Zazzle

Designer & Associate
Handbook

Table of Contents

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 238xxxxxxxxxxxxxxx. 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 NidhiArt Store for the animal category where the associate (or referral) ID is 238456789012345678.

http://www.zazzle.com/nidhiart/gifts?cg=196680949759266871&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 238xxxxxxxxxxxxxx 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 "238xxxxxxxxxxxxxx" 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 "238xxxxxxxxxxxxxx" 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	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.com/ my/associate/ linkoverhistory
Referral Total	Summary of pending, cleared and total referrals	-Total number of referrals in the last 30 days	https://www. zazzle.com/ 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.com/ my/earnings/ referralproducts
Referral History	Summary of pending, cleared,	CSV history file (need to download)	https://www. zazzle.com/

	cancelled and total referrals		my/earnings/ referralhistory

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	Source	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.

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
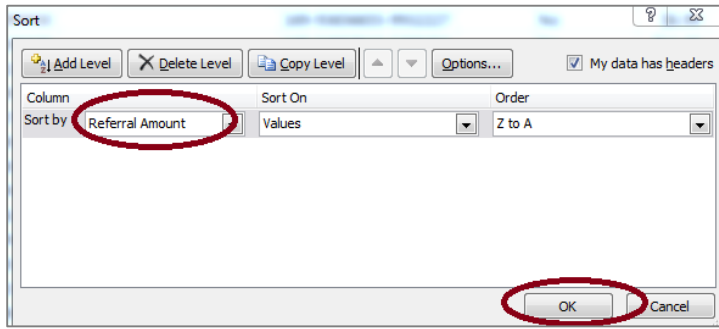
This will rearrange your referral amounts from highest to lowest (since you chose Z-A). This is useful if you'd like to see where the highest referrals are coming from.

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

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

<u>Filter Function</u>
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

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

Example 1:
% Change June to July
Step 1: ($370.20 - $429.87)/$429.87 = -0.139
Step 2:-0.139 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?

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
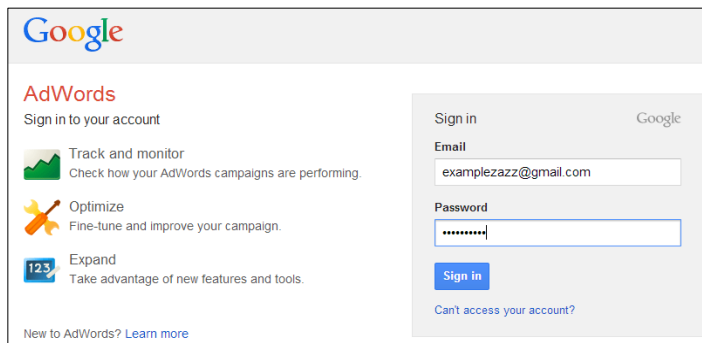
There are a number of free available tools on the web to help with keyword research; Zazzle has found the ones below are of the most helpful to designers.

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:

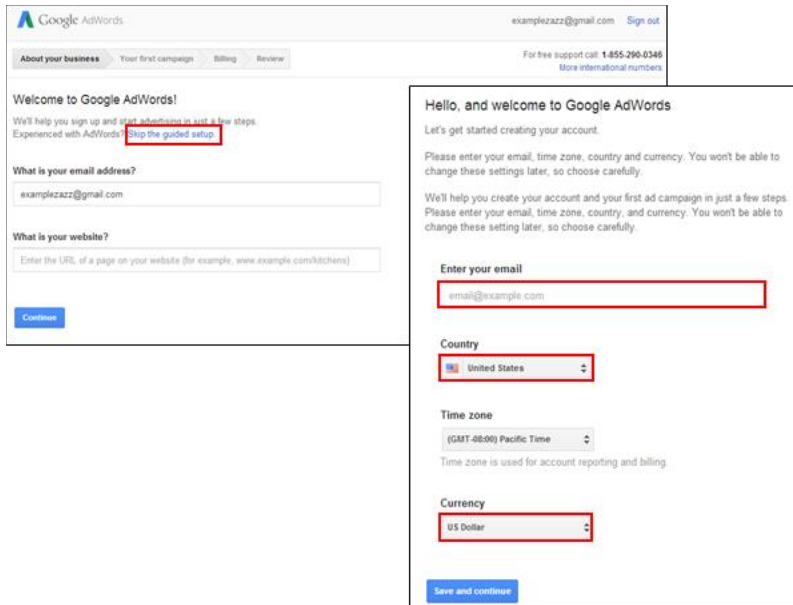Sign in to your Google account. If you don't have one – go to **www.google.com** and create one.
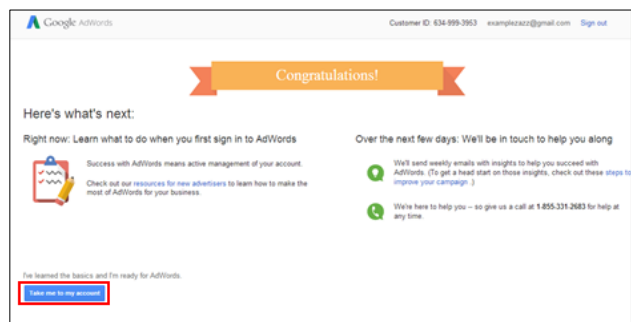

Step 2:

Click on "Skip the guided setup".
Then enter the required information regarding your location and hit "Save and continue".

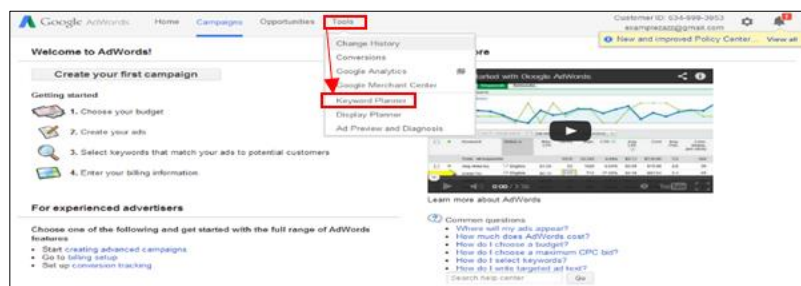**Step 3:**
Click on "Take me to my account" button.

