

## **GETTING STARTED**

In the welcome email you receive from Lip Ink through CJ, there will be a section entitled “STARTER LINKS.” That section includes two of our most popular links – the Lip Ink International Sampler Kit and the 3D LipMax Lip Plumper. Underneath each of these product descriptions there is a “GET HTML” link that you click to find your personal linking code. Your personal linking code is crucial as it enables you to get credit for the customers you refer. You can also do one of two things:

First, you can upload an image (banner) and hyperlink it with your personal linking code.

Second, you can and paste the link directly onto your site in the form of text.

## **USING BANNERS**

A Banner is a clickable (hyperlinked) advertising graphic, and is the most common type of Web advertisement. Banners are graphics of all shapes and sizes; however, Commission Junction uses some standard shapes and sizes. Not to worry, we have over 30 banners currently hosted on CJ that have already met all of CJ’s requirements!

In order to get to the links, log-in to your publisher account and click on the “Get Links” tab directly under CJ’s banner. When you have found Lip Ink, select “View Links” right next to our name. Here you can browse through all of our banners and find the image you like.

You can choose to use links in either JavaScript or HTML format. Simply click on either “Get JavaScript” or “Get HTML” to generate the code for either format that works best for you. Once you have generated the link code, copy the entire code and paste it into the HTML of your web page or email.

If you need any help or are interested in customized banners, you can email our affiliate manager at matt@lipink.com or – for technical support – call 800-761-1072 and press option #1 to speak with Client Support from 6AM – 5PM PT at Commission Junction. Either one of us will be more than happy to help walk you through this.

## **TEXT**

Write the text that you want and select the portion of text that you wish to turn into a hyperlink. Find the hyperlink option for your website and input your code as you would above.

## **GENERAL BACKGROUND**

To get a general overview of an affiliate program, how it works, and how to navigate CJ just go to cj.com and click on the “CJU” tab underneath their banner.

That will take you to another page where you can get an “Introduction to CJU Online,” look up “Advertiser Strategy,” or “Adverting Training.” The Introduction includes a getting started section, strategy section, and some tutorials.

**WHAT BANNERS DO YOU OFFER?**

We offer numerous GIF images that can be used for banners. Below is a sample of the images we offer, organized by size.



(100x60)



(120x60)



(120x90)



(120x90)



(125x125)



(88x31)



(120x60)



(234x60)



(120x90)



(180x90)



(120x60)



(100x60)



(125x125)



(100x60)



(200x60)



(120x60)



(100x60)



(100x60)



(100x60)



(120x60)



**Lip-Ink®**  
**Miracle Brow™ Liner**

**FREE LIP COLOR**  
WITH A PURCHASE  
OF \$50 OR MORE!

color selected randomly

- Black
- Blond
- Brown
- Taupe
- Grey
- Auburn

Long Lasting & Guaranteed Smear Proof

Organic, Natural

(350x300)



**Lip-Ink®** Lip Color

SEMI-PERMANENT  
COSMETICS

**FREE**  
**LIP COLOR\***

WITH A  
PURCHASE  
OF \$50  
OR MORE!

\*Color selected  
randomly

Long Lasting & Guaranteed Smear Proof

Organic, Natural

(350x300)

Lip-Ink®  
Liquid Lip Liners

**FREE**  
LIP COLOR\*  
WITH A PURCHASE  
OF \$50 OR MORE!  
\*Color selected randomly

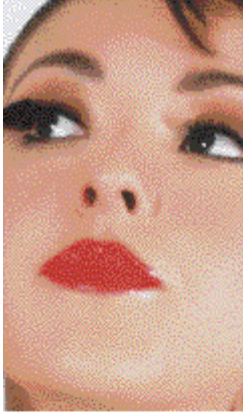
Long Lasting &  
Guaranteed Smear Proof

Organic  
Natural

The advertisement features a woman on the left applying a dark lip liner to her lips. To her right is a black tube of Lip-Ink Liner with a white applicator. Below the tube is a red flower. To the right of the flower is a grid of 12 color swatches in various shades of red, pink, and brown. At the bottom left is a small icon of the Lip-Ink Liner tube and a woman's lips. At the bottom right is a green leaf icon with the text 'Organic Natural'.

