

**HOMETOOL**

# Affiliate Quick Start Guide

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Network: Impact



# Who We Are

HomeTool is revolutionizing the way you repair and improve your home. Compared to home warranties, HomeTool is a fraction of the cost, easy to use, lets you pick from highly-rated Pros, and saves you money on both repairs and improvements. With proven maintenance plans, we remind you when it's time to think about your home, so you can spend more time thinking about the people in your home instead.



**I used to own a home warranty company and it doesn't work. HomeTool does.**

*Andrew*

Founder

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# Program Benefits

- Commission: Up to \$35 per sale!  
(Paid per month for 3 months\* on All New Subscriptions )
  - 1st month - \$15 commission
  - 2nd month - \$10 commission
  - 3rd month - \$10 commission
- Cookie Duration: Up to 60-Days
- High-Quality Creatives
- Pre-Written Content Available
- Dedicated Management Team

*\*If a customer cancels a subscription before it is over, commission payouts will end too.*



# What to Post: Banners & Text Links

You have a variety of link types available to you - deal, banner, text link and product links. View these by simply clicking the **ADs section** in Impact and filtering by banners (You can also find Text Links within the ADs section).

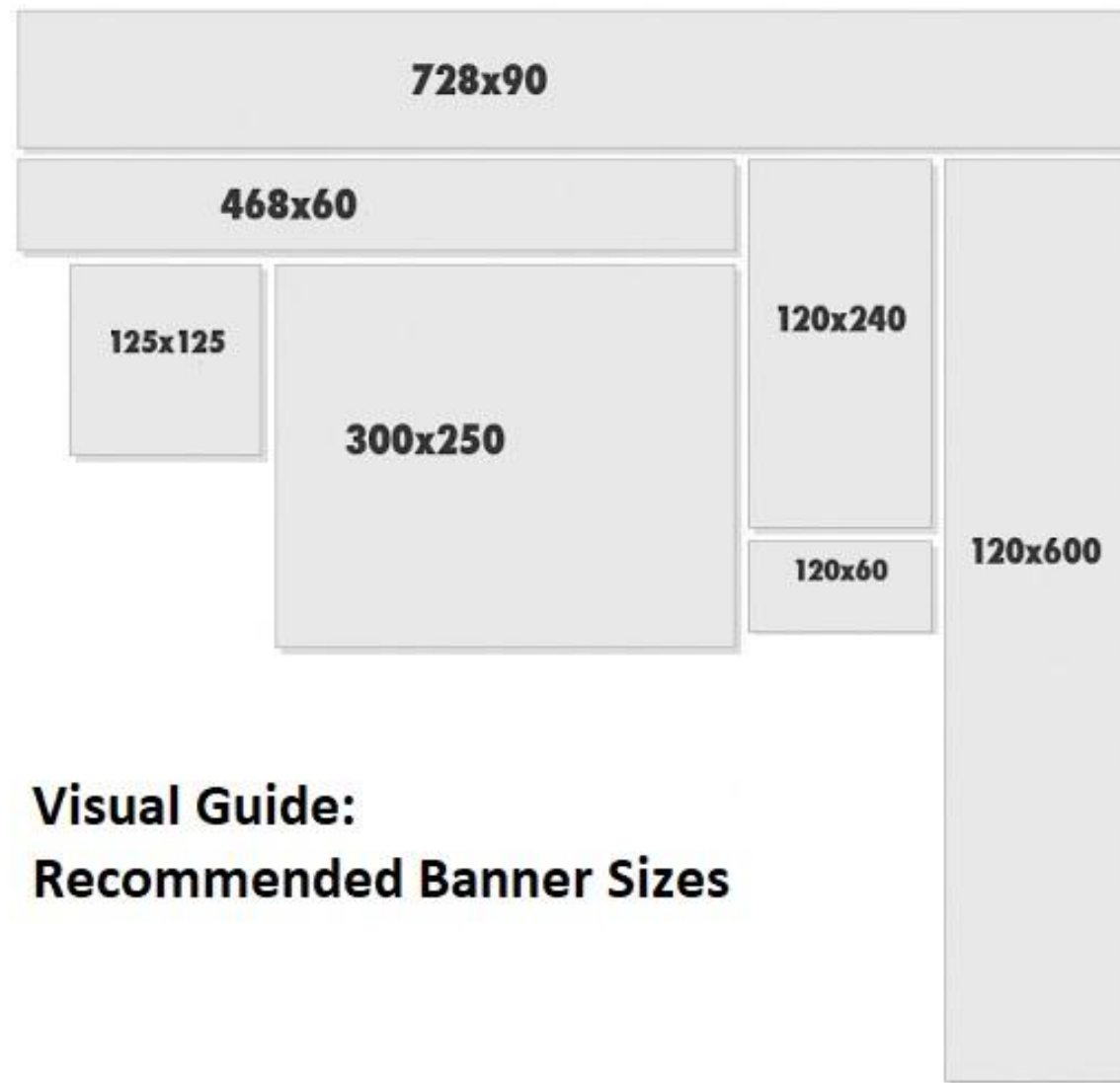
## [Banners](#)

