Zazzle

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 Programme

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 monetise the links that you share in social media blasts, on your website, as well as in emails and newsletters.

Programme Overview

Length of Referral Cookie*	45 Days
Minimum Referral Payment	15%
Volume Bonus	Starts at just £65 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 piece of data that a web browser uses to communicate with a website (through a server) about a user's activity.

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Creating Referral Links

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

1 – Associate ID

Your referral (or associate) ID will contain 18 digits starting with 238xxxxxxxxxxxxxxx. When you are logged in to your account your referral ID can be found here:
http://www.zazzle.co.uk/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.co.uk/StoreName/gifts?cg=StoreCategoryId&rf=238xxxxxxxxxxxxxxxx

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

http://www.zazzle.co.uk/nidhiart/gifts?cg=196680949759266871&rf=238456789012345678

2 – Store, Product 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.co.uk/AnyStoreName?rf=238XXXXXXXXXXXXXXX

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

Example:
If you're promoting Lilyasspace and your associate ID is 238456789012345678, then your link would be:

http://www.zazzle.co.uk/Lilyasspace?rf=238456789012345678

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• Product Link

Create a product link by adding your referral ID to a Zazzle product URL.

http://www.zazzle.co.uk/product_description-PID?rf=238XXXXXXXXXXXXXXX

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 ID.

Example:

If you're promoting a product with the description "yes_t shirt", the PID "235850562850832622", and if your associate ID is "238456789012345678", your link would be:

http://www.zazzle.co.uk/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.co.uk/SearchPageUrl?rf=238XXXXXXXXXXXXXX

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

Example:

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

http://www.zazzle.co.uk/wedding+invitations?rf=238456789012345678

Find more examples of store, product and search page links **here**.

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How to Track Referrals

Tracking and analysing 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	Explanation	Useful Metrics	URL
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	https://www. zazzle.co.uk/ my/associate/ linkoverhistory
Referral Total	Summary of pending, cleared and total referrals	-Total number of referrals in the last 30 days	https://www. zazzle.co.uk/ my/earnings/ referraltotals
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	https://www. zazzle.co.uk/ my/earnings/ referralproducts
Referral History	Summary of pending, cleared, cancelled and total referrals	CSV history file (need to download)	https://www. zazzle.co.uk/ my/earnings/ referralhistory

CSV & Tracking Codes
Downloading your CSV file is really useful for analysing 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.

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	A	B	C	D	E	F	G	H	I	J	K	L
	Date	Product ID	Product Title	Order Item ID	Source	My Product?	Subtotal	Referral Rate	Referral Amount	Converted Referral	Status	Tracking Code
	12/8/14 8:34	175-29188340-5	50th Birthday Card	169-19587517-589		No	£20.95	15	£3.14 GBP	£3.14	cleared	FB12345
	12/8/14 7:57	149-93297672-5	Monogram Tote Bag	169-43130776-732		No	£8.97	15	£1.35 GBP	£1.35	cleared	TM12356
	12/8/14 6:10	168-46544107-4	Grey Chevron Cushion	169-92444292-495		No	£26.52	15	£3.98 GBP	£3.98	cleared	PIN1230305
	12/8/14 1:23	175-06864853-8	Love In Bloom Wedding	169-50126164-226		No	£9.47	15	£1.42 GBP	£1.42	cleared	TW123456
	12/8/14 1:23	175-06864853-8	Love In Bloom Wedding	169-34999157-208		No	£9.47	15	£1.42 GBP	£1.42	cleared	x190374784
	12/8/14 1:23	175-06864853-8	Love In Bloom Wedding	169-07933012-257		No	£9.47	15	£1.42 GBP	£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.co.uk/product_description-
PID?rf=238XXXXXXXXXXXXXXX&tc=FB12345678

Example Search Page Link:
Referral Product Link if your tracking code is PIN12345
http://www.zazzle.co.uk/SearchPageUrl?rf=238XXXXXXXXXXXXXXX&tc=PIN12345

Example Store Link:
Referral Product Link if your tracking code is TM8675309
http://www.zazzle.co.uk/YourStoreName?rf=238XXXXXXXXXXXXXXX&tc=TM8675309

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You can also create your store link by going to:
http://www.zazzle.co.uk/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.

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Sort & Filter Functions in Excel

Sort & filter functions can help you to analyse 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 colour, 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
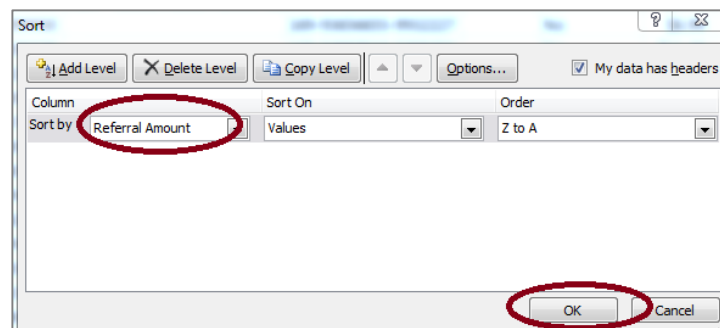
This will rearrange your referral amounts from highest to lowest (since you chose Z-A). This is useful if you'd like to see where the highest referrals are coming from.

In this example, they're coming from tracking code myfacebook, myblog and myspace.

I	J	K	L
Referral Amount	Converted	Status	Tracking Code
£9.47 GBP	£9.47	cleared	myfacebook
£8.97 GBP	£8.97	cleared	myblog
£9.01 GBP	£9.01	cleared	myspace

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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.