(350x300)

LIP INK® AFFILIATE PROGRAM



**Lip-Ink®**

Simi-Permanent  
Lash Tint™ SYSTEM

✓ **100% Wax Free**  
NO Glycols or Parabensf



Lash Tint™ Kit

*Guaranteed Smear Proof,  
Waterproof & Long Lasting*

[www.lipink.com](http://www.lipink.com)



(120x600)



**Lip-Ink®**

Simi-Permanent  
Lip Color® SYSTEM

✓ **100% Wax Free**  
NO Glycols or Parabensf



MINI KIT

*Guaranteed Smear Proof,  
Waterproof & Long Lasting*

[www.lipink.com](http://www.lipink.com)



(120x600)



**Lip-Ink®**

Simi-Permanent  
Miracle Brow™ Tint Kit  
SYSTEM

✓ **100% Wax Free**  
NO Glycols or Parabensf



MIRACLE BROW TINT KIT

*Guaranteed Smear Proof,  
Waterproof & Long Lasting*

[www.lipink.com](http://www.lipink.com)



(120x600)



**Lip-Ink®**

Simi-Permanent  
Lip Color® SYSTEM

✓ **100% Wax Free**  
NO Glycols or Parabens!



SAMPLER KIT

*Guaranteed Smear Proof,  
Waterproof & Long Lasting*

[www.lipink.com](http://www.lipink.com)



(120x600)



**Lip-Ink®**

Simi-Permanent  
Lip Color® SYSTEM

✓ **100% Wax Free**  
NO Glycols or Parabens!



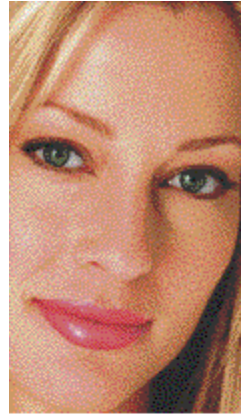
LIPGEL MINI KIT

*Guaranteed Smear Proof,  
Waterproof & Long Lasting*

[www.lipink.com](http://www.lipink.com)



(120x600)



**Lip-Ink®**

Simi-Permanent  
Lip Color® SYSTEM

✓ **100% Wax Free**  
NO Glycols or Parabens!



SAMPLER KIT

Free Coupon Code **SHAMPOO**  
With Sampler Kit Purchase  
*Guaranteed Smear Proof,  
Waterproof & Long Lasting*

[www.lipink.com](http://www.lipink.com)



(120x600)

**LIP-INK®**  
by *RoseHedge*

Free Lip Color  
With any Purchase  
OF \$50 OR MORE

*Smear Proof or  
Your Money Back!*

(120x600)



Lip-Ink® Flavored Lip  
Shine Moisturizers  
[www.lipink.com](http://www.lipink.com)



Maximum Hydration  
and sun Protection

(468x60)



(468x60)



(468x60)



(468x60)

## **MARKETING YOUR SITE**

There is a variety of ways to market your site get an increase in traffic. This section will briefly go over some ways to do this for beginners, those with some experience, and those who are advanced.

### **Beginner**

Web Pages: Having a webpage is key to an affiliate program, you will need this to do almost any of the things listed below. It does not have to be an ecommerce site or anything major, you just need a presence on the web. You can find cheap deals for web hosting on <http://www.godaddy.com> <http://www.directnic.com>

Ezine: A great way to get traffic to your site is for it to be useful to others. Ezines, or electronic magazines, allow users to “subscribe” to your website if they find the info interesting, useful, etc. The more subscribers, the more visitors and the more visitors, the more people you can refer to Lip Ink. You can get started at <http://www.ezinearticles.com>

Blogs: Blogs are similar to ezines in that they are free, easy to use, and all you have to do is write about something that people will want to read about. You can get started at <http://www.blogspot.com>

Newsletters: If you are able to build up a subscriber list, you can send out a newsletter as often as you like. You can use this to talk about anything your subscribers will find interesting, including Lip Ink products.

