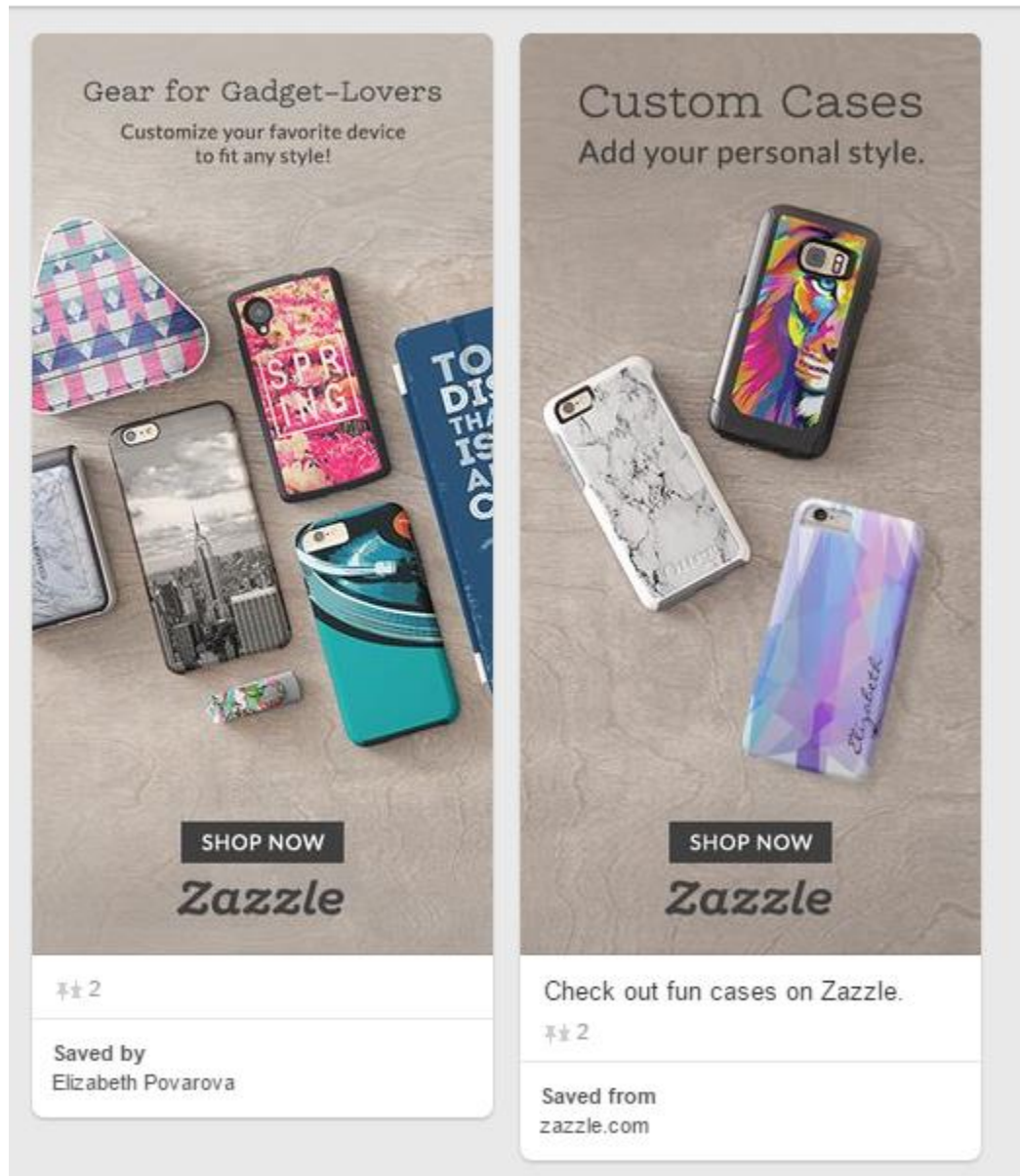
5 – Review the Pinterest best practices and business guidelines

Pinterest has a lot of information on their website about improving your profile and following best practices. Take a look at them **here**.

Instagram

Instagram is a platform that allows its users to share photos and videos with other followers. If pictures are worth a thousand words, then you can use this as an instrument to tell stories that drive engagement.

1 – Create an Instagram page
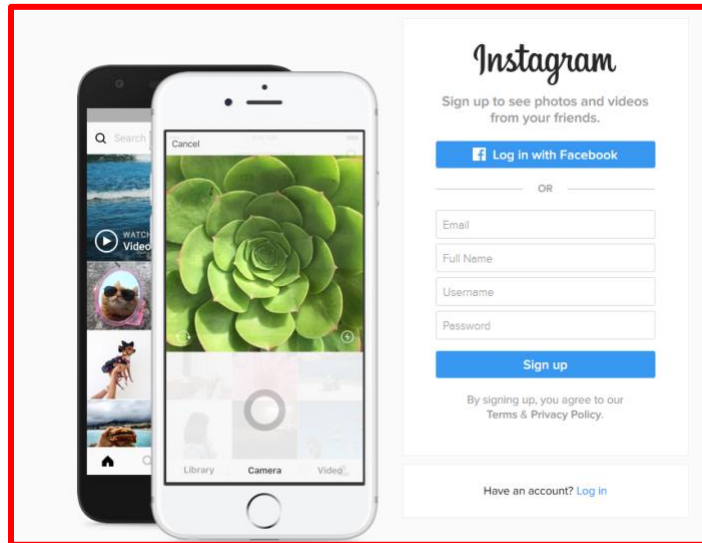
To create your Instagram Page, Go to the app store on your device, Click on the search bar, and type in "Instagram". Scroll until you find the app, Select it, and click "Install"

Create an account by clicking the "sign up" button at the bottom of the home screen and enter your email, username, password, phone number (optional), and upload a photo (also optional) to create your account. You may also customize your personal information in the about section as well, including a personal website.

