How-To Guide: Craftsy Affiliate Marketing

The Affiliate Marketing program for Craftsy is administered through an Affiliate Network called ShareASale. In order to become an Affiliate for Craftsy, you MUST be connected to the program through ShareASale. This How-To Guide will help you get established on ShareASale and how to get started as a Craftsy Affiliate.

HOW TO SIGN UP FOR SHAREASALE — IF YOU ARE NEW TO SHAREASALE

If you do NOT have a ShareASale account yet, follow these steps to enroll today!

1. Click HERE to create an Account on ShareASale, allowing you to become a Craftsy affiliate.
2. Go through the 5-step process to create your account.
3. Send your Affiliate ID number to chelsea@advertisepurple.com

Full instructions and more details can be found on this page (refer to steps 1-10)

HOW TO SIGN UP FOR CRAFTSY IN SHAREASALE — IF YOU ALREADY HAVE A SHAREASALE ACCOUNT (VIDEO TUTORIAL)

If you already have a ShareASale account, watch the video tutorial or follow the steps below to add Craftsy’s affiliate program to your account.

OR, you can access the Craftsy program directly with this link: CRAFTSY in ShareASale

NOTE: If you had Affiliate links to the former Bluprint site, those links will NOT work. You need to engage with the new Craftsy site and establish new links.

1. Click HERE and sign into your account.
2. On the top bar select “Merchants” > “Search for Merchants”.
3. In the top left of the page, type “Craftsy” in the Search Box and click “GO”
4. When you see Craftsy, click “Join Program”
HOW TO CREATE A CUSTOM LINK (VIDEO TUTORIAL)

Follow the steps below to create a trackable link that will ensure you are getting compensated for any sales that you generate.

**You can choose any page from Craftsy that suits you!**

1. At the top of the page, click “Links” > “Create A Custom Link to a Page”

2. Copy the URL/link from Craftsy’s website that you would like to promote, click “Create Custom Link”
   - IMPORTANT NOTE: If you want a shortened link, you must click on “Get Short Link” (indicated below).
     - If you use a third-party link shortener, such as bitly, the link will not be able to track any sales that you generate.

3. Share your new Custom ShareASale link on your website, blog, social media channels, email newsletters, etc.
HOW TO GET A BANNER OR GRAPHIC ASSET TO USE (VIDEO TUTORIAL)

Follow the steps below to find and select a banner or other graphic element to add to your website.

1. At the top of the page, click “Links” > “Get A Link/Banner”

2. Click on the Banner/Image that you would like to use on your website
3. Copy the HTML code, and Paste it into the backend of your site

ADDITIONAL RESOURCES

1. YouTube Video Tutorials
2. ShareASale’s Blog (Find answers by using the search bar in the top right corner of the page)
3. Best Way to Integrate Affiliate Links in Social Media

QUESTIONS?

If you have any questions regarding Craftsy’s affiliate program, your first contact should be chelsea@advertisepurple.com.

If you do not get your question resolved, let us know directly at instructors@tnmarketing.com

THANK YOU for your interest in working with Craftsy!