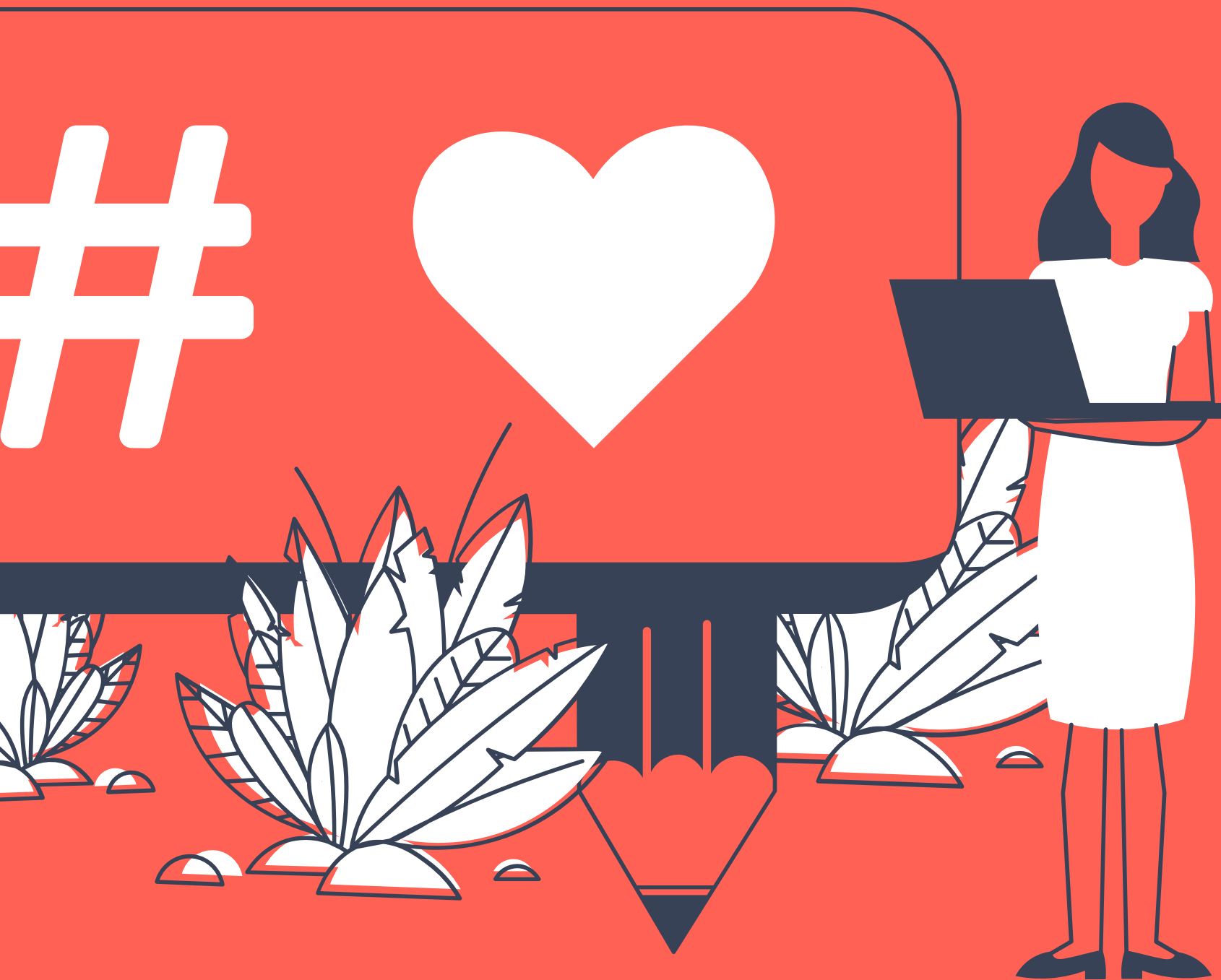


Promotional Guide





Become a successful Moosend ambassador

10 STEPS TO GET YOU FROM AFFILIATE ZERO TO
AFFILIATE HERO!

First time as a Moosend affiliate? No worries! In this guide, you'll find 5+5 ways to generate traffic and land your first clicks.