Follow friends: You can choose to import contacts and find friends from your contact list, Facebook account, Twitter, or simply search for names and usernames. Following people allows you to see their post in your newsfeed. You will be able to add friends and other designers to your account even after you have created your account.

2 – Using the Instagram feed tabs

Scroll through your feed. Tap the house icon on the bottom left of the tool bar. From within this tab you will be able to see all of the most recent post by the users you are following.

Discovery tab. This tab (magnifying glass) allows you to search for users and hashtags, go to the discovery tab and type into the search bar at the top.

View your news and updates. Anytime someone like one of your photos, comments on one of your photos, follows you, or tags you in a photo, you will be notified in this tab. This icon with the heart will be located on the third tab over.

3 – Like and comment on other peoples photos

Whether you are scrolling through your news feed or viewing images in the popular tab, you can show your interest by liking or commenting on them. To like a photo, you can either press the heart shaped button just under the photo, or simply by double tapping the image. To comment on a photo, click the small comment bubble icon and type your comment when the keyboard appears.

4 – View your profile

To see a history of your uploaded photos as well as a complete list of who you're following and who

your followers are, you can visit your profile tab on the far right tab

Take a new photo for Instagram. If you don't have a photo you want to post from your photo album, you can take a new photo and upload it directly to Instagram by using the camera icon in the center to snap a photo. Click "next" to move onto the next screen.

Upload a photo from your photo albums. Already have a photo in your album you would love to use? You can add this image by clicking the library tab while in the camera option. Scroll through your library until you find the photo you would like to add, and then tap it to select it. Click "next" to move onto the next screen.
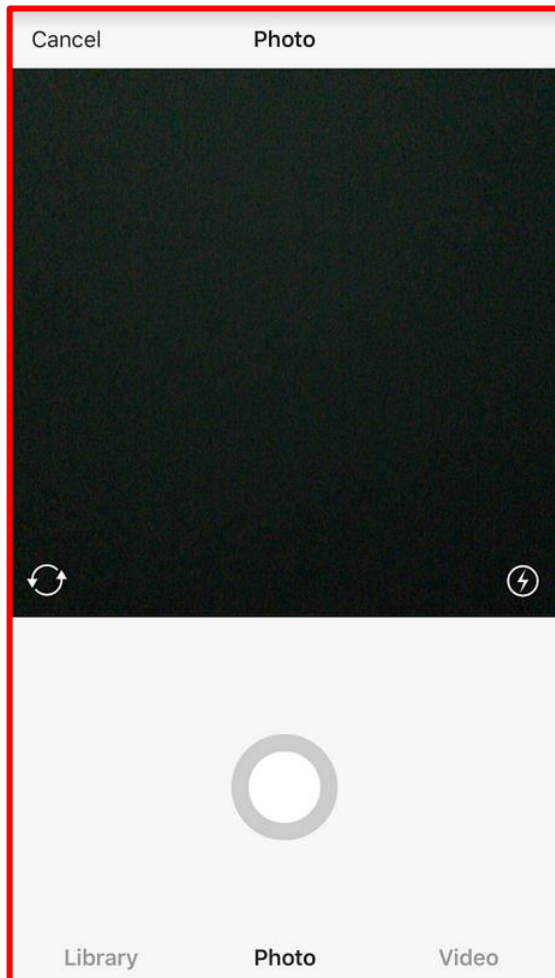
5 – Edit & Apply a filter to your photo.
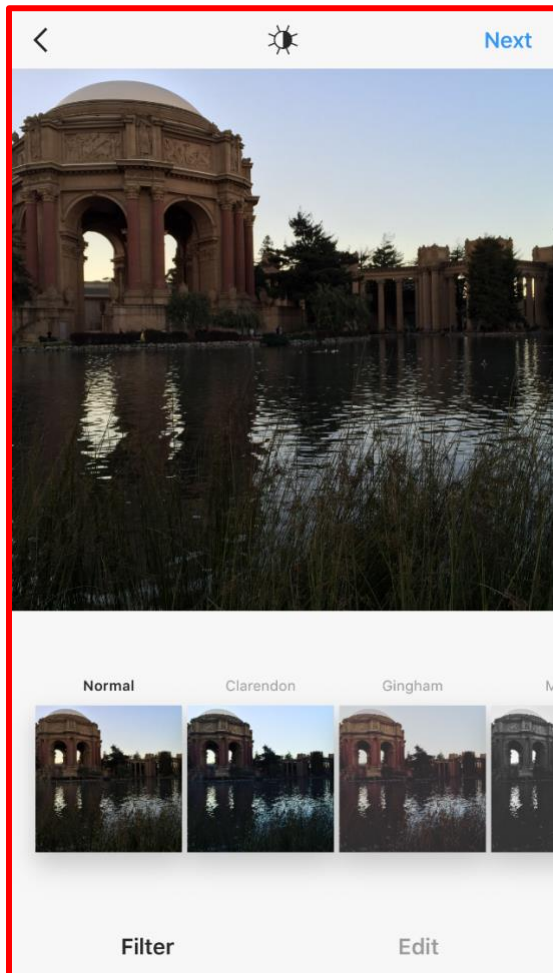
Instagram provides multiple filters at your disposal to edit your photos. Click on the squares at the bottom to select from the choices that appear. You can only select a single filter, and to test these options simply tap each filter icon and you will see a preview of your altered image. If you feel you don't like any of the filters the far left tile will always revert your image back to its original form. Click "next" when you are finished.

