

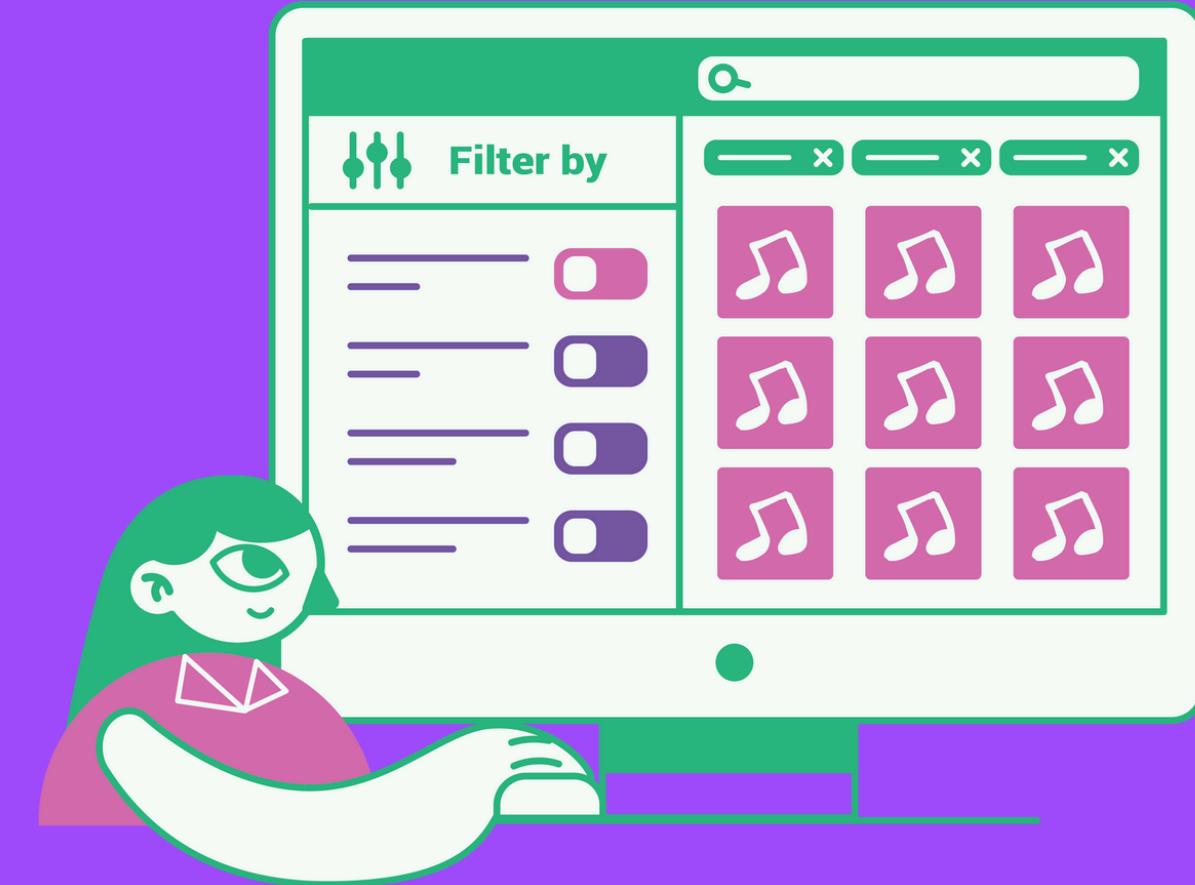
# Thematic Creator Affiliate Program

## Welcome to the Thematic Creator Affiliate Program! We're excited to have you :)

This program was created to give you an opportunity to earn commissions by sharing your affiliate link with your followers & driving sales.

Please read the following slides to learn about the program including commission, best practices and do's and don'ts.

Remember to have fun and be creative with your content. We understand that you know what will best resonate with your audience!



## DO'S & DON'TS



### Do's

- Include required FTC disclosures  
**#ThematicPartner or #affiliate** in all content
- Tag **@hellothematic** when talking about Thematic and appropriate disclosures
- Share your honest feedback!



### Dont's

- DO NOT post about Thematic without proper FTC disclosures
- DO NOT use Thematic logo in your profile picture
- DO NOT use any profanities in your post captions, nor within your image + video assets when mentioning Thematic

# Best Practices

It's very important to include a clear Call to Action (CTA) within your videos. Sharing your CTA during your video can make a big difference on the number of conversions you drive!

Strong CTAs consist of (1) the promotional offer + end date (if applicable), and (2) where viewers can easily find your link (in bio, above the fold in description, pinned in comments, etc.)

## YOUTUBE

**Long-form videos (dedicated or inclusion):** Your affiliate link + CTA needs to be included in video descriptions.

**YouTube Shorts:** Your affiliate link + CTA should be incorporated into comments and pinned as top listed comment, making it's more accessible for your audience to clickthrough.

## WEBSITE

**Blog Mention:** Your affiliate link + CTA needs to be included in blog mentions.

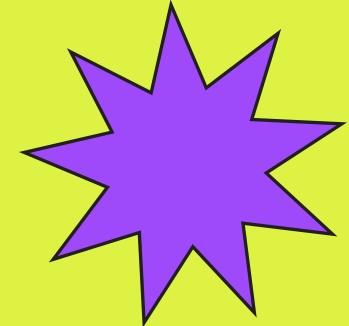
Use brand logo/icon to help drive more conversions.

Always share the official website **hellothematic.com** so your conversions are properly tracked.

## SOCIALS

**Stories:** Clickable links can be added as link stickers to story frames; + CTA added on at least 1 frame.

**In Feed Posts**(Reels, Carousels, Static Posts, etc.): Caption should reiterate the link in bio + CTA + disclosure (#ThematicPartner)



**Feel free to reach out to**  
**Creators@hellothematic.com with any questions**

**Be sure to include “Thematic Affiliate Creator” at the  
start of your subject line**

**Thank You!**