I Referral Amount	J Status	K Tracking Code
£9.47 GBP	cleared	myfacebook
£8.97 GBP	cleared	myblog
£9.01 GBP	cleared	myspace
£6.97 GBP	cleared	myspace
£7.86 GBP	cleared	myblog

I Referral Amount	J Status	K Tracking Code
£9.47 GBP	cleared	myfacebook
£4.73 GBP	cleared	myfacebook
£10.92 GBP	cleared	myfacebook
£4.56 GBP	cleared	myfacebook
£7.35 GBP	cleared	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 Date	S Total
14-Jun	£429.87
14-Jul	£370.20
14-Aug	£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.

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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

R	S
Date	Total
13-Jul	£150.87
14-Jul	£370.20

Example 1:
Change from July 2013 to July 2014.
Step 1: (£370.20 - £150.87)/£150.87 =1.453
Step 2: 1.453 x 100 = 145.3%
Conclusion: Business grew by 145.3% for July 2014 compared to July 2013.

Questions to Ask

Remember to ask yourself these questions when you are analysing 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?

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Facebook

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 and Favourites 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.
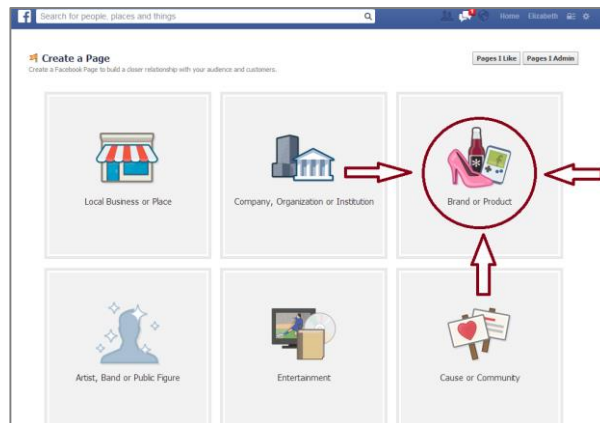
2 – Invite Friends & Family to Share Your Page

• 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.

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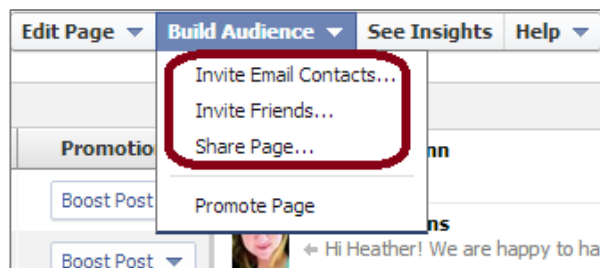
3 – Like & Tag Relevant Facebook Pages

• Find pages and interests that relate to your product by using the **Facebook** search function (the search bar on top of the page). For example, if you sell Christmas Cards, you can like the "Christmas Interest" page. If you sell wedding invitations, you can like a wedding blogger's page. It's also good to like promotional pages such as 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.
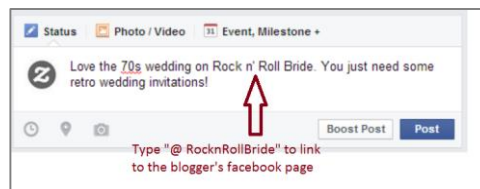
4 – Keep Your Page Updated

• Post on your **Facebook** 2-4 times a day with different media. Don't just post your products as links – try to post your products as images 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.

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• Don't forget to check your Facebook Insights to see which posts and at what times your posts have been performing best.
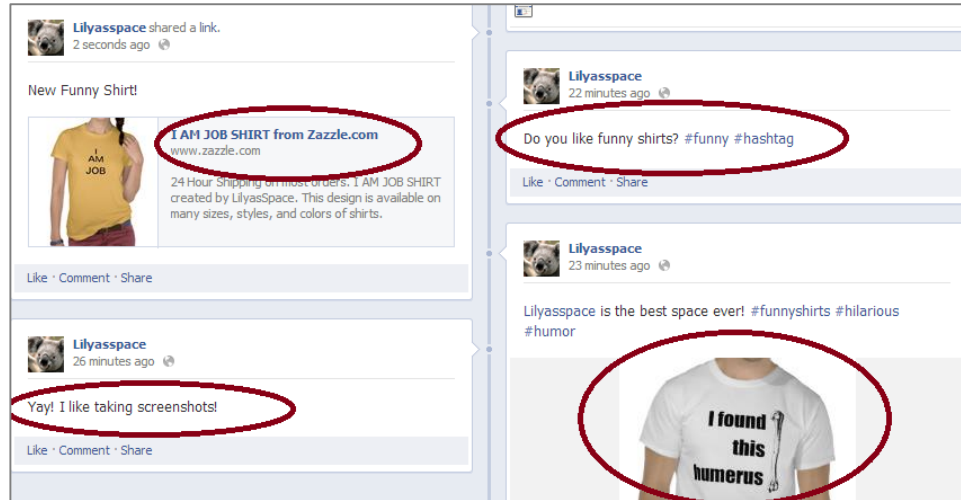
5 – Connect with other Social Media

• 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.