Add information to your image. Enter a brief description of your photo in the box titled "Write a caption". Here you will be able to add a description and hashtags to provide a searchable query.

Share your photo outside of Instagram. Simply click any of the social networks that you want to post your photo on. If you wish to not share your photo on other platforms simply skip this step.
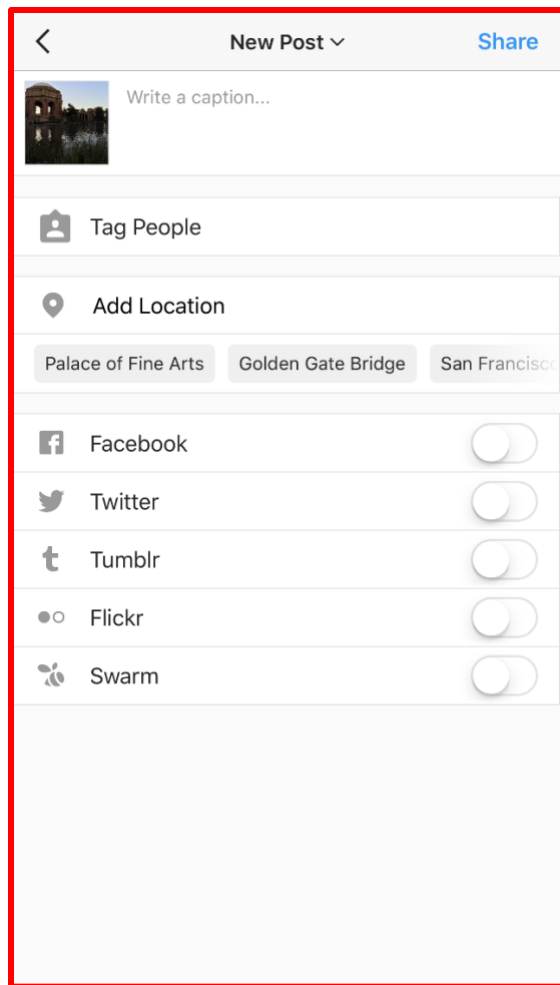
Click done to complete the process and post your photo, now your photo will in your feed and also the feed of other users. It will also be posted if other social media networks were selected.

Top Tip: Don't feel you need to follow in return all of the people that are following you. Follow those that have similar interests or ideas that align with your business.

Twitter

1 – Create a Twitter account

Fill out your name, biography, website, location, avatar and header picture. Use the dimensions that **Twitter** suggests.

Stick to your theme by using the designs from your Zazzle store as your background image.

