
ZEGO[®]MAGAZINE

Building Business Together

Hi Danielle -

Congratulations! You already know where to find your ZEGO affiliate links and how to share those links.

The most successful affiliates (that is, the ones making the highest incomes) start with a plan. To help you get your plan in place, we have a few suggestions and tips on how to sell ZEGO products.

Schedule your Affiliate promotions on your calendar.

Grab your calendar and decide when you'll promote a specific ZEGO bar, or ZEGO as a brand, or both. It's entirely up to you. What we've learned is if it's not scheduled, it's not going to happen. Some dates may have an anchor, like promoting a ZEGO subscription box for graduates headed to college, sampler packs for the winter holidays, or boxes for summer travel adventures.

For some promotions, perhaps you'll opt to do a blog post and social media. For others, you may send a handful of emails. There is nothing as effective as a direct email to someone you think would benefit from ZEGO products. Map out your "what", "how" and "when" and get them on your calendar.

Pre-load promotional social media shares.

Once you've mapped everything out, a great way to maximize your time is to schedule and pre-load as much social media content as possible. There are many tools out there to help you with this and often they have a free level or free trial period, such as Hootsuite and MeetEdgar (we schedule with MeetEdgar, which will also recycle your posts, and Hootsuite for monitoring engagement). With Facebook, you can schedule your posts when you write them.

Look for cross-promotion opportunities.

Cross-promotion means that there's an opportunity to tell people who have already expressed an interest in something about ZEGO about another aspect of ZEGO. For instance, maybe one of your followers tweeted you that they absolutely love our Fudgy Chocolate bar. It would be a great follow-up to tweet them back ask if they have tried the

Coconut Ribbon or Cinnamon Apple. And be sure to include your affiliate link in your tweet!

You may donate a box of ZEGOs to your child's school auction and ask to have your affiliate link attached to the on-line listing for the auction and/or program. You can get a list of the people who bid on it and reach out to them with your link after the event. There are so many possibilities! Let us know if you have others that have worked well for you.

Happy promotional planning!

Next email: **How You Get Paid.**

If you have any questions, please email us at affiliate@zegosnacks.com.

With gratitude,



CEO + Founder
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FORWARD EMAIL

ZEGO, 912 Cole Street #294, San Francisco, CA 94117

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Sent by affiliate@zegosnacks.com in collaboration with

Constant Contact 

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