



# 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



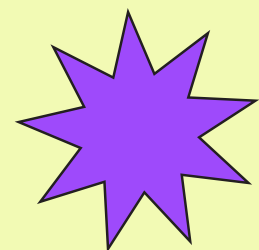
### Do's

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

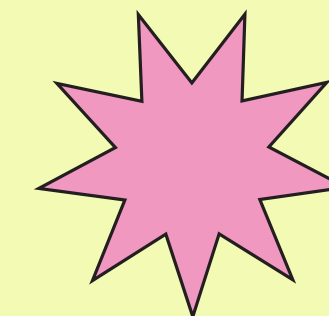


### Don't's

- 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.

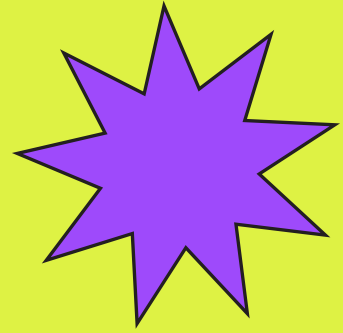
Use brand logo/icon to help drive more conversions.

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!**