Use keywords and hashtags in your biography but at the same time make sure that it reflects you and your brand and personality.
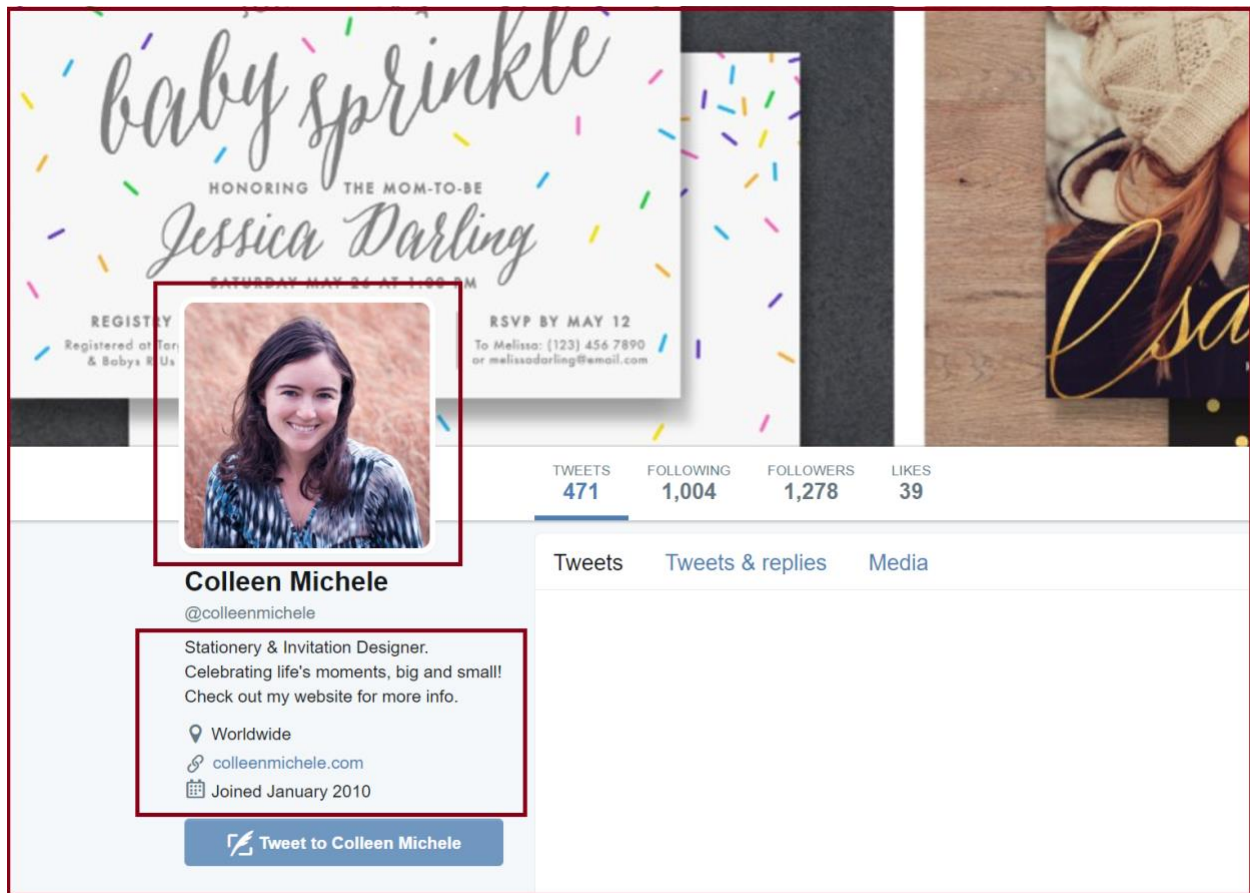
2 – Grow your followers

Follow people that have the same interests as you. If you are a watercolor artist, search for #watercolor and follow people who pop up. (It helps to follow celebrities or people with many followers.)

Use the Who to follow and the Find friends tools to follow more people whose interests you are interested in and who you think will be interested in yours.
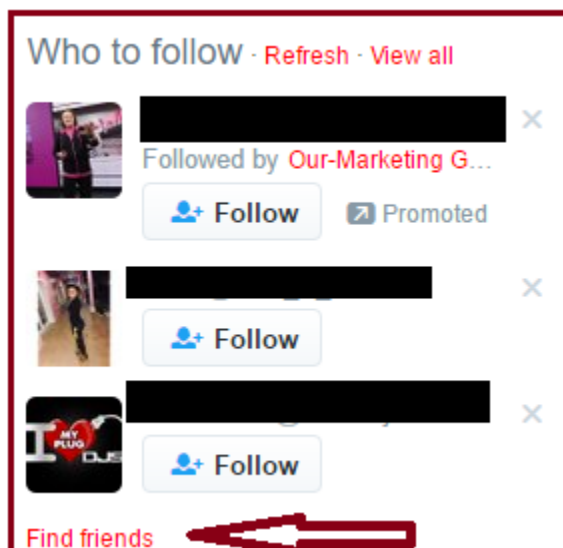
Don't over follow! **Twitter** has following limits and if you follow too many people, your account can get suspended. Read more on Twitter limits **here**.