Rome wasn't built in a single day! So make sure to invest time and effort in your affiliate endeavours and, we promise you, the results will be a-moo-zing. Let's begin!

GENERATING TRAFFIC

The first rule of generating traffic is to engage your audience with the right tactics!

Next, we collected 5 amazing ways to build a traffic strategy that rocks. Let's see!





1) Become a problem-solver.

Don't promote your affiliate product to random people. Instead, show your loyal audience why Moosend is a great tool for them! Up to now, you already know their pain points. So give them a nice solution and, in return, they will promote you to their friends. Word-of-mouth is the best way to start promoting!

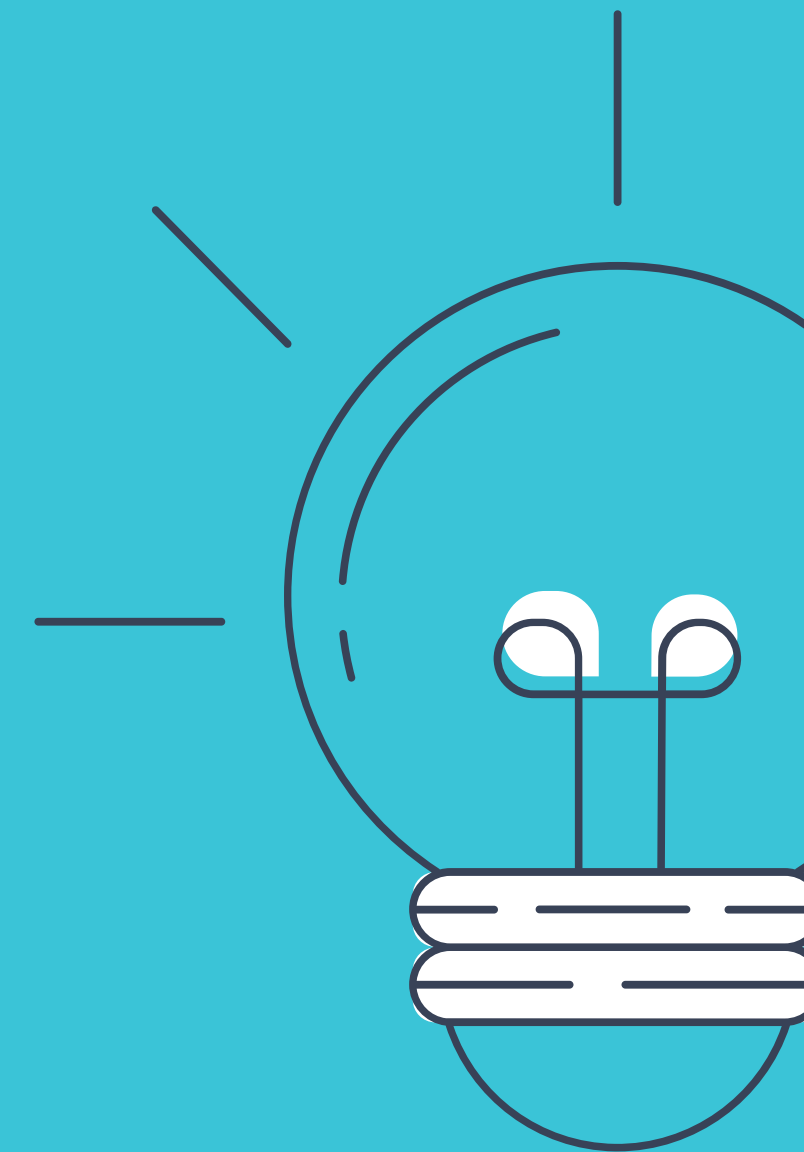
2) Find the channels your audience uses.

And target it with the right piece of content! Social media is the most popular channel that people use to find information and share ideas. Discover the networks they use, post valuable content, and lead them one step closer to conversion. If you need some cool creatives, you can always check your [Moosend affiliate profile](#)!