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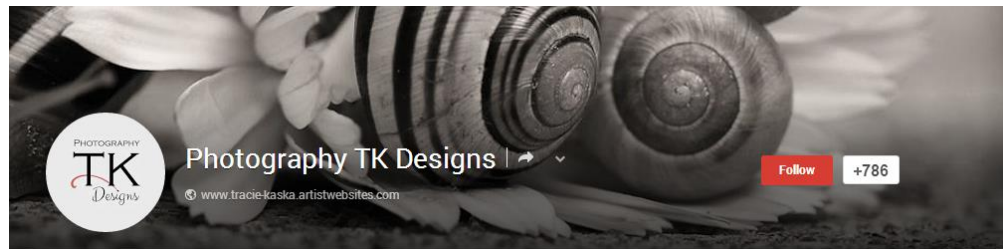
• Link your website to **Google+** and add any other websites or social media pages in the "Links" section.
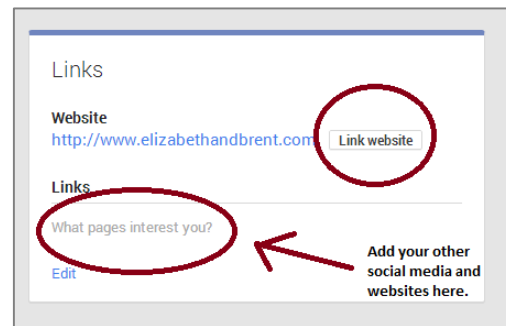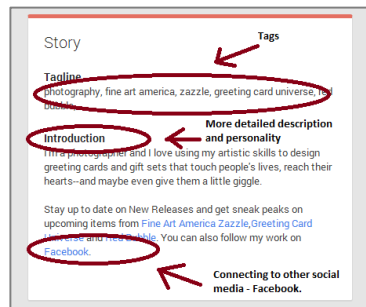
2 – People & Communities

• 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 favour and add them back.
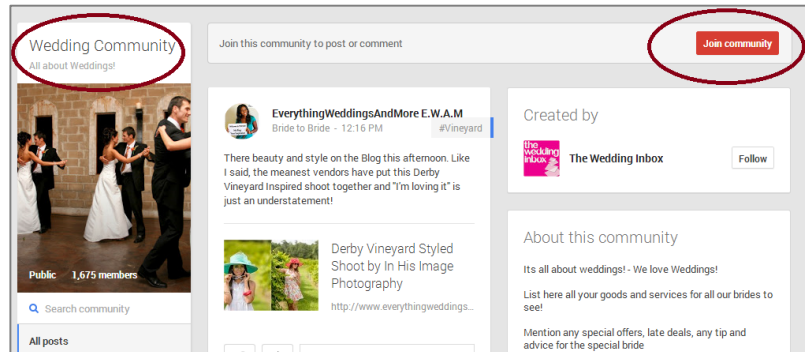
3 – Posts & Engagement

• 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:
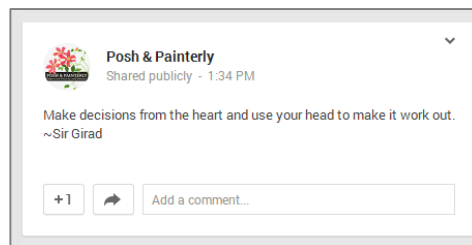
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• Use "@" to tag people or pages on your page or in your comments.
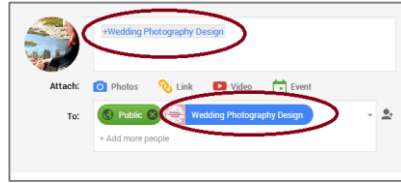
• Use **hashtags** to make your content more search-able.
• Share other pages and people's content on your page.

Great example of **hashtags** and sharing other people's content by ZazzleProducts1, a Zazzle Designer:
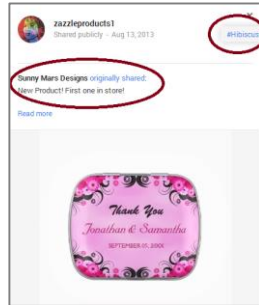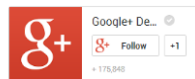

4 – Get Google Authorship (Links your online content with Google+)

• Register an email from the domain where you contribute content or link your content to your contributions. Read more **here**.
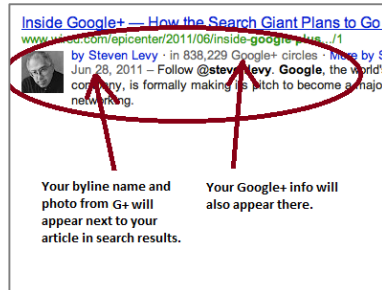
5 – Connect to your Website

• 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.

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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 analyse the performance of your pins.
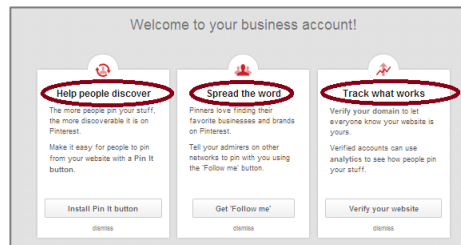
2 – Creating a Board

A **pin board** is a way for you to organise 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.
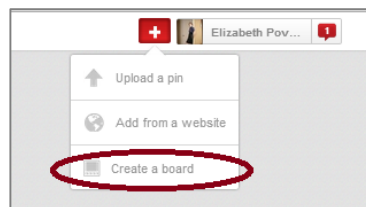
You can organise your pins in several different ways and see which ones are more effective. For example, if you have a store for invitations, create a board for "Summer Wedding Invitations", a board for "Wedding Invitations", and a board for "Weddings". It's good to create boards that don't include your 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.