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 Instagram, so you can post on both accounts at once.)
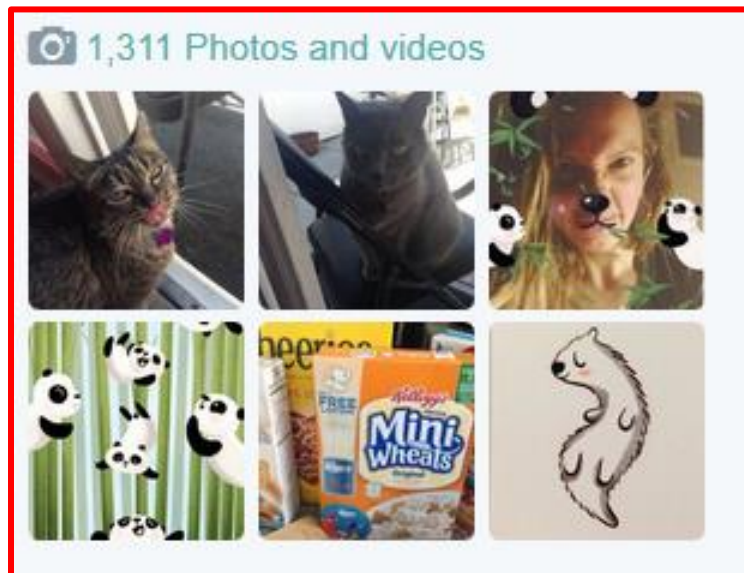
Use **hashtags** in your tweets, but not too many. Two per tweet is enough, and try to have the hashtag word be part of the sentence. Twitter will suggest their own hashtags which you can use for your posts if they're relevant.
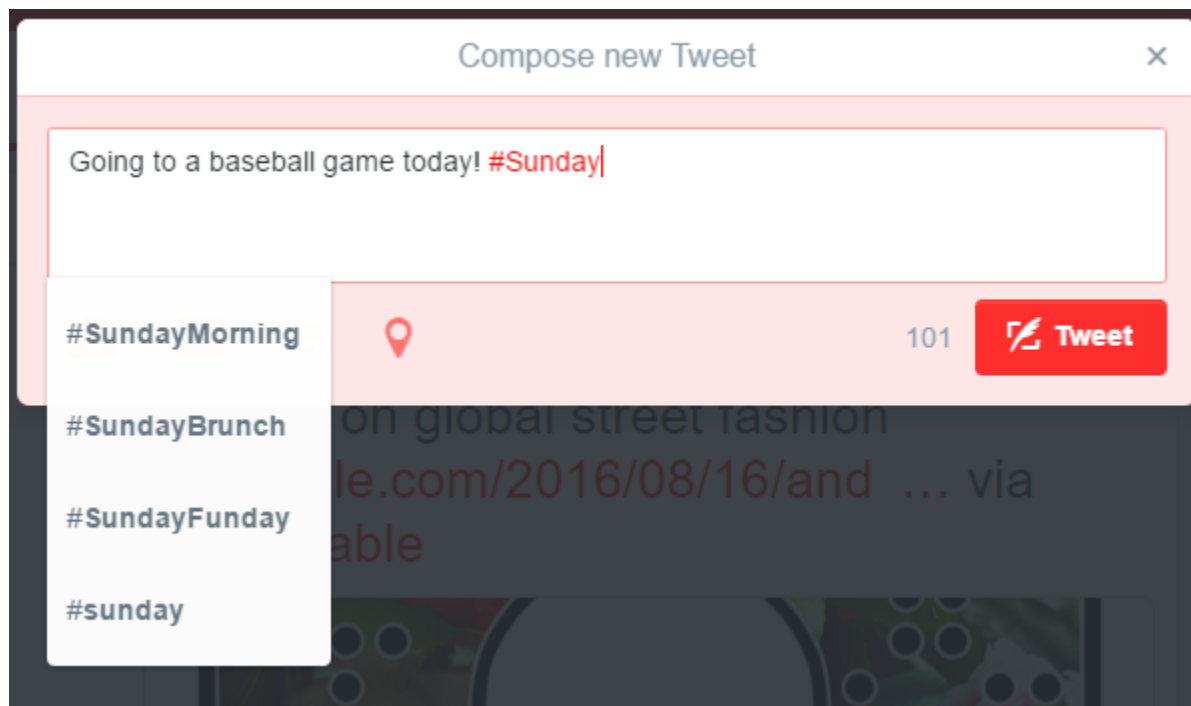
Look at what's trending and participate in the trends. It's a great way to gain visibility and display a bit of your personality on your account.

Interact with followers by favoring, responding, tweeting at and re-tweeting other people's tweets.

Use the **Moments** tool search for new content and new people to follow.

4 – Examples

Here is a good example of a Zazzle Designer Twitter account:

WordPress

Starting a blog is a fantastic way to tell your story and increase brand awareness. It's a creative way to showcase your products and tell your audience about the inspiration behind your designs.

Step 1) Select a topic for the blog.

Think about what type of content you would like to provide to people. Will you mainly be sharing your designs and inspiration? Are you going to blog about your life? What value are you adding to your readers? What makes your blog stand out and what content will you provide that's different from other bloggers.

Step 2) Choose your domain name.

You can choose a pure domain or a semi-pure name.

A pure domain name is simply the name of your brand, like Zazzle, for example. A pure domain name is great for when you want to build out your brand, and it makes it easier to add new content to your blog. However, if people don't know your brand name, it can be difficult to get an initial following.

A semi-pure domain name usually includes a descriptor, like Lily's Lifestyle Blog or Dee's Designs. If you choose a semi-pure name, it will be easier for people to recognize what your blog is about initially. However, it could be difficult to change direction of the blog in the future. For example, if I choose Dee's Designs, and then want to write about my family, the name would no longer fit with the content.

Here are a few tips for choosing a name:

- Choose a name that describes your content.
- Choose a name that's easy to remember (use methods like alliteration or rhyming).
- Avoid long names or acronyms.

Step 3) Create a hosting account.

There are many web hosting options online, and the best way to choose a hosting company is to really do your research. For this example, we will use BlueHost, which is a WordPress preferred partner. Other preferred partners include DreamHost and Laughing Squid, but if you're looking for a more economical option you can try hosting companies like Namesilo.

To create a hosting account:

1. Enter your domain name to make sure it's available.

sign up - congratulations!

The domain you have requested, **lilyslifestyleblog.com**, is available.