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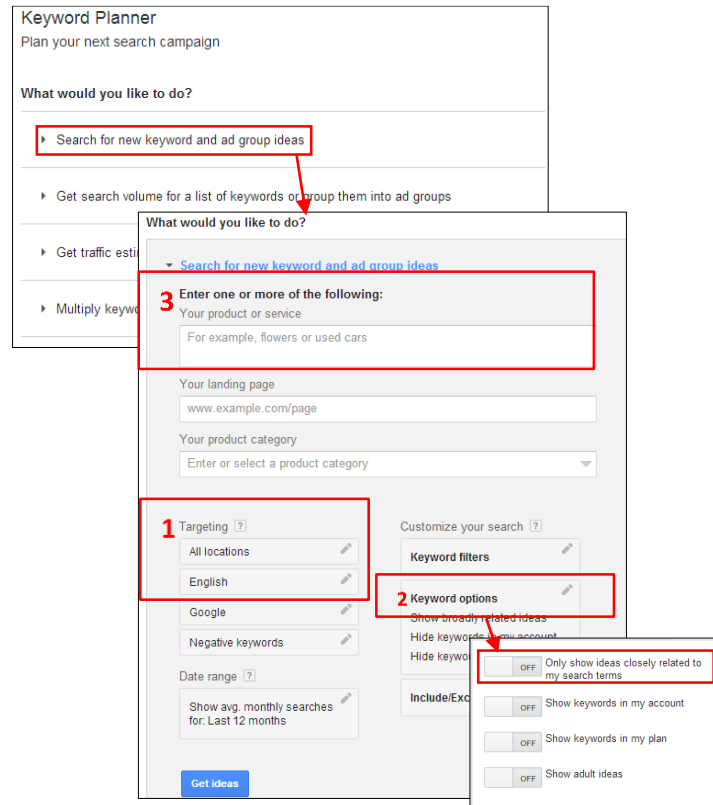
Step 6:
Evaluate results and choose keywords. Generally you want keywords that have high monthly searches and low competition. Make sure to only use keywords that relate to your content.
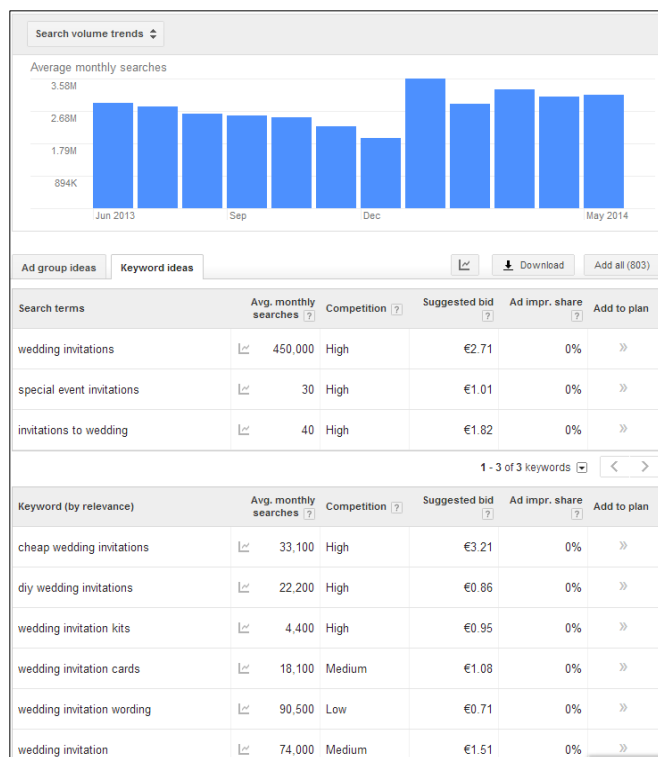
Here's what each of the terms in this area mean:

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 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.

Google Trends
Unlike the Keyword Planner tool, Google Trends is a more trending focused research tool to give you an upcoming advantage of what is becoming popular with consumers. It also provides the ability to determine when you should begin creating new designs for upcoming holidays such as Halloween: would you know whether to have designs ready by September 1st or by October 1st?

Trending Now
United States

Teresa Giudice
500,000+ searches
Image Source - New York Daily News

Green Bay Packers
200,000+ searches
Image Source - ESPN (blog)

Nick Jonas
100,000+ searches
Image Source - MTV.com

Shelley Dufresne
100,000+ searches
Image Source - Guardian Liberty Voice

Orioles
50,000+ searches
Image Source - New York Times

Visualize hot searches in full screen.

Pluto | Childish Gambino | Jennife|
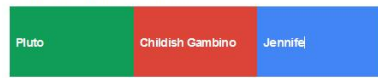
More Hot Searches

August 2014 Charts
United States

Songs

Cars

Car companies

More Top Charts

Explore In-Depth

Seasonal searches for snowboarding and surfing
■ Snowboard ■ Surfboard

Global interest in David Beckham
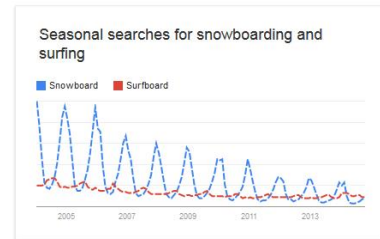
More to Explore

Step 1

Enter in your keywords and mouse over the graph to see when your keyword 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.

United States ▾ 2004 - present ▾ All categories ▾ Web Search ▾ ⚙ ▾

Topics
Subscribe <

halloween cards
Search term

halloween invitations
Search term

+Add term

Interest over time ?

☐ News headlines ☐ Forecast ?

Average | 2005 | 2007 | 2009 | Note | 2011 | 2013

</>
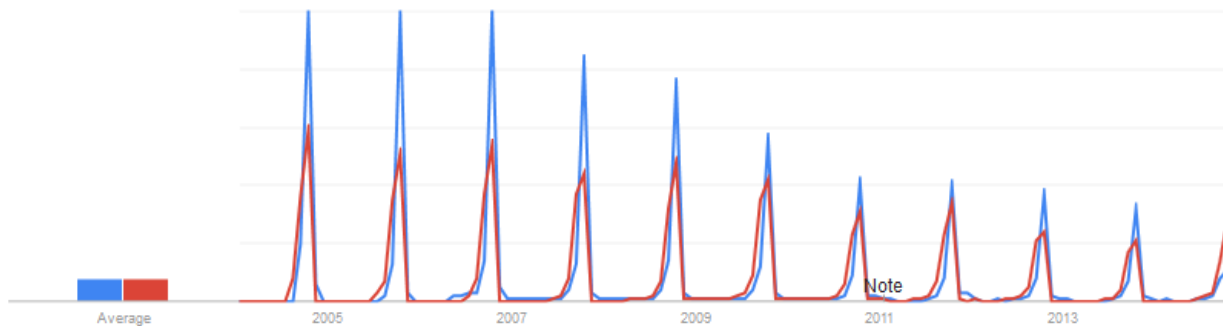
Determine if the geographic interest matches your target design demographics.
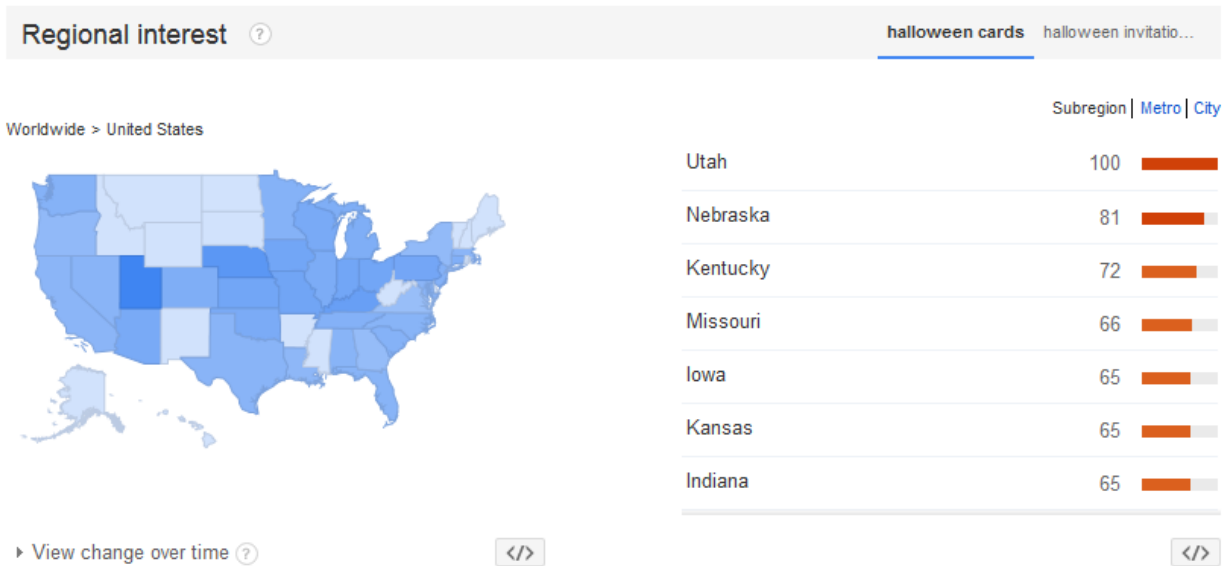
Use the queries to see what other designs you can create around your topical focus
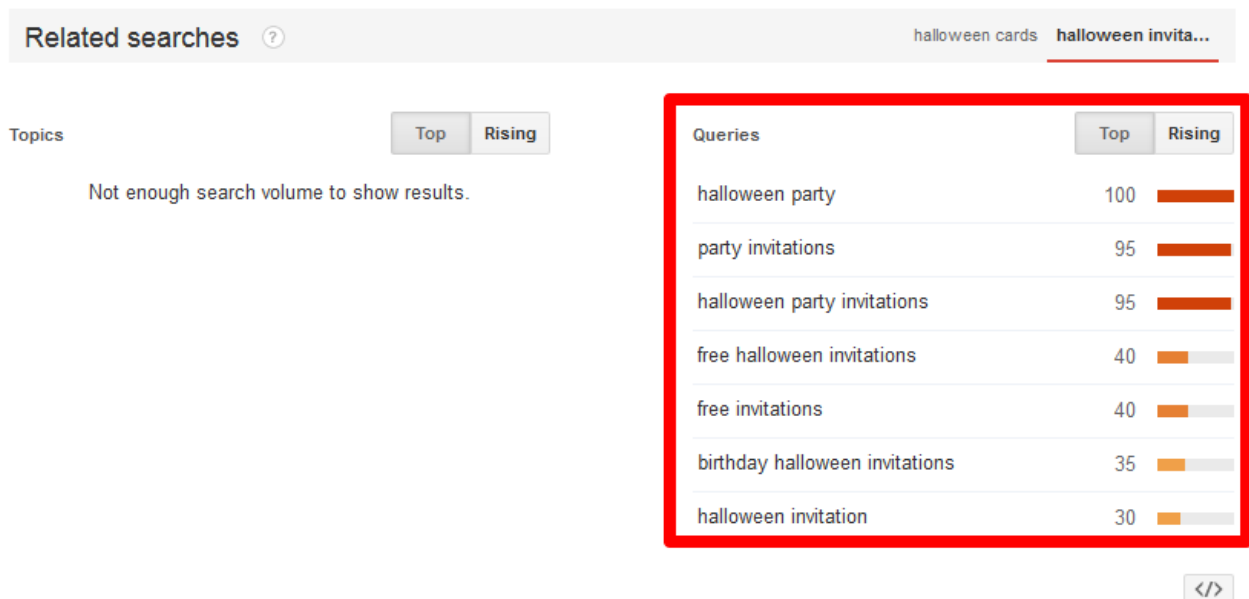
UberSuggest