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Remember to use keywords in your title and board descriptions since they are taken into consideration for searches 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.
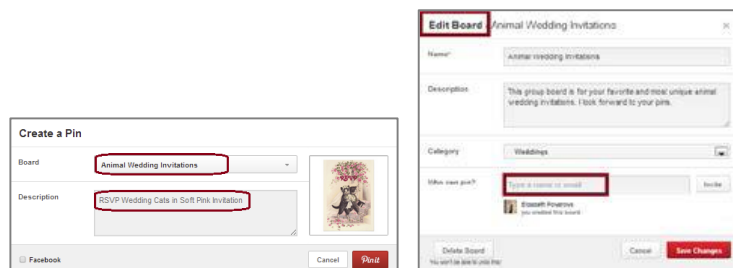
Following other people's boards and joining existing group boards is a great way to increase your followers. You can join existing group boards by asking the group board creator either by commenting on one of their pins or reaching out to them through their website.

3 – Creating a Pin

Now that you've created your boards it's time to pin. The easiest way to pin 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 have created your pin, you can change the URL source to include your **referral ID** by editing the source section of your pin.
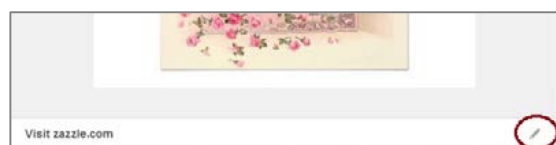

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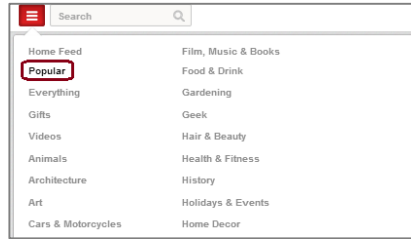
The more social you are the better. One of the big values of being a part of the **Pinterest** community is connecting with your followers, so it's important to comment, like and repin other people's pins. A great way to gain visibility is to comment, like and repin pins that already have a lot of comments,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

4 – Connect with Twitter, Facebook, & Google+

Connect to your **Twitter**, **Facebook** and **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.

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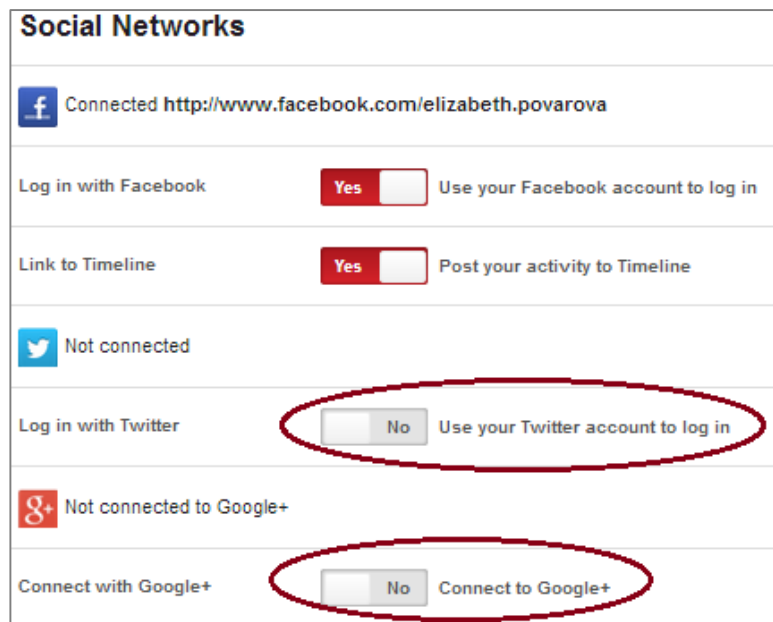
Wanelo

Wanelo, pronounced "wah-nee-loh" from Want-Need-Love, is a social shopping website where you can save and share your favourite products from various sites. With more than 10 million users, it's a great website to use 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 contains 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 log in 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, go into your **settings** by clicking the avatar icon in the upper right hand corner of the page, then click "**Settings**."
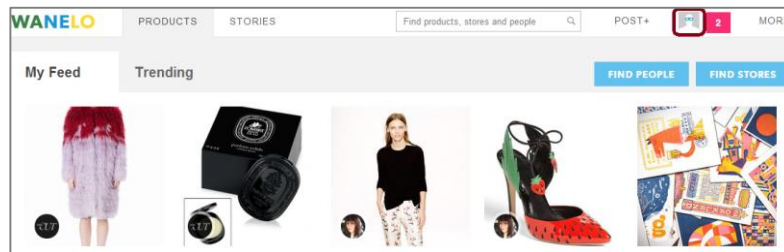
Then fill out all of the sections of the **settings** page starting by uploading your avatar image. I would suggest to use your logo, one of your favourite designs or a picture of yourself as your image. When filling out the website section, use your personal website or blog if you have one. If not, 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, be descriptive and personal, and don't forget to use keywords.
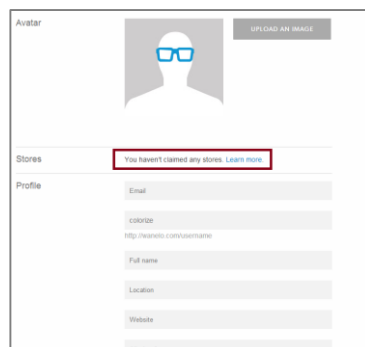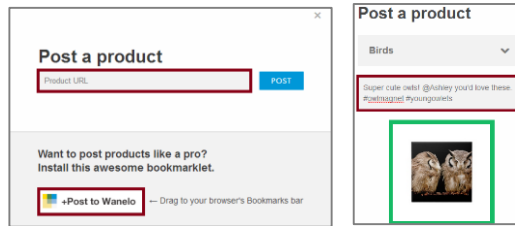

Zazzle

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 categorise your products, but collections are a fun way to show off related or themed products. For example, you can have a "Christmas Collection" with items to use at Christmas, 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.
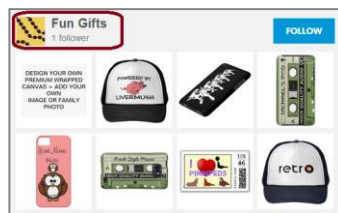
3 – Posting a Story