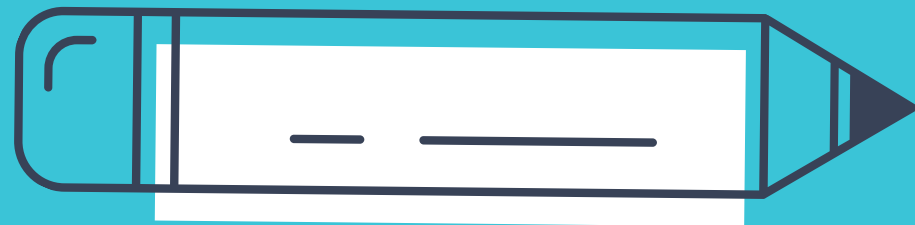
3) Join their community.

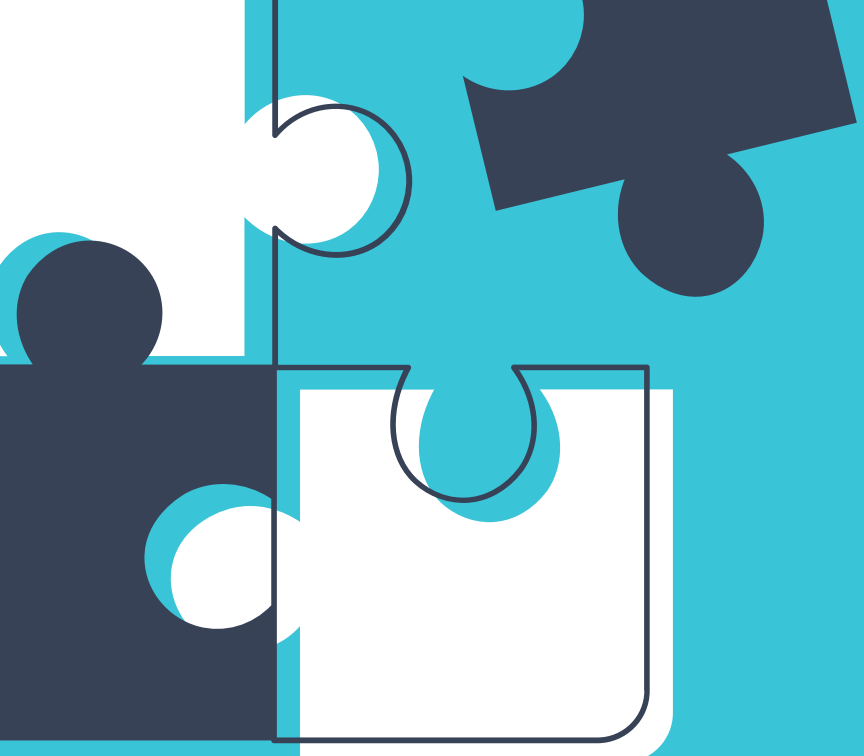
People will become part of a community to share their thoughts and search for recommendations. Moosend's variety of tools - email marketing, landing pages, forms, reporting - will help you approach people with different needs. Join the conversation, get them to your website, and show them why Moosend is the perfect tool for the job!



4) Become an expert.