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.
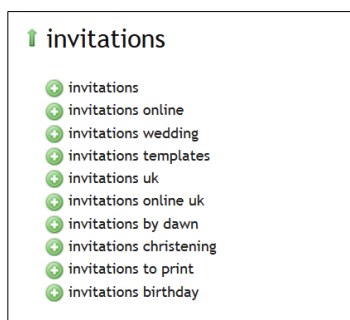
Click on each word to get further suggestions based on that term.
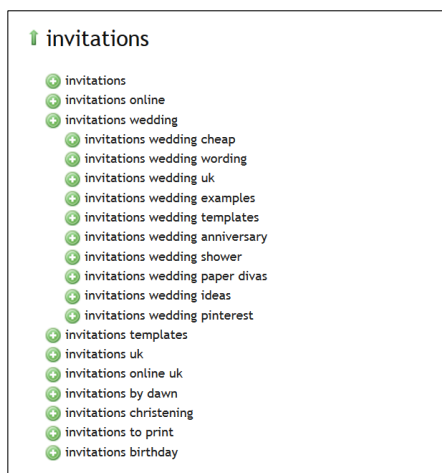
Zazzle's AutoSuggest

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. Google, or even Bing's The AutoSuggest that Google and Bing provide is more of an informational search and is not targeted at the consumer.

blue ca

blue camo

blue camo baby shower invitations

blue cases

blue camouflage

blue candy

blue card

blue camoflauge

blue cat

Tactics

Below are some recommended ideas for how to be tactical with your design naming. 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. 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.
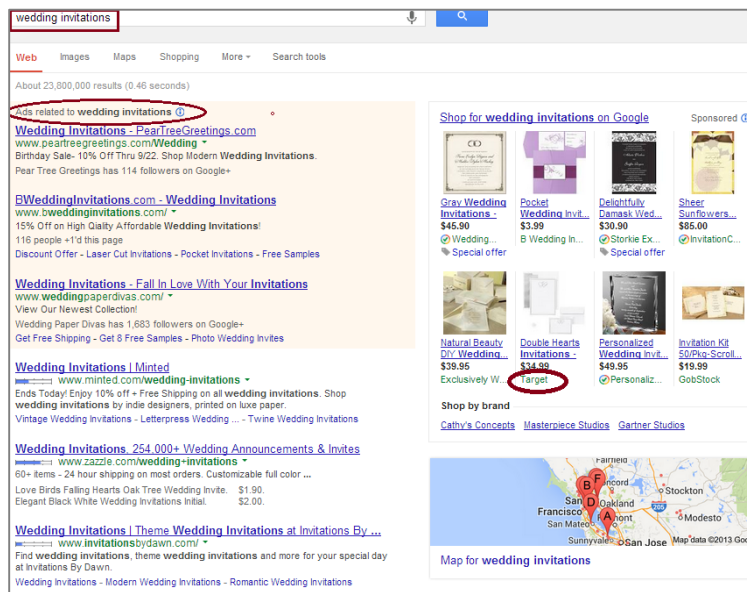
Use Long-Tail Words

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

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 – Tips for Choosing a Title

- Avoid special characters.
- State what the product design is in simple, searchable terms.
- Add in general descriptors such as color, pattern and size.
- Spell check for typos or misspellings.
- Place the main descriptors towards the front of the product design title based on how a user would search to find your product design.

Example:

Okay title:

BBQ Baby Shower Invitation

Great title:

Vintage Chalkboard Baby Boy Shower BBQ Invitation

2 – Tips for Writing a Description

- Provide design details such as: -Features and benefits- Dimensions, fabrication and materials.
- Use at least 150 words.
- Spell check and carefully proofread for typos or misspellings.
- Include keywords, but write for your customers, not a search engine. (We do that for you.)
- Consider other closely related terms to your product design that didn't make it in the product design title and use those appropriately (don't keyword stuff) within your description.
- 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 follow 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?

Example:

Okay description:

Black and white 8.5 x 11 matte cat print that's great for decorating any room in the house.

Great description:

Are cats the animal that you just can't get enough of? If so, then this 8.5 x 11 matte painted black and white cat poster print will not only brighten up your home, but also brighten up your mood.

This watercolor print was inspired when I was standing in my house, looking out the window at the neighbor's tuxedo cat sitting in the window sill. She looked so peaceful and tranquil, and yet those black eyes looked like they were carrying the world's deepest secrets. It makes a great conversational piece and is a great gift for any occasion.

I do offer customization, so please message me with any questions or request.

3 – Tips for Tagging

- Be as specific as possible, avoid vague one word descriptors.
- Ask yourself if you were to generically look for your product design, what would be the most common search terms?