To start, strategically place HomeTool banners on your site where you think they will have the most impact, such as your site's sidebar.

**Top Tip:** Adding a 728x90 banner or 300x250 banner mid-article can help bolster both your click-through-rates and increase your chance of driving leads.

## [Text Links](#)

Check your most searched-for posts – is there any opportunity to insert a HomeTool text link on any of those keywords? Do you have posts that contain home, repair, project, or similar keywords? If the answer is yes, replace those keywords with HomeTool affiliate links.



## Visual Guide: Recommended Banner Sizes



# What to Post: Content

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## Pre-written Content is Available:

From time to time we will be sending pre-written content through our affiliate newsletters. This is yours to use as inspiration for your next blog post in case you're having a little writer's block.

## Create Evergreen Content:

Once you have taken care of the easy stuff, banners for instance, it's time to create some unique content with strong SEO value.

*Here are some article titles to help get your creative thoughts flowing:*

- HomeTool vs. Home Warranty
- Taking Care of Your Home with HomeTool
- How to Start a Home Project with HomeTool



# Getting Social + How to Be Successful

*Social media channels are ever expanding, here are some tips to promote HomeTool to your followers:*

- Share your home project on Instagram and tag us. (@hometool)
- Tweet about pricing plans.
- If you've used HomeTool before post a link on Facebook to your review.
- Remember to always disclose your affiliate links on social channels and on your website. Suggested hashtags for social media: #Ad, #Sponsored

- ALWAYS use your affiliate links from Impact; adding them throughout your content and to any link that you refer to the HomeTool site. These links will make sure you are credited for the sales you refer.
- Maximize your HomeTool audience reach by promoting your site/blog content across multiple channels (e.g. newsletters, social media, vlog, podcast, etc.).
- List your keywords correctly on your backend to improve your SEO results.
- Always include an offer, if available, to help drive those clicks and sales.
- Be personal and post regularly. Most of the time, it takes a bit for your audience to act. The more you mention HomeTool, the more likely your readers are to believe you love the company and will try it for themselves.

# Don't Forget to Disclose

Disclosing you're an affiliate or are being paid for your time and effort to talk about HomeTool is the law! If you want some tips on how best to disclose your partnership without annoying your readers check out this article.

<http://bit.ly/ftclearnmore>

A person wearing a grey apron is shaking hands with a customer in a kitchen. The person in the apron is holding a black toolbox with a red handle. The background shows a kitchen with a window and a blue object on the right.

# Resources

There's more than one approach to be a successful HomeTool partner - Talk to us, let us know what tools you need or stumbling blocks you're having, and we'll help you every step of the way. We believe in our partners and are here to help you succeed.

The HomeTool Affiliate Team

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