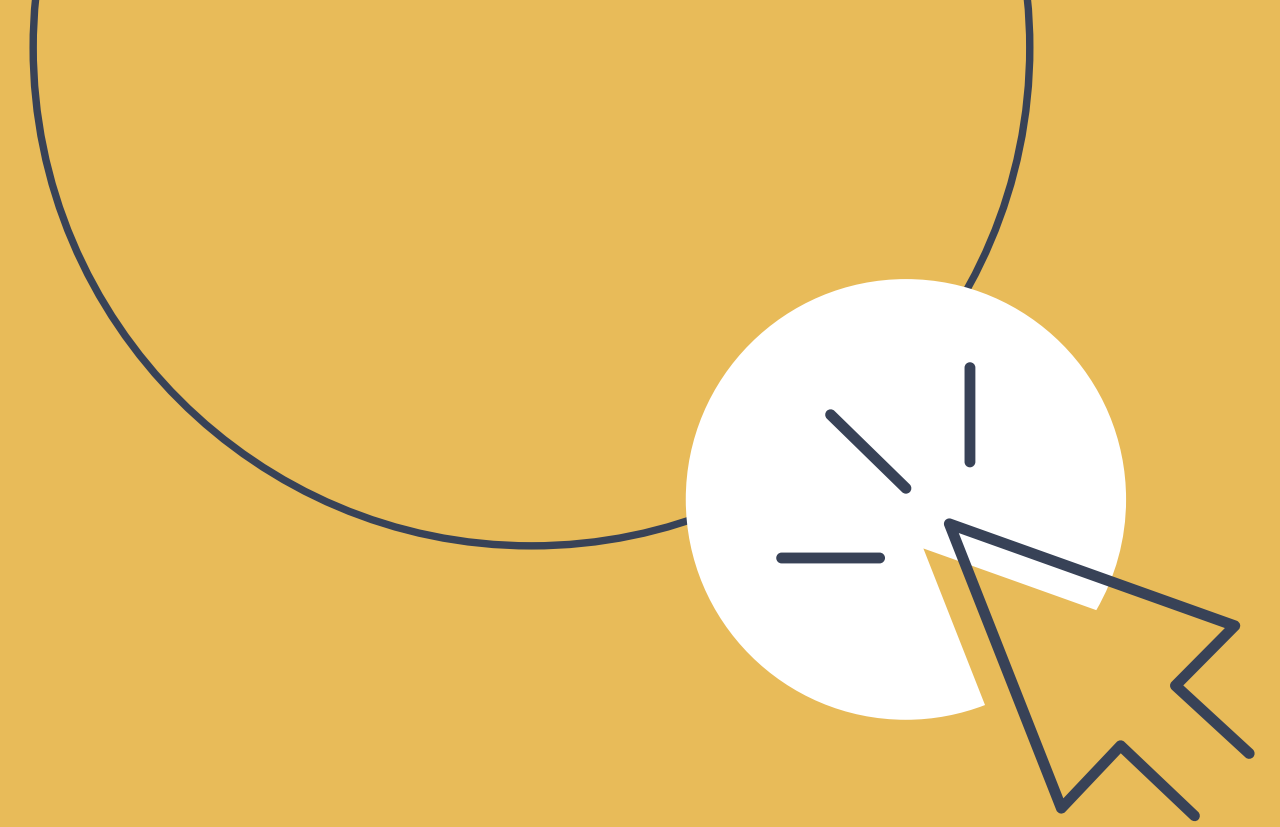
The Moosend blog is full of interesting topics to get you inspired so don't forget to pay a visit! Also, our website has a variety of resources like case studies, webinars, infographics, how-tos to turn you into an expert in no time! People love knowledgeable problem-solvers so why not become theirs?