Example:

Okay tags:

Yellow, white, blue, tags, travel

Great tags:

Sunshine monogrammed awning stripe, yellow and white striped monogram, yellow white and blue, monogram, striped

4 – Other Tips

- Audit your least successful designs against your most successful and determine what changes you need to make.
- Add videos, customer photos, or awards received for your designs to help sell your product.
- Get reviews on your product designs to help convince the customer the quality is amazing.

Title Tags

Consider this as one of the most important consumer-facing optimizations possible. The main descriptor of the image on our marketplace pages that you create will be the first thing users see on Google (even before they see your design).

Invitations for any occasion! We feature 1000s of free templates for baby showers, weddings, holidays, and more! 100% satisfaction guaranteed. Made in 24 …

- **Focus your naming only on the design portion.** There is no need to include the name of the product as Zazzle will do that for you.
- If you do need to be very descriptive with your design, be aware that there is a limit of 50 characters.
- Avoid using "custom" or "CYO" or "personalized."

Product Tags

Tagging your designs helps to break apart what the design is about in simple and concise phrases.

Tags

Pillows

pattern, anchors, ship, boat, sailing, nautical, nar

made in usa, socially conscious, american mojo,

Marketplace Category:

Art > Graphic Art > Patterns

All Products:

pattern, anchors, ship, boat, sailing, nautical, nar

made in usa, socially conscious, american mojo,

- Use only design tag descriptions as Zazzle will fill in the name of the product
- Consider tags that explain what kind of gift it would be good for

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.

    - 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.*

    - 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.
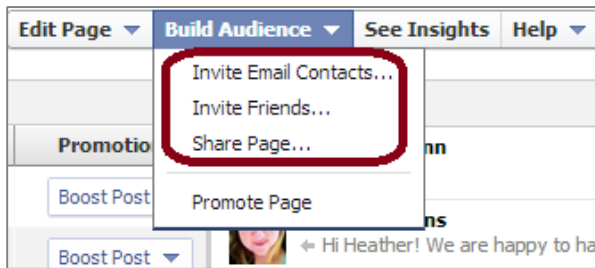
Facebook

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 Favorites sections. Make sure to choose a search phrase (keyword) for your page relating to your product niche. Refer to **this thread** for ideas and ways on how to choose your keyword phrases. In the "add website" section, remember to add a link to your corresponding Zazzle store and include your associate (or referral) ID.
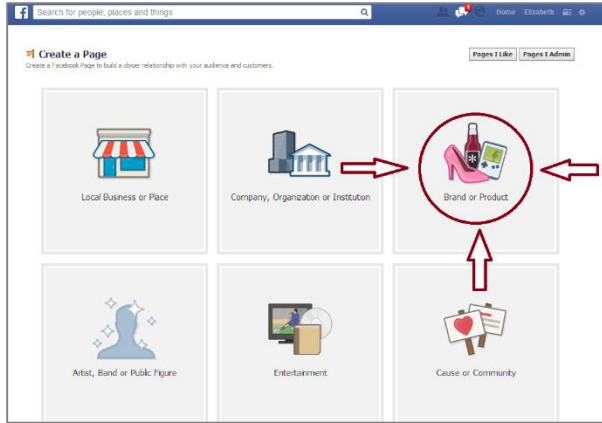
2 – Invite Friends & Family to Share Your Page

• 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.

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 the "Wedding Invitations Ideas" 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 an image file. After the picture has uploaded go ahead and post the link to your product in the text section.

• Don't just share your own updates, share any relevant news or any complementary items you stumble upon as well once in a while.

Don't forget to check your Facebook Insights to see your Page Likes, Post Reach and Engagement trends.
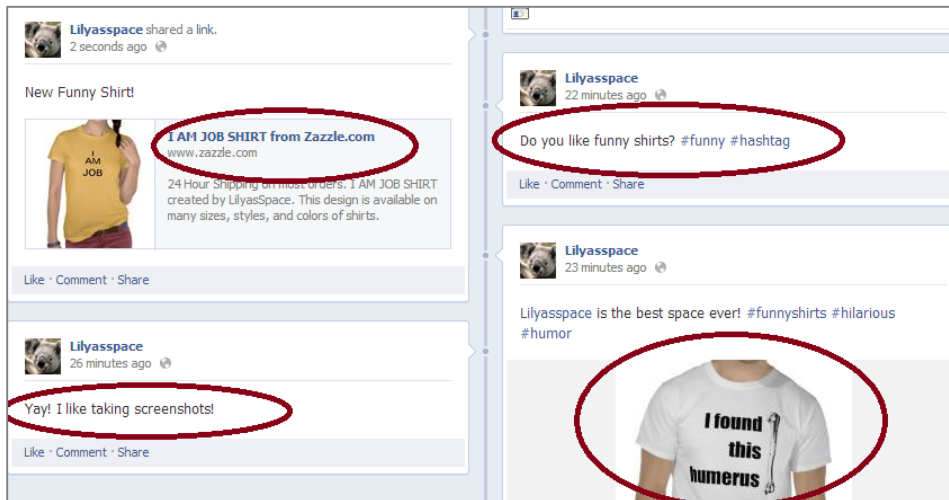
5 – Connect with other Social Media

• Have a **Pinterest**, **Twitter**, **Tumblr** or another Social Media account? Link them to your **Facebook** account by placing your Facebook Page Link in the "about" section or "description" of your other account. Make it easy to find and connect with you. Some Social Media accounts make this much easier. For example, if you have a **Tumblr** page, you can edit your settings so all of your posts on **Tumblr** also get shared out to your **Facebook** and **Twitter** accounts.

• It's good to place Facebook "Like" and "Like Us on Facebook" widgets on any websites you have.

Google+

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:
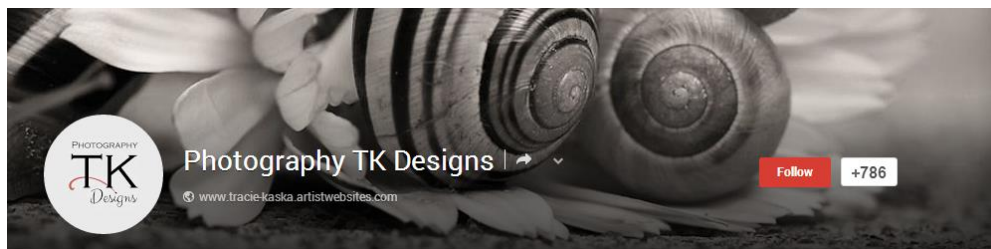

• Link your website to **Google+** and add any other websites or social media pages in the "Links" section.
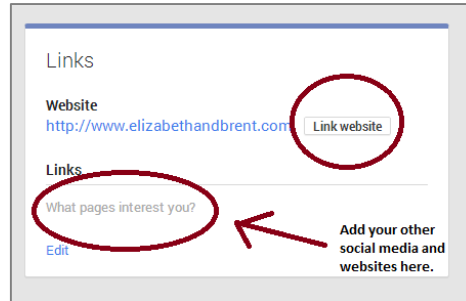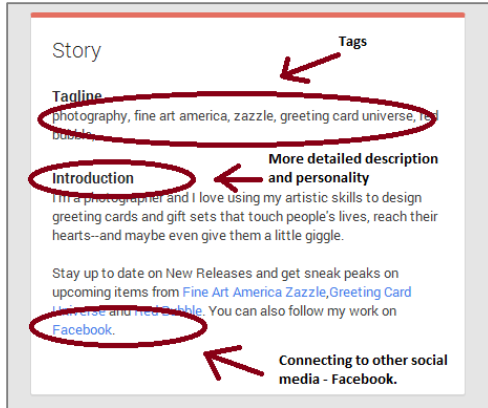
2 – People & Communities