2. Enter your payment information and set up your login.
3. Once you are logged into your BlueHost account, install WordPress with just one click!
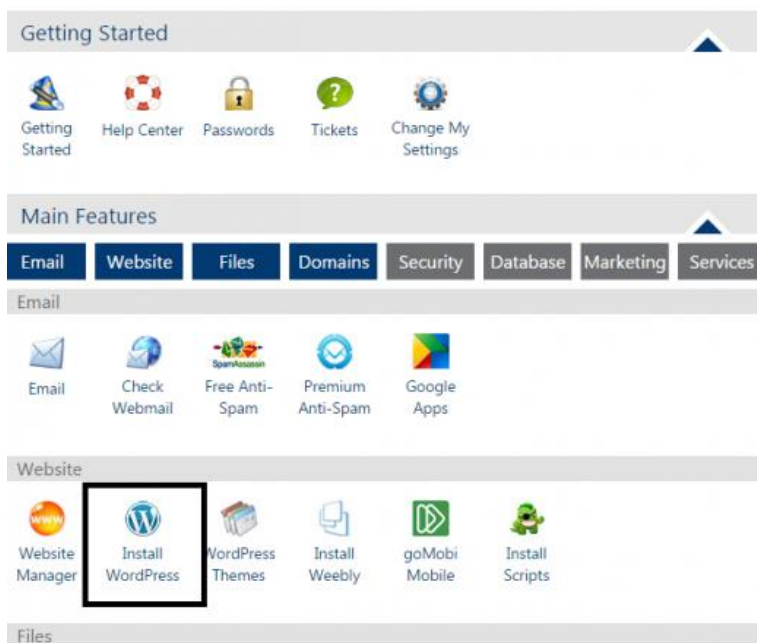
Step 4) Choose a WordPress theme and customize appearance.

Your theme is an important part of your blog. When choosing your theme, think about the type of content and media you will be sharing. Will it be mostly images? Will it be mostly writing?

You will also want to take a look at the theme's layout, functionality, and ratings. Read tips on choosing your theme here.

To choose your theme and customize appearance:

1. Login to your WordPress account.
   o To find your WordPress login information, go to BlueHost ->Home->My Installs->Credentials.
2. Hover over "Appearance" in the sidebar and click on "Themes".
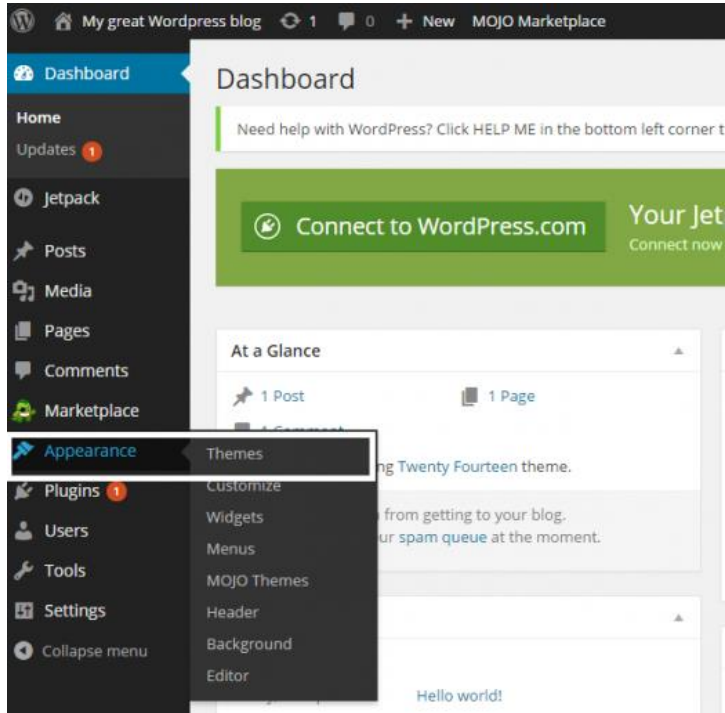
3. Choose a theme that is already installed or add a new theme.
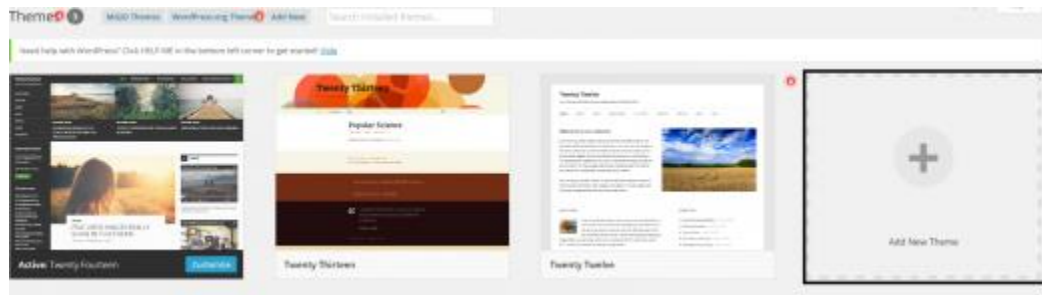
4. Hover over "Appearance" in the sidebar and click on "Customize" to edit the title, tagline, background, header and other aspects of your blog's appearance.
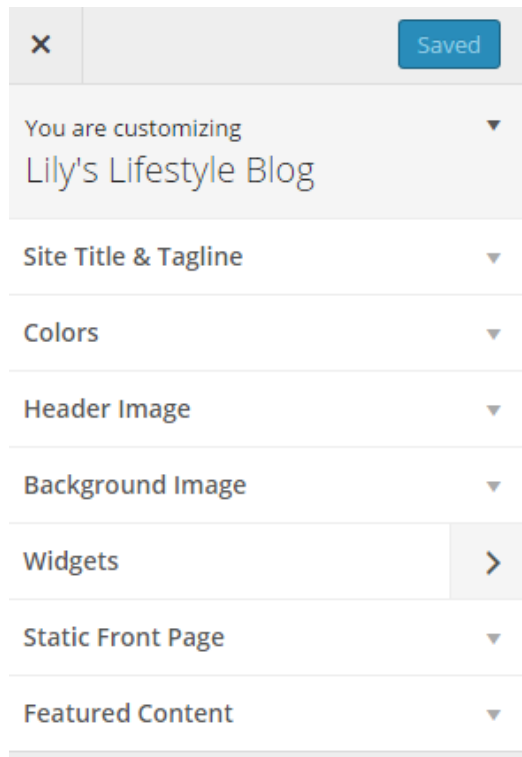
Step 5) Install WordPress Plugins.