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**.
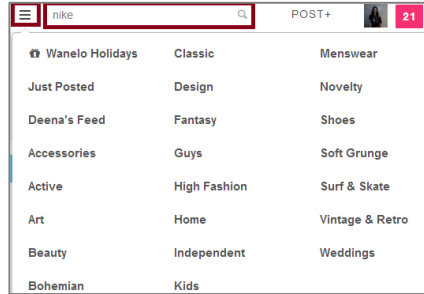
Here is an example of a story created by **Reflektions**, a Zazzle Designer.
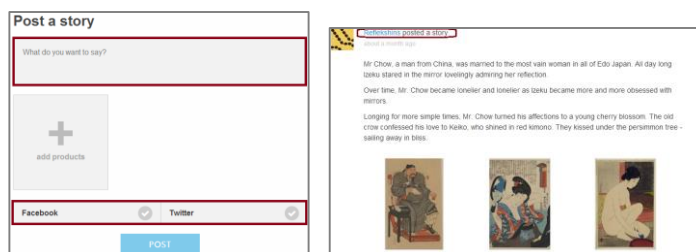
Zazzle

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 on 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
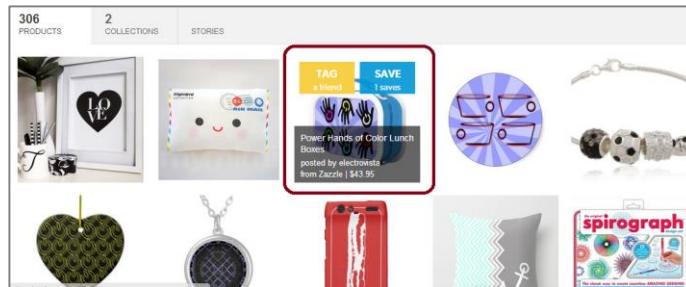
When you hover over a product in someone's profile, store, collection or story, you can either save the product to your own profile or tag a friend. It's a fast and easy way to add products to your wishlist, gifts and collections. Wanelo is a great way to showcase your products in front of a large audience. And people are constantly sharing the products they saved with their friends and family.

Zazzle

Tumblr

Tumblr Overview

The main ways to be successful on **Tumblr** are similar to those 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.
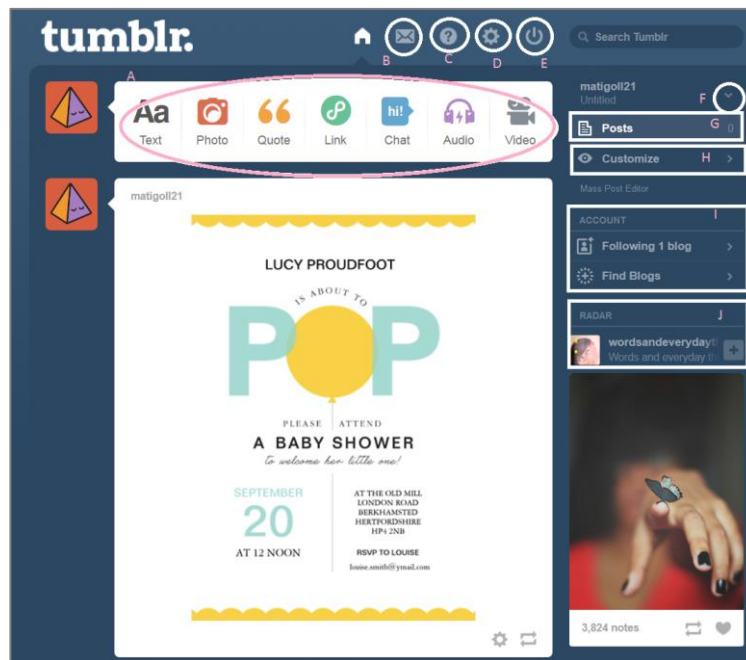
A.) Choose the type of post you'd like to make from text to video
B.) **Messages**
C.) **FAQ**
D.) **Settings**
E.) Log out
F.) Choose the account you would like to see/post from
G.) View all your previous posts
H.) Customise your blog with different themes, colours and more
I.) Liked posts, blogs you 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
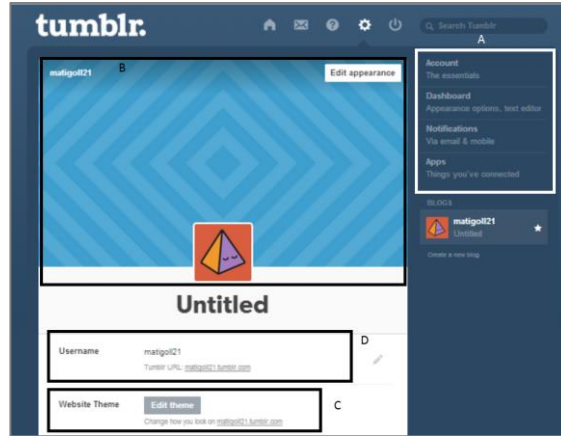
A.) Account (email & password settings) Dashboard (preferences) Email (preferences) Apps (if you created apps for your blog)
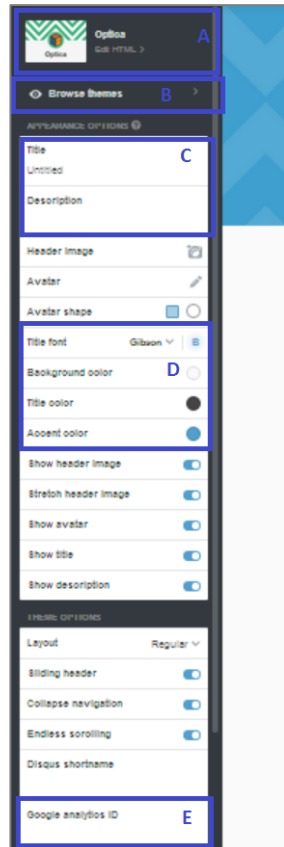B.) Change avatar and add description
C.) Website themes – edit yourself or find a theme
D.) Change URL
Other options on this page are: Replies, Ask, Queue, Facebook,Twitter connect and more.