MySpace: This is a free social networking site that allows you to connect with million of people all over the world. Many people market on myspace and you can too – just use your hyperlinked text when you are sending out a message. <http://www.myspace.com>

Facebook: Facebook is extremely similar to myspace in that it is another free social networking site. You can use this to find friends who would be interested in Lip Ink, tell them how amazing the product is, and refer them to the site. <http://www.facebook.com>

Twitter: Twitter is another free social networking site, except it is based around “micro-blogs” known as tweets. This means that you can only post a few lines of text, whereas you could type numerous pages in facebook and myspace. However, twitter is just as popular as facebook and myspace. <http://www.twitter.com>

Editorials: Much like starting your own web page, you can also start your own editorial page. Again, you can find cheap deals on web hosting on <http://www.godaddy.com> <http://www.directnic.com>



### **Experienced**

**Pay per click/Sponsored Links:** Pay per click is an internet advertising model used on search engines, advertising networks, and content sites like blogs where advertisers pay their host ONLY when their ad is clicked. These would be ideal to have market for a specific word (cosmetic, lip stick, etc) and have the result linked directly to your page. Affiliates are permitted to utilize PPC marketing in order to promote LipInk.com's products. We require only that if bidding on our branded terms that you do not outrank our own ads in any PPC Search Engine. This is the only stipulation we place on affiliates who utilize PPC advertising. Go to <http://adwords.google.com>, <http://searchmarketing.yahoo.com/overture.php>, or <https://adcenter.microsoft.com> to get started.

**Contests/Give Something Away for Free:** One way you could boost traffic to your site is to have a contest. The scope and prize would depend on what your goals are and what you are willing to give away. You could always so something along the lines of anyone who goes through your site and purchases a Lip Ink product is automatically registered to win 10% back on their purchase. You would be able to monitor who purchased what on your <http://www.cj.com> account

**Coupon Code:** We regularly send out coupon codes. Just inform your reader about them!

### **Advanced**

**Viral marketing:** This is a marketing technique that uses preexisting social networks to produce an increase in brand awareness in order to achieve your marketing objectives. So, you would create an email, newsletter, etc. and hope your subscribers use their preexisting social networks of friends and family to pass it on. One example is “will it blend” – an online video post where Tom Dickson, the founder of blendtec, blends various items in order to increase his brand’s awareness. For more details and examples you can read about viral marketing at [http://en.wikipedia.org/wiki/Viral\\_marketing](http://en.wikipedia.org/wiki/Viral_marketing).

**Store Front:** You can add lip ink into your storefront through data feeds such as XML web sheets. XML is used to primarily aid information systems in sharing structured data. As such, it can be used to transfer products from our store into your store with ease. Using datafeeds responsibly is crucial. For one, if affiliates don't use them responsibly they won't make any sales. To take a merchant's datafeed and put it behind a new domain with no unique value-add content is basically spamming the search engines. This does nothing for the affiliate, the advertiser or the affiliate marketing industry. Datafeeds must be coupled with relevant content, preferably content that has been published and unique online for years. Non-related affiliate marketing content (such as articles, interviews, etc.) should outweigh affiliate marketing content (datafeeds) 2 to 1. For example, if a datafeed is producing 500 pages of content on an affiliate's site, there should be 1,000 pages of unique content published under the same domain. The power of the datafeed is to get product group/detail pages deep crawled and indexed for relevant searches in the search engines, and in order to do so the site must already rank for that relevancy.