You can increase the functionality of your blog with WordPress Plugins. For example, you can install plugins to help you have better tracking, create sitemaps, enable comment functions, or help with SEO (see Yoast plugin for SEO optimization). Take a look at list of the most popular plugins **here**.

Step 6) Review settings and dashboard preferences.

Settings will enable you to change preferences like the default category of each blog post, or which time zone the blog posts will follow.

Dashboard preferences enable you to change the appearance and items that you will see on your dashboard like recent activity, recent comments, the ability to type up a quick draft and more.

As you continue to create posts and grow your audience, you will most likely find the need for more plugins and widgets that will increase the functionality of your blog and optimize the blog to fit your particular needs.

Step 7) Start writing!

Now that you've created your blog, it's time to add the content. Start out with an introductory post telling your audience a bit about yourself and what you'll be writing about.

Here a few tips for writing your blog posts:

- Tell a story and keep it interesting.

- Include different media in your posts.
- Keep a cadence to your topics and post (e.g. Wordless Wednesday).
- Have fun with it!

Other networks

There are many other social networks where you can build your followers and find your customers. Some of the most popular ones are **YouTube**, **Tumblr**, **Wanelo** and **Polyvore**. We recommend that you choose one to two to focus your efforts on.

SEO

A complicated marketing channel that mixes art and science, SEO is an ever-changing area where search engines try to determine what the best results are to show the user. On the whole, SEO generally breaks down into well-written content and naturally generated links.

Please be aware that any affiliate links that go to pages where you do not have your product designs showing will require the use of a Share-A-Sale tag or a nofollow tag to avoid having your site penalized by Google.

Learn more basics at: http://moz.com/beginners-guide-to-link-building

Top Tip: Don't just focus on your store or products, but also the search pages where your products rank highly. The stronger Zazzle search pages rank, the more views your designed products will get!

PPC

An upfront investment channel, PPC requires spending money with Google in order to play, and often requires having to suffer losses for the first few months while Google evaluates your account. This is the second largest marketing channel so if you have the money available, this is a great way to get your designs seen by the rest of the world.

Top Tip: Focus on improving CTR and Quality Score in order to succeed for the long-term.

Video

With YouTube being the second largest search engine (and one that often shows up in Google's search results), video assets can be another way to tell the story of what you do and why they should buy your products. Show the passion that has gone into your work and you'll stand apart from your competitors; it'll elevate your brand and convince them to buy (and keep buying) your designs.

Top Tip: As you tell your story, explain how you saw a need and had a solution to overcome the problem. Convey that you've solved something they, the customer, needs help with.

Email

As you develop a following, being able to capture their emails so you can reach out to them on a consistent basis can be an additional driver of revenue for your design business. It's also a great channel of communication for finding out what additional things your followers are interested in.

Top Tip: Be available as much as possible to potential customers; every modified design is a new product that can rank on Zazzle!

Blogging

Consumers love seeing the personal side of who made something and so write a blog that shows why and how you do what you do so you can make your designs even more desirable. The most SEO-friendly blogging platform out there is WordPress and it also happens to be one of the most user friendly interfaces to use as well.

Top Tip: There are many designer blogs around the web -- find something that will make you unique and stand out from the crowd.

Ghostwriting

Ghostwriting is a service where you hire a writer to do the writing for you while you provide them the overall ideas. Many famous celebrities use ghostwriters across their social media accounts due to their schedules or because their writing skills are somewhat lacking. As a designer, the less time you have to spend on writing, the more time can be spent on creating new designs that will net you additional revenue.

Top Tip: Struggle finding an acceptable ghostwriter to handle your stories? You should be able to find a creative writing major at a nearby college who can match your voice and tone and is willing to do it for a little extra pocket change. If your child is well-versed in grammar, he or she might want to earn a little extra allowance as well.

Pro Tips

Zazzle hopes that the information provided so far has been a large help with your planning your design efforts on and off Zazzle. Below are additional pro tips to really push your marketing and branding efforts to the next level:

Auditing

Don't give up on your past designs. If they haven't sold, try making some revisions to what you have. Audit your least successful designs against your most successful and determine what changes you can make to breathe new life into them with minimal effort.

