



Affiliate Dos and Don'ts

You can excel in affiliate marketing if you know what steps to take. If you are newbie trying to figure out the best way to succeed, then then it's very important to familiarize yourself with these dos and don'ts.

Dos



Do take advantage of our affiliate resources (in fact, you should bookmark it!)

Our [affiliate resources](#) is a single repository of all marketing resources you'll need. From ready-to-use social media toolkits to email templates, from webinars to whitepapers, case studies and banners — you'll find all of them here, arranged neatly according to products.



Do pick your product wisely

Many times, affiliates pick products not suited to their niche and style and end up sounding unconvincing to their audience. Pick products that you understand and can talk about in depth. Focus on product features that overlap with your audience needs and interests.

For example, if you post about productivity, improving collaboration between teams, promoting Zoho Cliq would strike a chord with your followers.



Do be honest and transparent

It is ethical to let your audience know that you might benefit if they purchase using a link. This helps to build trust with your audience and encourages them to take your content seriously. Some examples of disclosure statements that you may use are:

- If you make a purchase through this link, we may receive a commission.
- We may earn a referral fee for some of the services we recommend on this post/website.
- We may receive a commission if you click on some of the links on this website and purchase at no additional cost to you.



Do take it one step at a time

There is no one sure way to success. You need to have patience and trust your efforts. Most of our successful affiliates have tried various new ways to promote before they could reap benefits.

If you start with email marketing, you might exhaust your options to promote after a few months. You would then need to promote your affiliate content elsewhere. Keep looking out for new avenues to promote, and give it time.



Do create engaging content

Good story telling is the key to creating meaningful content. Whether it's a social media post, blog, or detailed review, ensure that your content is engaging and creative. Give examples of painpoints and how the product you are promoting can help solve those. Link to the relevant Zoho product page (using your unique link) in your content and give examples of customers who are using it.



Do connect with your affiliate manager from time to time

Every affiliate is assigned an affiliate manager at the start. You can reach out to your manager by dropping a mail (affiliates-support@zohocorp.com) and get guidance on the most suited product for you to start with. Our affiliate managers are equipped to help you succeed and grow as a Zoho affiliate.



Do segment your target audience

Most of your audience will follow you for specific reasons — and successful affiliate marketers know what their audience wants. Create a list of your subscribers based on their interests and aim to send similar content on Zoho products. For example, if your followers like your email marketing tips, you may want to send them relevant content from Zoho Campaigns. If your followers are fond of your sales tips, you may want to share how Zoho CRM makes deals so much easier.



Do create targeted messaging and campaigns

Good story telling is the key to creating meaningful content. Whether it's a social media post, blog, or detailed review, ensure that your content is engaging and creative. Give examples of painpoints and how the product you are promoting can help solve those. Link to the relevant Zoho product page (using your unique link) in your content and give examples of customers who are using it.



Do follow branding guidelines

You must abide by our [branding guidelines](#). Here's our [branding kit](#) that contains product logos for all Zoho products.

Don'ts



Don't expect overnight success

You can get misled by ads suggesting you instant riches through affiliate marketing. Don't fall for them. Be patient and carry on with your work. You will be able to see the fruits of your work gradually over time.



Don't spam your audience

Audiences across the globe hate those who spam their inboxes. We strongly suggest that you do not bombard your subscribers or website visitors with Zoho ads and banners. This will tarnish Zoho's brand value and dampen your efforts to grow as a marketer.



Don't promise offers or discounts to your audience

We will not honor any discounts that you might have promised your audience. All those who sign up using affiliate links will receive Zoho Wallet credits as a welcome gift. Apart from this, we only honor promises that we have agreed upon with the affiliate on a case-to-case basis.

Do not refer to yourself as a partner or claim that you've "partnered with Zoho" in any marketing material you may be using. This includes references in videos, listings on your website, or other marketing assets. You can say that you're a "Zoho Marketing Affiliate" or "Marketing Affiliate".



Don't breach the terms and conditions

During your sign-up, you agree to a [service agreement](#) and you must always abide by it. In case we discover that you have violated the Affiliate code of conduct, your affiliate manager will first send a warning email. Failure to comply will lead to suspension of your account.

Our agreement mentions how you can promote Zoho and the various restrictions of the program. If you have any doubts about the agreement or the terms of service please drop an email to affiliates-support@zohocorp.com.

We hope that you are better informed now than when you started with this guide. We hope to see you harness the full potential of the program and have a great time with us.