

## How does affiliate marketing work?

We reward you for every sale a visitor makes on our website that you have referred via your own marketing efforts. For this purpose, you will generate and share referral links or add banners on your website.

When the customer clicks through your referral links and makes a payment, you receive a commission on the sale. It is as simple as that!

1. **Generate** a referral link for the product you wish to sell
2. **Share** the link via email, your blog, social media post or as a banner on your website

## How do I generate an affiliate referral link/URL?

An affiliate referral link/URL is used to promote each eligible item or product offered for sale on our website: <https://advantagecaribbean.com> (See Eligible Item List).

These links/URLs are generated in your Affiliate Area and appended with your unique affiliate ID# so that we can track when a visitor comes to the website or makes a purchase.

If the customer successfully completes a conversion (i.e. a sale, or a form submission), a referral will be generated and you will be awarded a commission.

## How to use your affiliate links

An affiliate link looks like this:

**<https://advantagecaribbean.com/?ref=1>**

The part to the left of the question mark tells the web browser where to go.

**<https://advantagecaribbean.com>**

The question mark and everything to the right of it **?ref=1** is what identifies the fact that you have referred the visitor to our website. Without the question mark and the information to the right of it, we won't know who has referred that visitor and therefore you will not be allocated any commission!

## Some Examples of link construction and usage

Here **x** is the affiliate ID and you would replace this with your own affiliate ID.

Link to Advantage Caribbean home page

**<https://advantagecaribbean.com/?ref=x>**

Link to the Advantage Caribbean Shop page

<https://advantagecaribbean.com/advantage-shop/?ref=x>

Link to an item in the Advantage Shop

<https://advantagecaribbean.com/product/office-365-home/?ref=x>

These referral URLs can be generated by:

1. Manually adding your unique affiliate ID to the end of any URL or product page on your website.
2. Or by logging into the Affiliate Area <https://advantagecaribbean.com/affiliate-login/> and generating your own referral URL by pasting the page URL from any page on your site into the Page URL field and clicking "Generate URL".

## Using Images and Graphics

Advantage Caribbean Institute provide affiliates with a series of banners, buttons and skyscrapers of different dimensions that can be inserted into your website pages, blog posts, articles or email newsletters.

These can be accessed by logging in to your personal affiliate area on Advantage Caribbean Institute website.

If you wish to use a different graphic from our website to promote our courses, please email us for permission to use that image first and we will let you know how you can do so.