

AFFILIATE HELP DOCUMENT



HOLISTIC HEMP

— SCOTLAND —

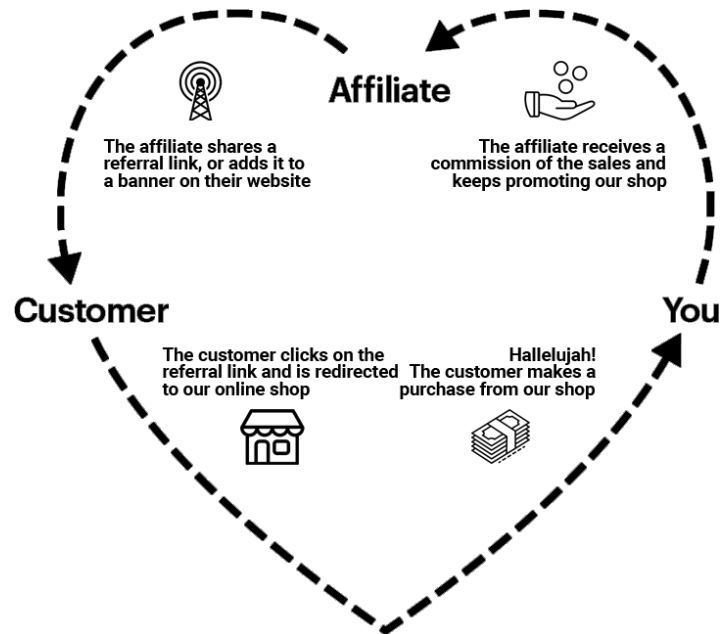


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How Does Affiliate Marketing Work?

Affiliate marketing is a kind of marketing where businesses reward affiliates for visitors they send to the business's site via the affiliate's own marketing efforts. An affiliate system is the system that handles the affiliate accounts, the tracking of the traffic affiliates have sent to the site, and the monetary rewards the affiliates have earned for their efforts.

This diagram helps to illustrate how the system works:



Affiliate Program Overview

The affiliate area (<https://www.holistichempscotland.com/affiliate-program/#affiliate-area>) is where you, as an affiliate, can log into your account and view your referral stats, generate affiliate links, and view your earnings.

How Do I Generate An Affiliate Referral Link/URL?

When an affiliate enters a URL into the Page URL field and clicks Generate URL, their affiliate ID or username is automatically appended:

As the affiliate, you can add your unique affiliate ID or website username to the end of any URL or product page on your website. For example: **http://yourwebsite.com/product-1/?ref=123**.

You can generate your own referral link from the Affiliate Area by pasting the page URL from any page on your site into the Page URL field and clicking the Generate URL button

Or, if you like we can provide it to you – we will just need to append your affiliate ID or username to the URLs we provide to you.



It is worth noting, whether you have a website or not, you can promote our site and products on social media, offline, or anywhere else. Listed below are all the variations of a referral URL that you can use to promote our products.

- site.com/ref/1
- site.com/ref/john
- site.com/page/ref/1
- site.com/page/ref/john
- site.com/?ref=1
- site.com/page?ref=1
- site.com/?ref=john

Affiliate Area

[Affiliate URLs](#) [Statistics](#) [Graphs](#) [Referrals](#) [Visits](#) [Creatives](#)
[Settings](#)

Referral URL Generator

Your affiliate ID is: 145

Your referral URL is: <http://yourwebsite.com/?ref=145>

Enter any URL from this website in the form below to generate a referral link!

Page URL

GENERATE URL

Affiliate Area

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Referral URL Generator

Your affiliate ID is: 145

Your referral URL is: <http://yourwebsite.com/?ref=145>

Enter any URL from this website in the form below to generate a referral link!

Page URL

Referral URL

(now copy this referral link and share it anywhere)

How Can I Share Your Site Or Products Specifically Through Social Media?

You can use your affiliate referral link to promote our products via any social media platform (including Facebook, Twitter, Google+, LinkedIn, Pinterest, and more).

Can I Track The Performance Of Where My Marketing Efforts Are Focused?

Yes! Affiliate referral URLs can include a campaign parameter which helps affiliates track and monitor the performance of your affiliate links.