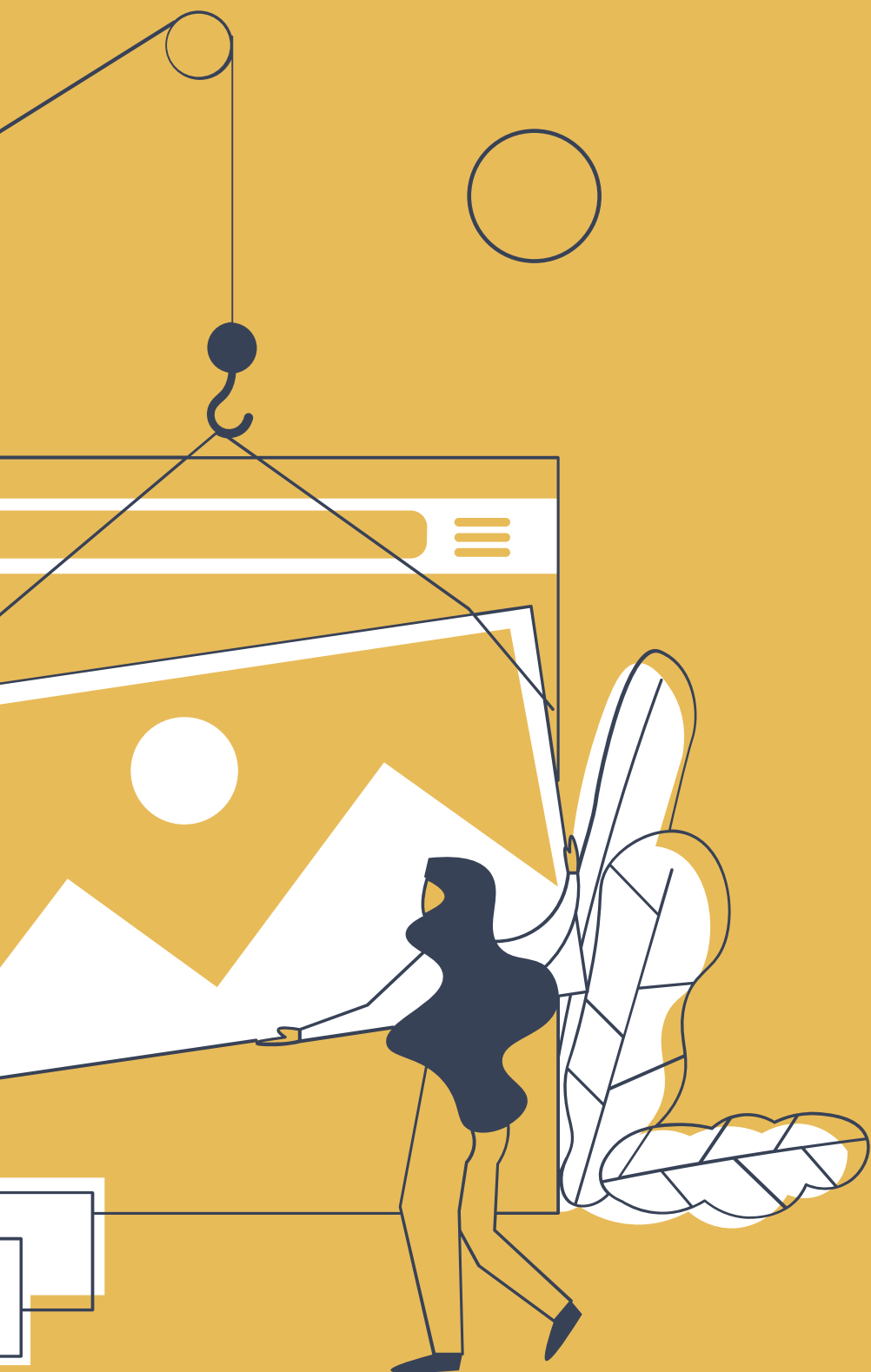
5) Rank your content higher.

If your content doesn't get enough traffic, then you need to invest in SEO to help you rank higher in search engine page results. This might turn out to be a tedious task, but you can always get in touch with an SEO professional to give you a helping hand. The higher your content appears, the more qualified traffic you'll generate!



MORE CLICKS, MORE \$\$\$

To earn your first commissions, you need to make your audience click on your affiliate links! Let's see how you can do it effortlessly!



1) Banner up!

Capture your readers' attention with a simple banner. You can find all the banners you need in your PartnerStack account [under the resources tab](#). Moosend's banners come in different sizes and shapes to fit right into your website. Now you can add your link and wait for the magic to happen.