• 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.
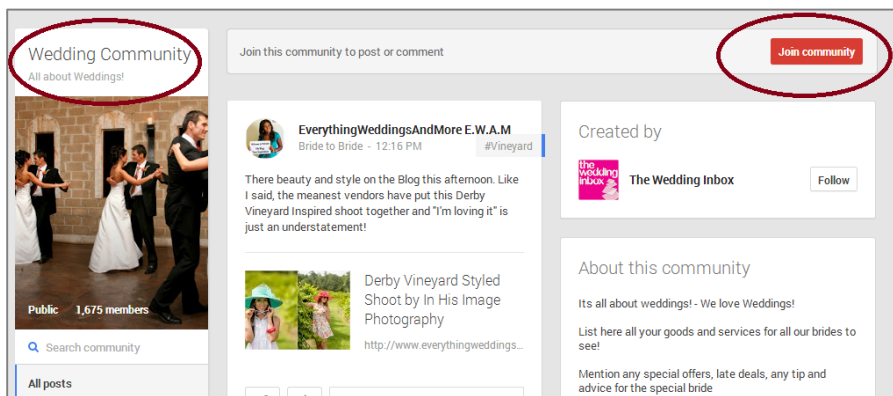

3 – Posts & Engagement

• 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.

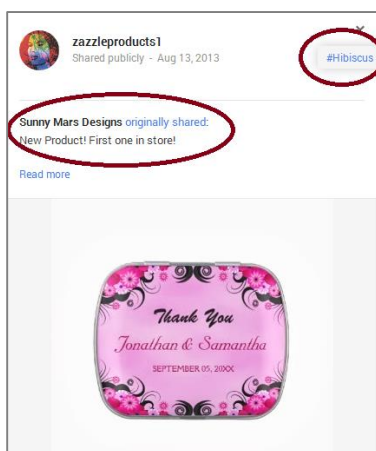Great example of a text and photo post by **Posh & Painterly**, a Zazzle Designer:
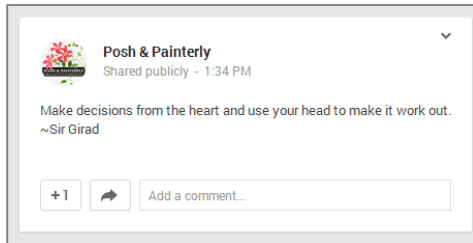
• Use "@" to tag people or pages on your page or in your comments.
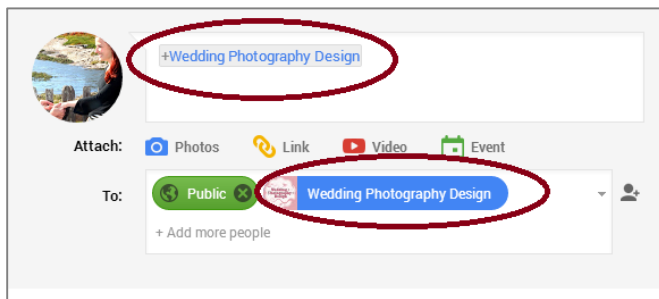
• Use **hashtags** to make your content more search-able.
• Share other pages and people's content on your page.

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

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

http://business.pinterest.com/

1 – Set Up Your Account
The "**Install Pin it button**", "**Get Follow me**" and "**Verify your website**" are all options available for **Pinterest business accounts**. The first two options help make it easy for people to pin the images, and follow your **Pinterest** account directly from your website. The third option, "**Verify your website**," shows pinners that your site is reliable and trustworthy, and gives you access to data which you can use to analyze the performance of your pins.
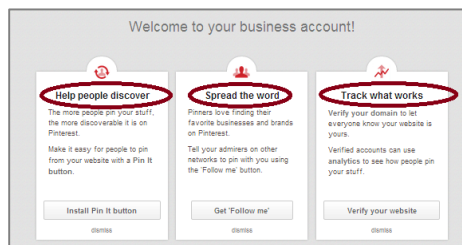
2 – Creating a Board
A **pin board** is a way for you to organize products, pictures and videos that you find online by themes and topics. You can create a board by clicking on the "+" symbol on the right-hand side of your page.
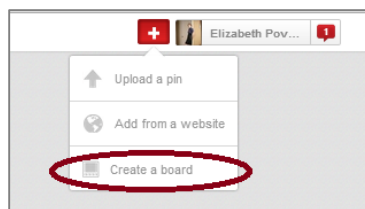
You can organize your pins in several different ways and see which ones are more effective. For example, if you have a store for invitations, create a board for "Summer Wedding Invitations", a board for "Wedding Invitations", and a board for "Weddings". It's good to create boards that don't include your 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.

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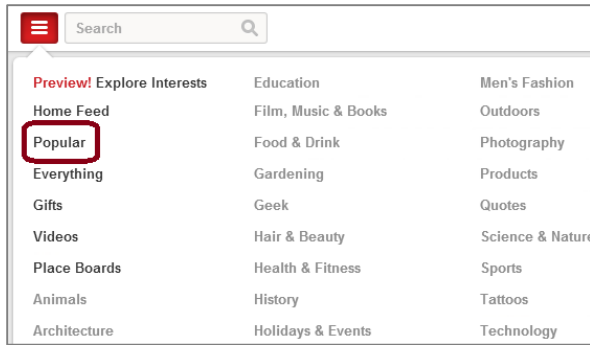
The more social you are the better. One of the big values of being a part of the **Pinterest** community is connecting with your followers, so it's important to comment, like, and repin other people's pins. A great way to gain visibility is to comment, like, and repin pins that already have a lot of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

4 – Connect with Twitter, Facebook, & Google+

Connect to your **Twitter**, **Facebook** 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. At the moment you cannot connect your Facebook Page directly from **Pinterest**, but you can connect to your personal profile if you wish to do so.
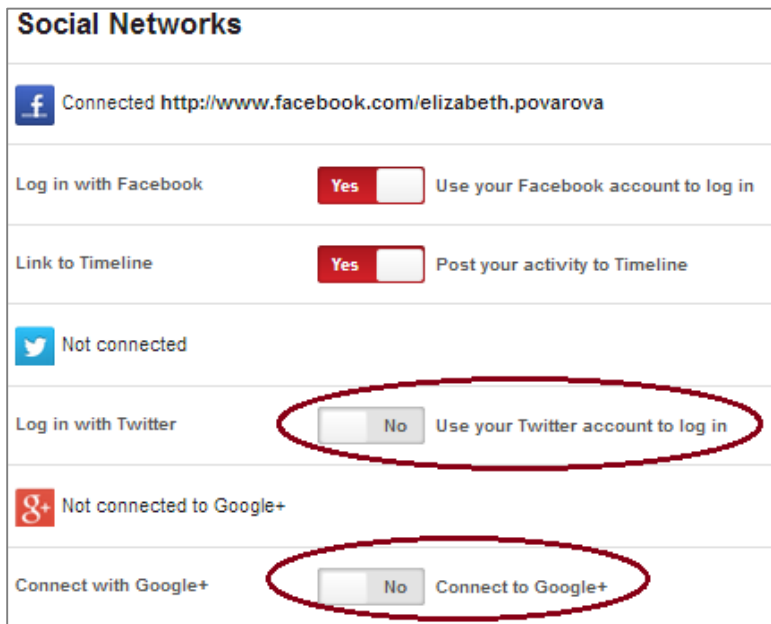
Instagram

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. Follow people, engage others and you will have a fervid following before you can create another hashtag. Additionally, Instagram is easily connected to both Facebook and Twitter, which means you can connect on multiple levels.