2 – Customise/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 colours 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.

Zazzle

3 – Tumblr Post Page
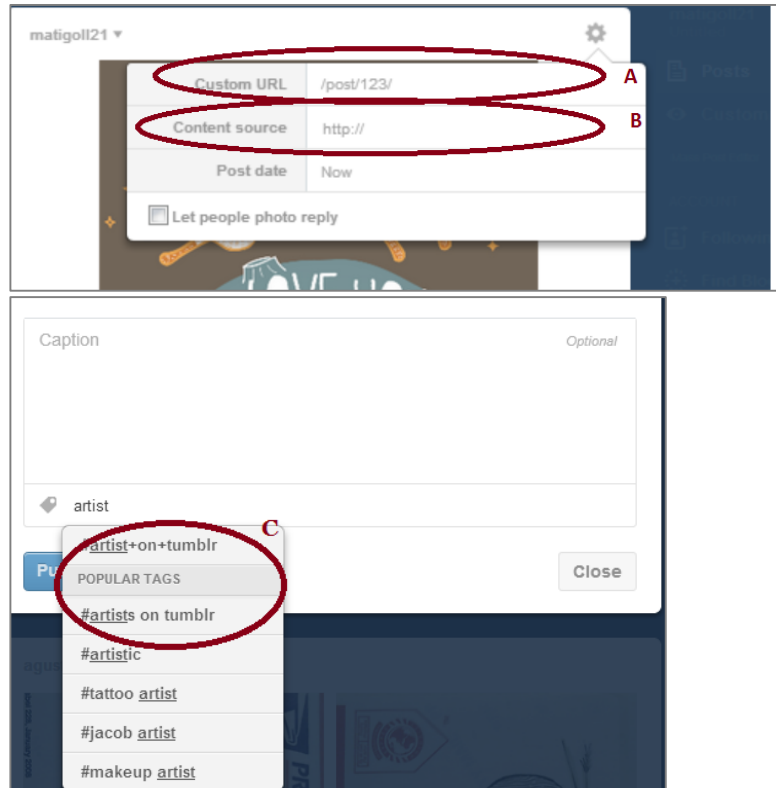
A.) Create a custom URL for your post here. e.g. "vintage-invitation-for-spring-wedding".

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 smart phone or tablet.

*__Install Disquis__ to enable commenting on Tumblr.

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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 in your biography and make sure that it reflects you and your brand.

## 2 – Follow People, Join Directories, Use Management Tools
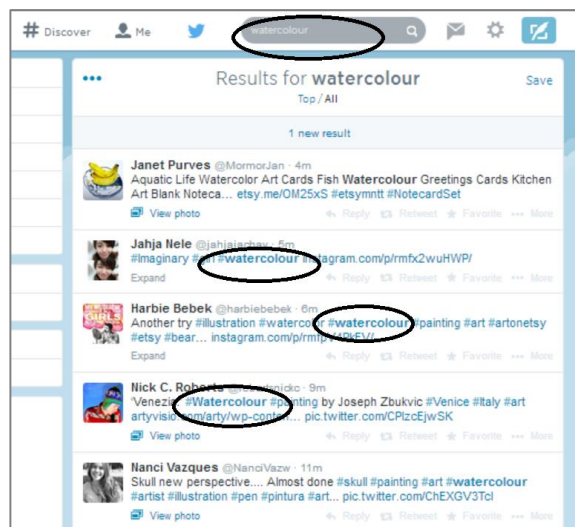
• Follow people that have the same interests as you. If you are a watercolour artist, search for #watercolour and follow people who pop up. (It helps to follow celebrities or people with many followers.)
• Join **Twitter directories** like **Twellow**, which is a great place to find people to follow because you can search by categories such as art, home, 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**.

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3 – Post, Engage & Discover
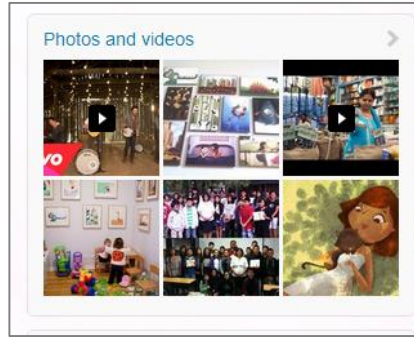
• Post 4 – 5 times per day and post different media. (It helps if your account is connected with other social media accounts like **Facebook** or **Tumblr**, so you can post on both accounts at once.)
• Use **hashtags** in your tweets, but not too many. Two per tweet is enough, and try to have the hashtag 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 favouring, 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