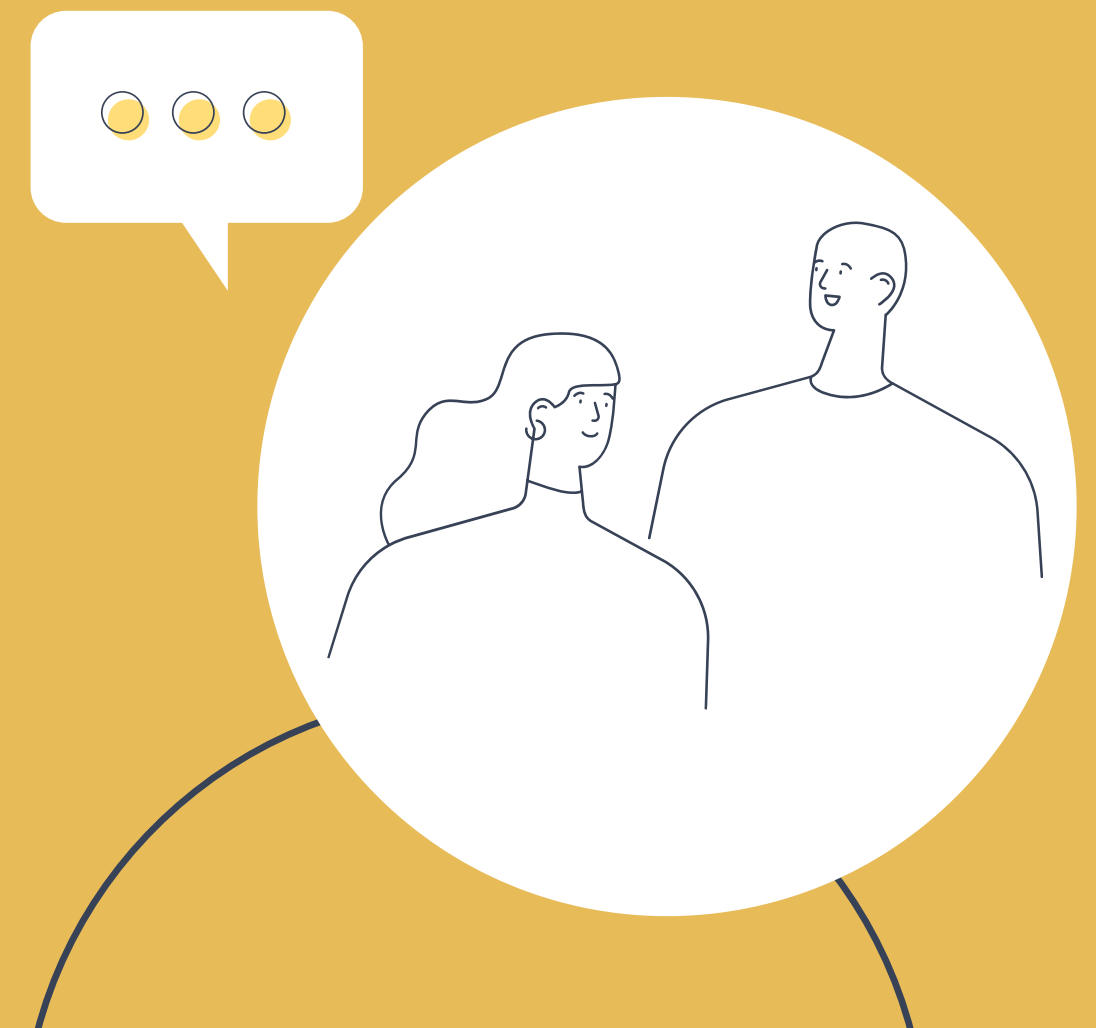
2) Step up your resource list.

If you already have a resource list, you can easily add Moosend as a recommendation. If not, make sure to create a helpful section with your favorite tools and include it. You can list Moosend under email marketing, landing pages, autoresponders, template builders, and marketing automation.



3) Write a Moosend review.

Before they make a purchase, people will read product reviews to find out whether something is good or not. Help your audience out by creating an insightful Moosend review, presenting your experience with the platform and the tools they can use. Don't forget, the more helpful your review is, the better chances it has to generate clicks!





4) Add CTAs.

When you write a piece of content related to Moosend's platform you can easily add signup incentives to convert your readers. Find the right section and add your CTA to provide an instant solution! Just don't forget to add hyperlinks that have your Affiliate ID.

5) Better show than tell!

Engage your subscribers with email campaigns. If you don't have a list, start building one using Moosend tools and templates. Then let your audience know how Moosend helped grow your business.



Power up your passive income like a pro!

Follow all 10 steps and you'll soon have your first commissions coming your way!

For any questions, reach out to us at affiliates@moosend.com or through the [Messages tab](#) of your profile.