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.

Wanelo

Wanelo, pronounced "wah-nee-loh" from Want-Need-Love, is a social shopping website where you can save and share your favorite products from various sites. With more than 10 million users, it's a great website to 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**."
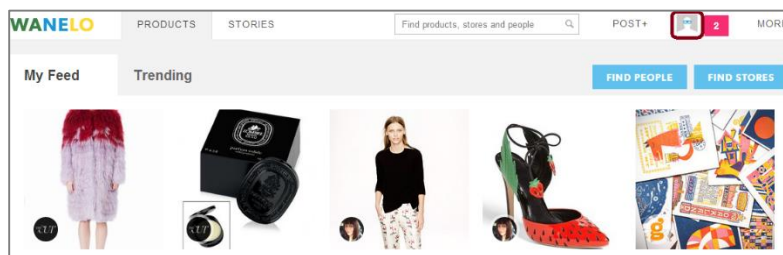

Then fill out all of the sections of the **settings** page starting by uploading your avatar image. A good suggestion is to use your logo, one of your favorite designs or a picture of yourself as your image. When filling out the website section, use your personal website or blog if you have one. If not, maybe you can use 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.
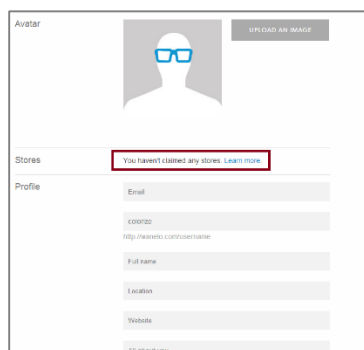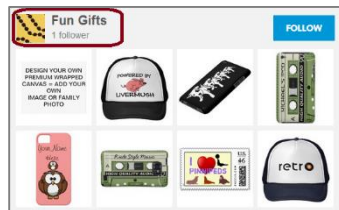

2 – Posting a Product

You can post a product on **Wanelo** by using a product URL, or you can post products on **Wanelo** by downloading the **Wanelo bookmarklet** which you can get **here**.
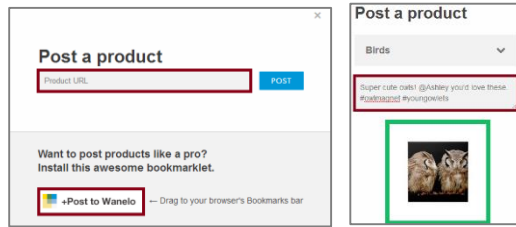
Then you will be prompted to save the product in "Things I want as gifts," or create a new collection. Ultimately, it's up to you to decide how you'd like to categorize your products, but collections are a fun way to show off related or themed products. For example, you can have a "Christmas Collection" 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.
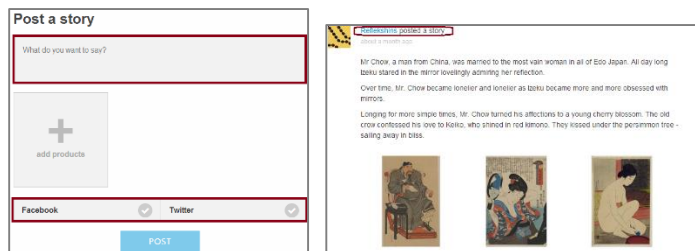
4 – Find products, people and stores
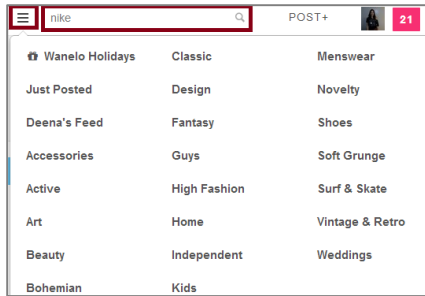
You can search for products, people and stores in the search bar by keywords or by categories. Next to the search bar there is a category tab where along with different categories you can also view where you can view **Top Stores**, **Top People** and **Most Popular**. It's good to take a look at these categories and follow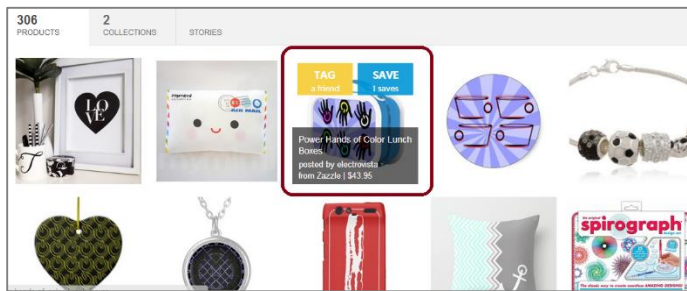 and comment on stores, people and products that you find there. See what products come up in the "**Most Popular**" category. What kind of products are they? What comments and hashtags are posted on them? You should also take a look at the "**Trending Tab**" to see what people are posting and looking 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 since people are constantly sharing the products they saved with their friends and family.

Tumblr

1 – Settings Page
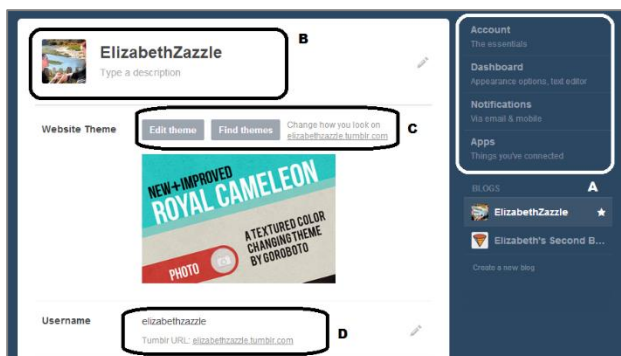
A.) Account (email & password settings) Dashboard (preferences) Email (preferences) Apps (if you created apps for your blog)
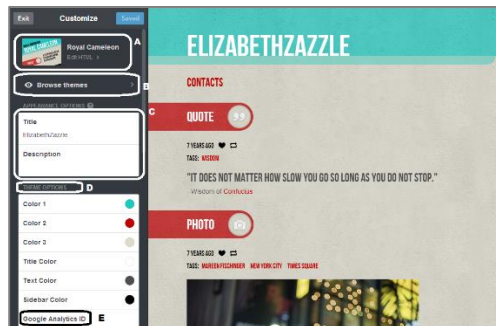B.) Change avatar and add description
C.) Website themes – edit yourself or find a theme
D.) Change URL
Other options on this page are: Replies, Ask, Queue, Facebook, Twitter connect and more.

2 – Customize/Edit Theme Page

A.) Edit your theme with HTML (must be experienced in HTML)
B.) Browse themes – choose an existing theme
C.) Edit your title and description
D.) Theme options – choose the colors for your theme
E) Add Google Analytics ID so you can track your blog performance
Other options on this page: Add pages, advanced options and connect with Twitter, Facebook and more.