Branding and Creativity

When starting out, try to create a memorable store-front name that highlights your personality and design style. Make use of your design descriptions as a way to stand out to your customers. Here's a great example of a designer taking advantage of our design description layout to customize the experience:

About the Design

Dear Santa We Can Explain Holidays Photo Cards

Funny Christmas photo cards featuring your favorite photo. It reads "Dear Santa, I can explain. You can modify the text if you prefer to say "we can explain". Personalize it with your name, pet name or family name on the backside. You can customize the color on the background. Illustrat with trendy swirls, frames and script fonts. Perfect holidays greeting cards for fun people

Reputation

Reviews show the trust and admiration you have earned from your past customers. Check back in with your customers after they've received your product in the mail. If they are as delighted with it as you've hoped, politely ask them if they'll write a review of your design for you. Also, take the time to learn what they liked and what could be improved to make newer and better designs going forward as well.

Reviews

★★★★★ 4.7 (443 reviews)

5 star:	▓▓▓▓	349
4 star:	▓	66
3 star:	▏	14
2 star:		5
1 star:		9

96% reviewers would recommend this to a friend
This product is most recommended for **Myself**

Sort: (Most Relevant ▼)   442 results

★★★★★
"Customized Pillow"
Reviewed by k2a 4/16/2014

Product Quality: Excellent   **Recommended:** Yes   **Shipped on time:** Yes
Print Quality: Excellent

About the product:
Loved the pillow! I ordered it for a friend of mine who is in the hospital for a long stay. It has her name on it and our sorority flower. She has received so many compliments on it....it brightens her room.

About the print:
Colors and quality were perfect.

My pictures:

Promoting

Learning to promote yourself can help to improve the natural backlinks you get from the rest of the web to your store or products on Zazzle. There are many kinds of tactics to make this happen, and here are a few ideas to get you started:

- Interviews: Let people get to know who you are and talk about your blog, your designs, and what got you started on Zazzle. Your fans will love background stories. The same thing applies in seeking interviews from those who inspired you to become a designer.

- How-to Articles: Help other aspiring designers by providing great information around how to design via your blog. Great content is naturally picked up and shared.

- Infographics: Have a penchant creating design around data? Infographics can be a great way to share your story with others around the web. Take a look at what others have done to get yourself started.

- Linkbait: Take advantage of recent trends with catchy designs that will humor people with your on-topic focus. Remember Bendgate? Try making an iPhone 6 design with a Band-Aid around the area where the iPhone 6 usually bends. Then go out and show others to get them laughing!

International

Do you want to get ahead of your domestic design competitors? Branch out into international markets by finding someone fluent in the language to help do the translating for your content. While our system will auto-translate for you, it's not perfect. Get a native speaker to fix the grammar and translation mistakes – it can make all the difference in selling to international markets. Don't forget to use the same Google Keyword Planner tool as previously mentioned in this handbook!

Related Products and the Holidays

Successful designs on one product can sometimes be transferrable to other similar products. Furthermore, those same successful designs can be tweaked as a new design for the holidays with jovial borders or wintery backgrounds that can help to extend your design collection.

Sign-up and Follow Zazzle

Being the first to market (or design) can have advantages over latecomers, so we encourage you to follow Zazzle in as many areas as possible (social media, the blog, email newsletter, the forum) and stay in contact with us so you can be on top of all the new and cool things we do here! Furthermore, when we see you're active on Zazzle's platform and excited to be growing your business, we can work with you to get more visibility for your products. We succeed together!

FAQ

1. **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.

2. **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.

3. **Are there any fees?**
   There are no fees Associated with the **Zazzle Associate Program**.

4. **Which Zazzle pages can I promote?**
   You can promote any Zazzle pages including product, store and search URLs.

5. **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**.

6. **What brands do you work with?** We work with Hallmark, Disney, and more. Please go to visit our **Officially Licensed Merchandise** page to see the full list.

Links, Tracking, & Banners

1. **Which Zazzle pages can I link to?**
   You can link to any Zazzle page, including product, store, search and home pages.

2. **How do I create a referral link?**
   You create a **referral link** by adding an "rf" parameter followed by your Associate (or referral) ID to that link.
   You can find your **referral (or Associate)** ID here. See more referral link examples **here**.

   Example Links
   a. Store Link: http://www.zazzle.com/YourStoreName?rf=238XXXXXXXXXXXXXXX
   b. Product Link: http://www.zazzle.com/product_description-PID?rf=238XXXXXXXXXXXXXX

3. **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
   Example product link if your tracking code is FB12345678:
   http://www.zazzle.com/product_description- PID?rf=238XXXXXXXXXXXXXXX&tc=FB12345678

4. **Where can I find Zazzle Associate banners?**
   You can find Zazzle banners **here**.

Commission & Payment

1. **What is the commission rate?**
   The Zazzle commission rate is 15% per sale plus up to 17% **volume bonus**.

2. **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.

3. **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.

4. **How do I get paid?**
   You will get paid via PayPal or check.

1. **Where can I find my Associate (or referral) ID information?**

   You can find your **Associate** ID in the **Associates section** of your account.

2. **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.

3. **Where can I find my referral earnings information?**

   You can find your earnings information in the **earnings section** of your account.

4. **What types of earning information is available to me?**

   You can view your referral earnings by **product**, **history** and **totals**.

Contact Us

Still have questions? Contact us at Associates@zazzle.com