Zazzle

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 five 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** profile, you must first download it from the app section, as shown below.
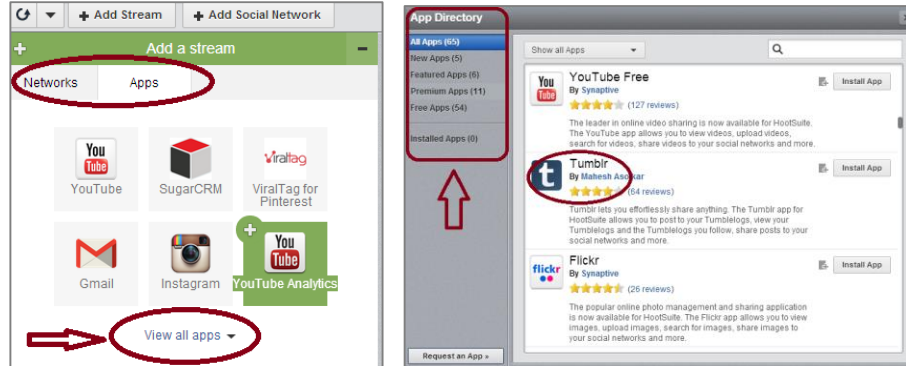
2 – Organise & Monitor

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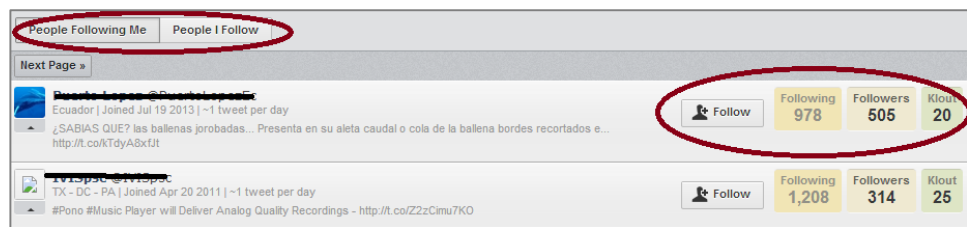

Zazzle

3 – Manage
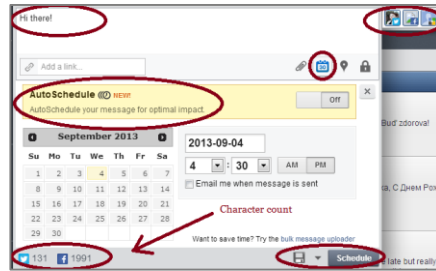
Scheduling is one of the greatest advantages of **HootSuite**. You can write a single message and schedule it to be posted on all of your social networks. This helps you to plan ahead and keep your communities active when you know you will be busy. You can choose the times when you want your posts to go out or use the Autoschedule option, which will share your message at optimal times. Try both and see which option gives you more visibility.
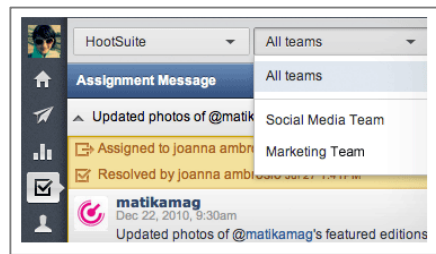
If you have a team and choose to use the Pro option of **HootSuite**, you can assign messages to your team members to make sure that every message gets answered.

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

Zazzle

4 − Analyse

Twitter : Retweets - Detailed

Total Retweets
672

Interval displayed: **Daily**

Select a point on the graph to view this day's retweets below. For each day you can detailed summary of the retweets

Date ⇕   Original Tweet ⇕
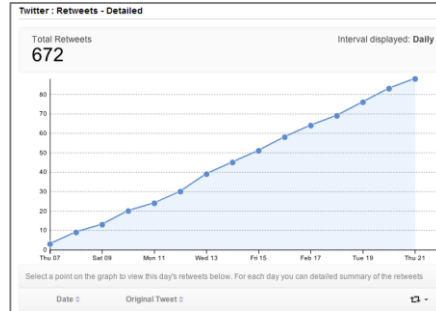
Facebook Insights : Likes by Demographic - Tabular

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%

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. These will allow you to dig deeper and really understand your numbers, and find out which campaigns are working for your business.

Zazzle

Keyword Tips

1 – Brainstorm Initial Keyword Ideas

Start with keywords that relate to your product. For example, if you are designing wedding invitations, your general keywords might be:

wedding invitations
wedding
special occasion invitations

2 – Use 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.

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Step 2:
Enter the required information regarding your location and hit "Save and continue".

Hello, and welcome to Google AdWords

Let's get started creating your account.

Please enter your email, time zone, country and currency. You won't be able to change these settings later, so choose carefully.

Enter your email

matilda.gollon@gmail.com

Next you'll sign in to your Google Account before setting up your first campaign.

Country

🏴󠁧󠁢 United Kingdom

Time zone

(GMT+00:00) GMT (no dayligh...

Time zone is used for account reporting and billing.

Currency

British Pound Sterling

Save and continue

Step 3:
Click on "Take me to my account" button.

Step 4:
Go to the tab "Tools" and select "Keyword planner"