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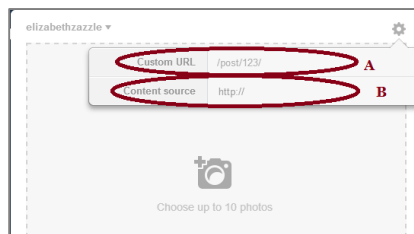
A.) Create a custom URL for your post here. e.g. "vintage-invitation-for-spring-wedding".
B.) Place the source URL here, so people can click through to the original post or your Zazzle store or product page.
C.) Tag your posts with relevant tags. If a "Popular Tags" list pops up, then add the relevant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

Other Tips
*Download the **Tumblr Bookmarklet** for easy posting.
*Install **Tumblr Mobile or iPad App** for posting from your smart phone or tablet.
***Install Disqus** to enable commenting on Tumblr.
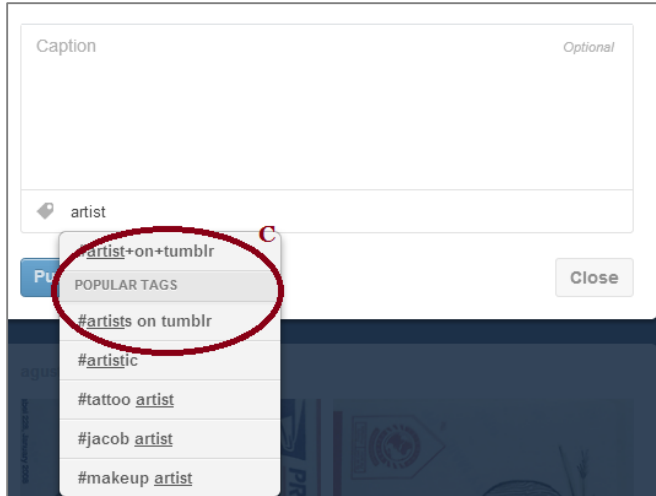
Twitter

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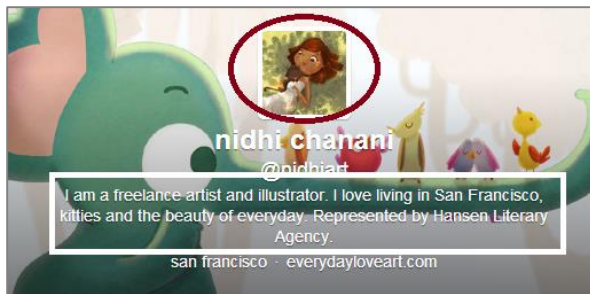
• Fill out your name, biography, website, location, avatar and header picture. Use the dimensions that **Twitter** suggests.
• Stick to your theme by using the designs from your Zazzle store as your background image.
• Use keywords in your biography and make sure that it reflects you and your brand.

2 – Follow People, Join Directories, Use Management Tools

• Follow people that have the same interests as you. If you are a watercolor artist, search for #watercolor 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.

• Use tools like **Tweeter Karma** and **Friend or Follow** to follow people back and unfollow people that don't follow you back.

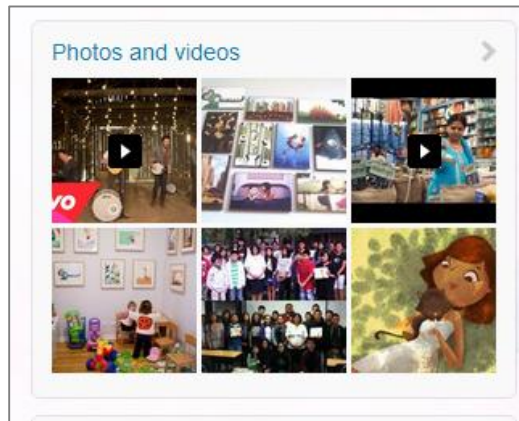• Don't over follow! **Twitter** has following limits and if you follow too many people, your account can get suspended. Read more on Twitter limits **here**.

3 – Post, Engage & Discover

• Post 4 – 5 times per day and post different media. (It helps if your account is connected with other social media accounts like **Facebook** or **Tumblr**, so you can post on both accounts at once.)

• Use **hashtags** in your tweets, but not too many. Two per tweet is enough, and try to have the hashtag word be part of the sentence.

• Look at what's trending and participate in the trends. It's a great way to gain visibility and display a bit of your personality on your account.
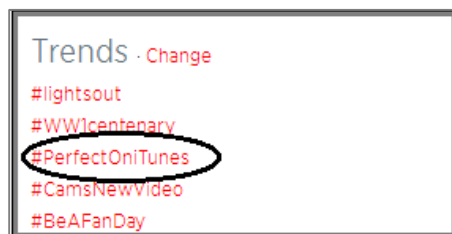
• Interact with followers by favoring, responding, tweeting at and re-tweeting other people's tweets.

• Use the **Discover tool** to search for new content and new people to follow.
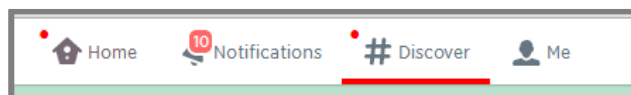
4 – Examples

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

https://twitter.com/nidhiart

https://twitter.com/g8tee

HootSuite

1 – Set-up Account

Register with your email, and then start syncing with your social media networks. With the free account, you can add up to 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.
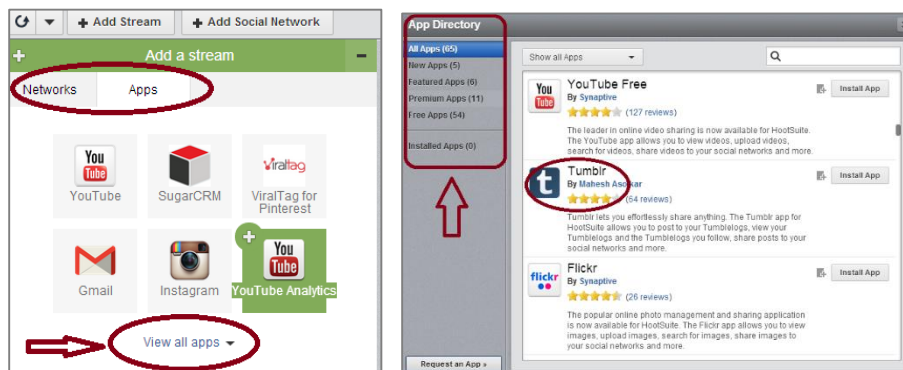
2 – Organize & Monitor

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

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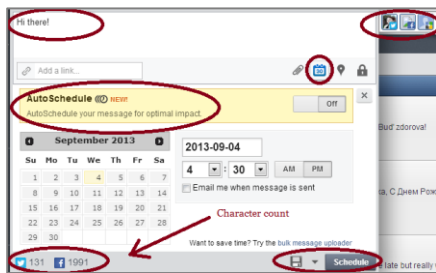
Scheduling is one of the greatest advantages of **HootSuite**. You can write a single message and schedule it to be posted on all of your social networks. This helps you to plan ahead and keep your communities active when you know you will be busy. You can choose the times when you want your posts to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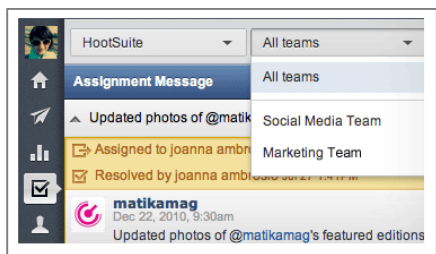
If you have a team and choose to use the Pro option of **HootSuite**, you can assign messages to your team members to make sure that every message gets answered.

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.