You can name each campaign in the Affiliate Area when generating an affiliate referral link. The campaign name will be automatically appended to your affiliate referral link. Here are a couple of examples of what the affiliate referral link looks like with a campaign parameter added:

- <http://yourwebsite.com/product-1/?ref=123&campaign=twitterjanuary>
- <http://yourwebsite.com/ref/123/?campaign=twitterjanuary>

W: www.holistichempscotland.com
E: info@holistichempscotland.com
T: 01575 520 272

A: Auchentiny Cairn Road, Northmuir, Kirriemuir,
Angus, DD8 4PW



Affiliate Area

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Referral URL Generator

Your affiliate ID is: 1

Your referral URL is: <https://edd.com/woocommerce/?ref=1>

Enter any URL from this website in the form below to generate a referral link!

Page URL

Campaign Name (optional)

You may wish to use campaigns to place specific affiliate links in specific marketing channels - such as in an email, on a particular social media platform, or on your own website (if you have one).

The campaigns created by you are visible in the **Statistics** tab/link when you are logged in to the Affiliate Area. This tab also shows the following campaign data:

- **The number of visits through a specific campaign referral link**
- **How many unique referral links have been used for that campaign**
- **Whether the conversion was successful (a referral was generated)**
- **And what the conversion rate is for that particular campaign.**

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Statistics

UNPAID REFERRALS	PAID REFERRALS	VISITS	CONVERSION RATE
3	0	14	18.75%

UNPAID EARNINGS	PAID EARNINGS	COMMISSION RATE
\$95	\$0	20%

CAMPAIGN	VISITS	UNIQUE LINKS	CONVERTED	CONVERSION RATE
None set	2	2	0	0.00%
facebook	5	4	0	0.00%
mouse	1	1	0	0.00%
test	1	1	0	0.00%
twitter	5	4	1	20.00%

Some examples of campaign names you might use are: "Winter Email", "Twitter January", "Facebook Sale", "Summer Special", and so on. This could be aligned with the marketing material you provide to you use or a sale or promotion you have scheduled.

We recommend that a shorter, simpler campaign name usually works best. Think of it like a coupon code - a campaign name between 15 and 25 characters can effectively describe a date, product, and channel for where a specific campaign link is being shared. Additionally, some social media channels have a limited amount of characters available. The more characters they use in their affiliate referral link, the less space they have to market your product or site.

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Using this campaign parameter will allow you to identify where you should focus your marketing efforts for maximum sales and referrals.

Affiliate Graphs

Affiliate Area

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Referral Graphs

This Month



As An Affiliate Can I View My Earnings?

Yes you can! You can log in and view your earnings, referrals over time, a log of your referral visits, and more.

Affiliate Area

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Referrals

Amount	Description	Status	Date
\$10.00	My product	unpaid	January 20, 2015
\$15.00	Test product	unpaid	January 20, 2015
\$4.50	Another download	unpaid	January 20, 2015

Affiliate Area

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Referral URL Visits

URL	Referring URL	Converted
http://yourwebsite.com/shop/	Direct traffic	✓
http://yourwebsite.com/	Direct traffic	✗
http://yourwebsite.com	Direct traffic	✗

Do You Provide Marketing Material For Me To Use?

Yes we do, our system allows us to provide what are called creatives. These make it easier for you to promote our website and products quickly.

In some instances you may want to create your own Creatives or marketing material. To ensure our business or website branding is as consistent as possible in all affiliate communications, we have given you some guidance on how to use your "brand assets". Brand assets include elements of our brand or website such as high-resolution logos, colours, specific copy and guidelines on how to use

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these on other websites or in banners.

You can use our Brand Assets Tab (<https://www.holistichempscotland.com/affiliate-program/#brand-assets>), where you can find all elements that you want to use if you are advertising our site.

Affiliate Area

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Creatives



Affiliate Area Settings

At this time, we run our payments through the PayPal payment system with the email you provided during registration. We will issue payment to either business or personal accounts.

Affiliate Area

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Profile Settings

Your payment email

Enable New Referral Notifications

SAVE PROFILE SETTINGS

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