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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 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.
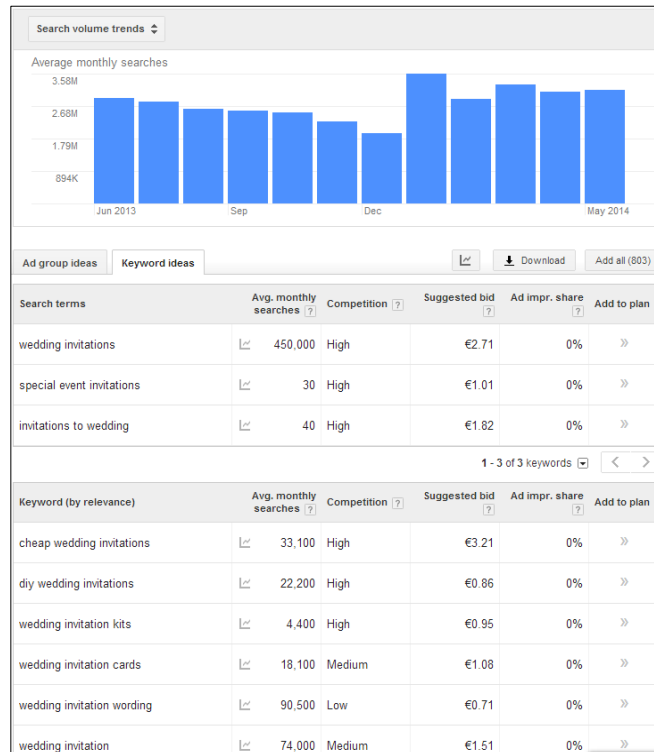
Here's what each of the terms in this area mean*:

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: Pretty self-explanatory. However, 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 more 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. So taking some time to explore different keyword combinations pays off

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3 − Use Other Online Tools

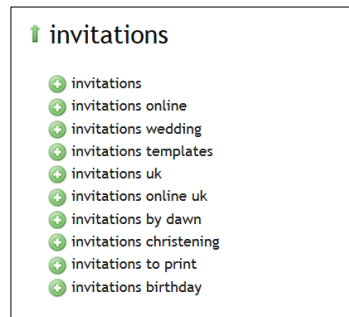There are plenty of keyword tools on the web to try. **Ubersuggest** is one that is very easy to use.
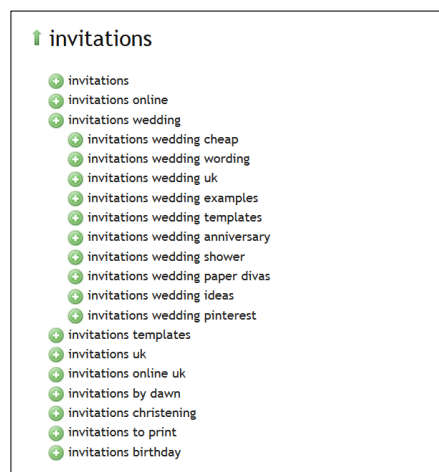
Simply add a term, then choose a language and a source (Übersuggest can get suggestions either from regular Web search or from categories like Shopping). Click Suggest.

The tool will generate a set of related keywords.

Click on each word to get further suggestions based on that term.

Zazzle

4 – 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. 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.
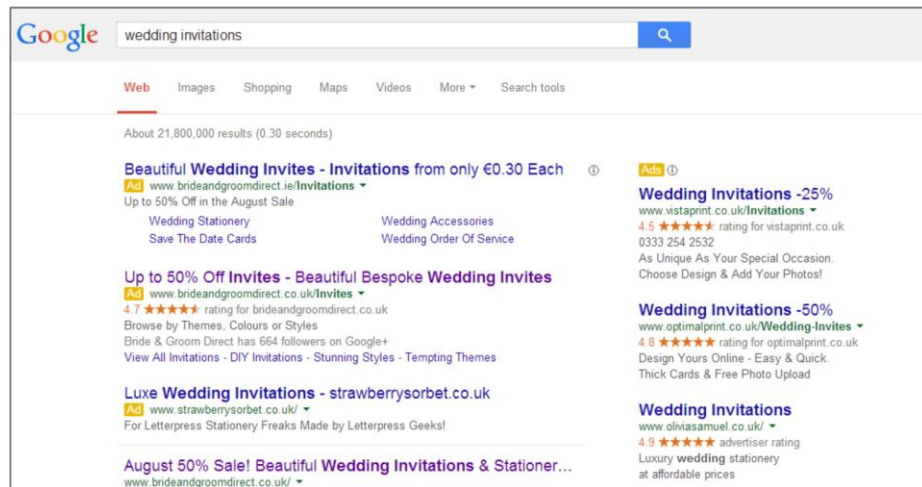
5 – Use Long-Tail Words

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.

6 – 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.

Zazzle

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 make sure to use relevant and specific 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 products are 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 personalise 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.

Zazzle

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 10, 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 the search field 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 for something more specific like "tiger+lily+wedding+invitations" or "flower+wedding+invitations" or "personalised+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 *

[   ] Add Tag(s)

tiger lily wedding invitations ⊠   flower wedding invitations ⊠
red flower wedding invitations ⊠
nature wedding invitations ⊠
personalized flower wedding invitations ⊠

View tags above as text | Remove all tags above

Power Tags (5 of 10 used) (what's this?) | All Tags (5 of 40 used) | Characters (155 of 500 used)

Just remember, avoid irrelevant tags because it will confuse customers who are searching for the most relevant products. Read about the Do's and Dont's of **Zazzle** tags **here**.

Frequently Asked Questions

General Questions

What is the Zazzle Associate Programme and how does it work?
The **Zazzle Associate Programme** 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 Programme**.

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 and 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.co.uk/YourStoreName?rf=238XXXXXXXXXXXXXX

Product Link:
http://www.zazzle.co.uk/product_description-PID?rf=238XXXXXXXXXXXXXX

Zazzle

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.co.uk/product_description- PID?rf=238XXXXXXXXXXXXXXX &tc=FB12345678

Where can I find Zazzle associate banners?
You can find Zazzle banners **here**.

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 £65.

How do I get paid?
You will get paid via 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.**

Zazzle

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, it won't be long until you're on your way to success.

Contact Us

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

Brands we work with

Don't have a Zazzle store? We work we work with many brand name partners like National Geographic, Hallmark, Getty and more, which you can link to and earn money.

See the full list of brands **here**.

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