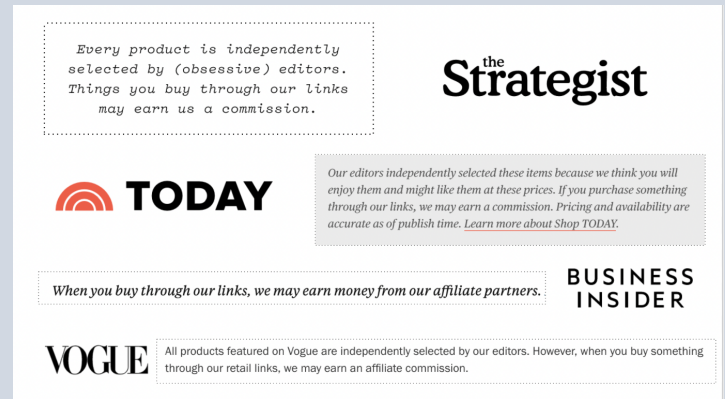**resound**marketing

AFFILIATE PR 101

Why affiliate PR?

It's a fact: major media now wants brands to provide commissionable links for online coverage. While it's not a guarantee, it's often required just to be considered.

Already on a big box site like Amazon or Walmart? Great. Affiliate is already built in and will be accepted by media. Amazon is often a favorite because the press earns commission on the whole cart, not just your item.

Prefer to drive traffic to your own site? You'll need to get set up with an affiliate platform. Most media outlets use SkimLinks on the back-end, so you'll want a compatible platform. We recommend ShareASale (SaS).

If you've seen this...

Every product is independently selected by (obsessive) editors. Things you buy through our links may earn us a commission.

the **Strategist**

TODAY

Our editors independently selected these items because we think you will enjoy them and might like them at these prices. If you purchase something through our links, we may earn a commission. Pricing and availability are accurate as of publish time. Learn more about Shop TODAY.

When you buy through our links, we may earn money from our affiliate partners.

BUSINESS INSIDER

VOGUE

All products featured on Vogue are independently selected by our editors. However, when you buy something through our retail links, we may earn an affiliate commission.

...you've seen affiliate PR at work!

What's the difference between affiliate PR and affiliate marketing?
Affiliate PR leverages affiliate platforms for one purpose: to create affiliate links to use in earned media coverage.
Affiliate marketing is a separate initiative that can be used with bloggers, influencers, coupon sites, and more.

SETUP BASICS

1

COSTS TO CONSIDER

Platform Fees: Expect to pay a one-time set up fee to the affiliate platform (SaS is $550), then monthly transaction fees, which are typically based on a percentage of each commission paid.
Commission: Your affiliate platform will usually let you set this at 5% to start, but be ready! Media outlets typically look for 10-15% or more.

2

STUFF YOU'LL NEED

PR Assets: The basics - logo, keywords, product images (under 1 MB), links, and item descriptions
Program Agreement: You'll want to have legal check this out (**tips from SaS here**)
Tracking Gap: How much time you'll allow from click > purchase (2-4 weeks is best practice)
Tracking Code: SaS will provide to install on your web site and connect with your shopping cart

3

PR SUPPORT

Remember: Affiliate is just a way to get your foot in the door. It does not replace good media pitching and relationship building! Pair your affiliate outreach with traditional PR practices.
Proactive media outreach is still the #1 rule of affiliate PR. This requires relevant stories, personal engagement, smart pitches, and timely tie-ins.

Questions? Ask us at makesomenoise@resoundmarketing.com