4
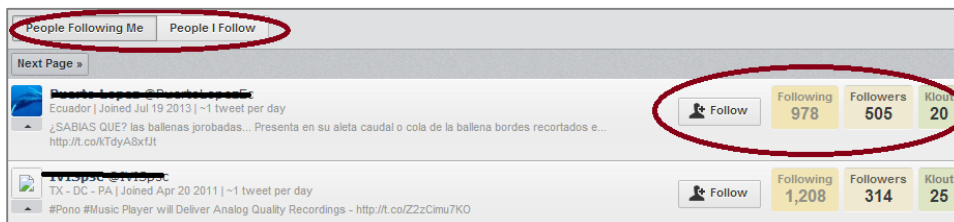
4 – Analyse
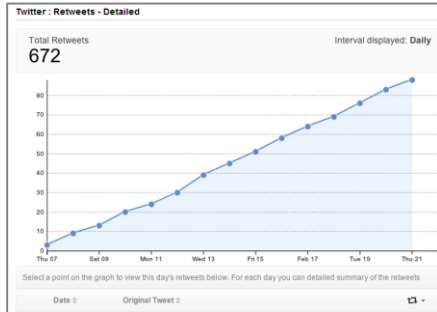
Overview reports of your social accounts are available on the free version of **HootSuite**, but they have very little information. If you are planning to use **HootSuite** as your main hub for your social networks, it might be worthwhile to purchase the Pro option so you can see all your analytics in 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.

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.

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!
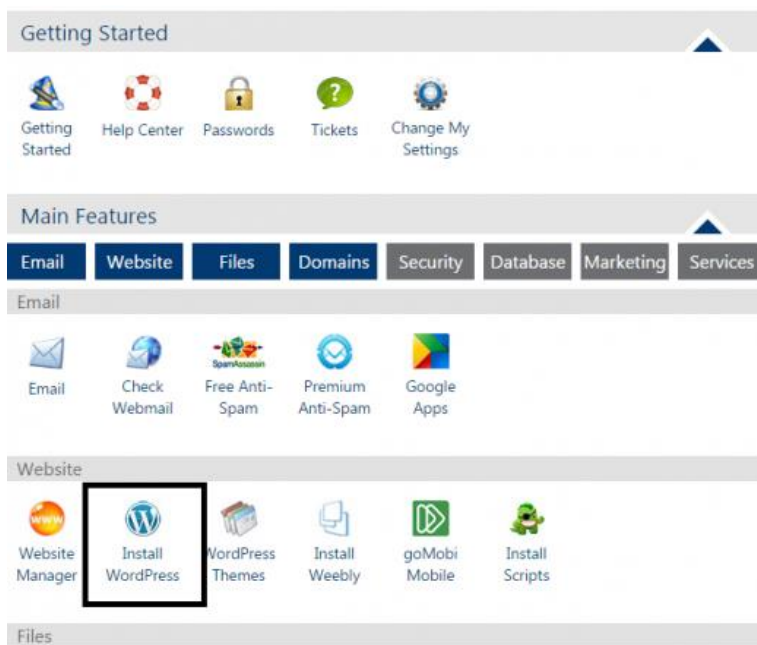
Step 4) Choose a WordPress theme and customize appearance.

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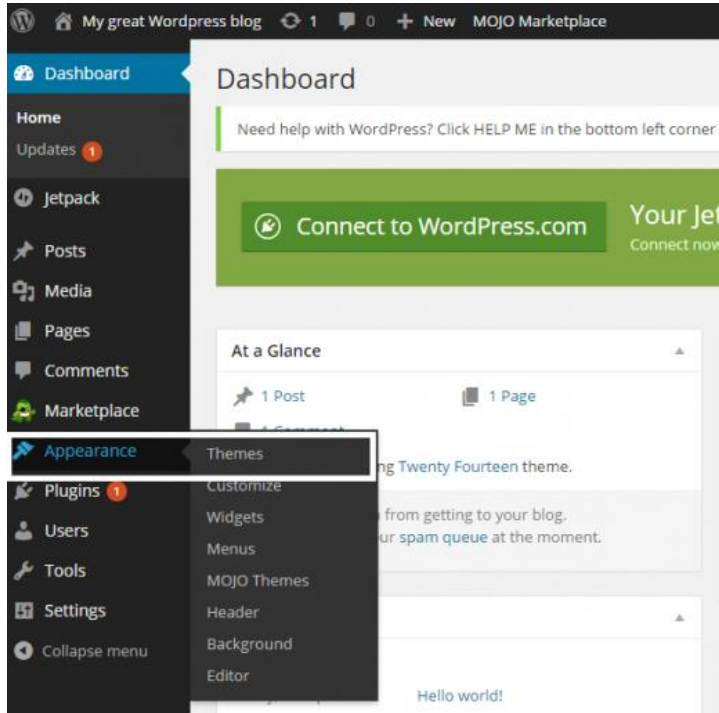
3. Choose a theme that is already installed or add a new theme.
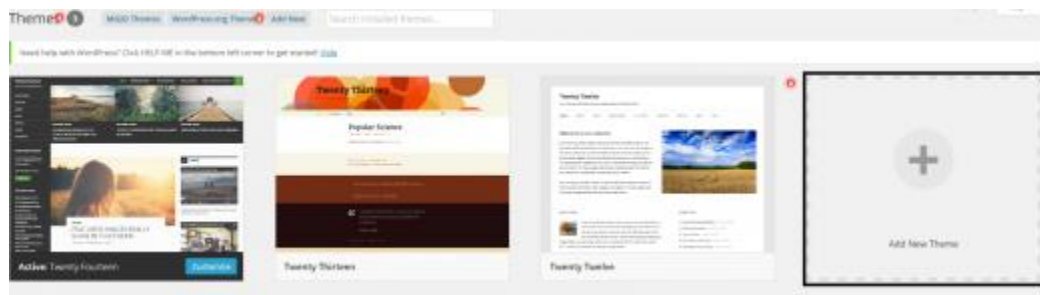
4. Hover over "Appearance" in the sidebar and click on "Customize" to edit the title, tagline, background, header and other aspects of your blog's appearance.
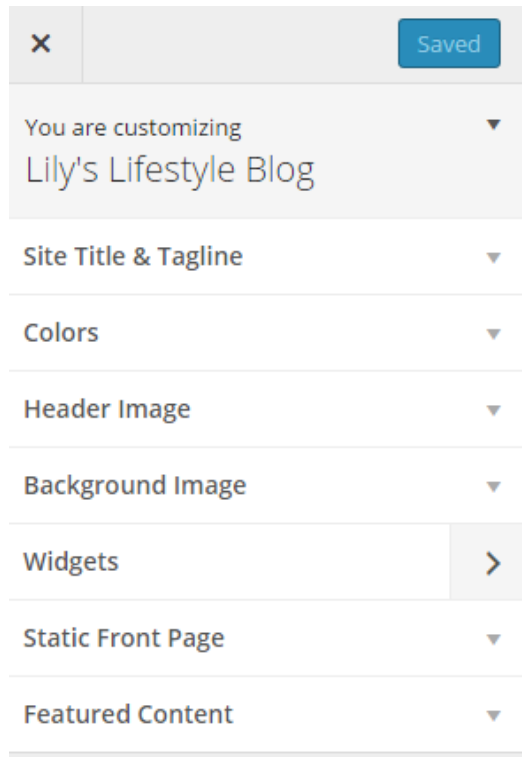
Step 5) Install WordPress Plugins.

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.

Writing Settings

Need help with WordPress? Click HELP ME in the bottom left corner to get started! Hide

Formatting   ✔ Convert emoticons like :-) and :-P to graphics on display
             ☐ WordPress should correct invalidly nested XHTML automatically

Default Post Category   Uncategorized ▼

Default Post Format   Standard ▼

Press This

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!

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 www.zazzle.com/brands 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=238XXXXXXXXXXXXXXX

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.

Account & Reporting

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