

Beddy's Affiliate Guide

Make your bed. Make your day.



@the.westnest



beddy's®
(bed·ease)

+

N⁺ D⁺ & WINKS™
by beddy's

AFFILIATE REQUIREMENTS

- Send 3 high-res photos to the Beddy's team
- Include at least 1 portrait & 1 landscape photo
- Create dedicated post to Beddy's and/or Nod & Winks



CONTENT GUIDELINES

01

Exclusively feature Beddy's
and/or Nod & Winks

02

Emphasize the innovative zipper
design

03

Explain how our zipper bedding
differs from traditional bedding

04

Make sure everyone is over the
age of four

GREAT STYLING EXAMPLES



@makingprettypaces

Well lit



@hellomorellos

Fully on bed



@ourhighlandshome

Wrinkle-free

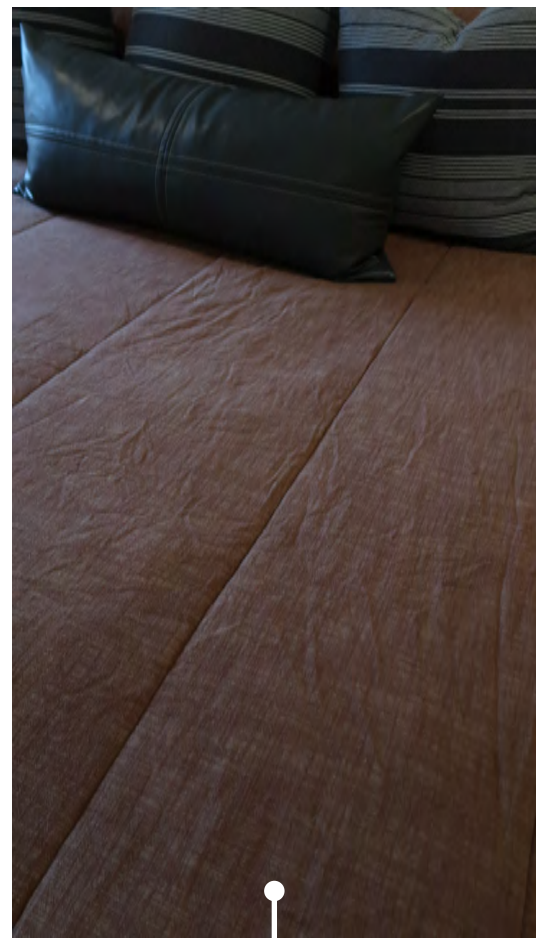
NOT-SO-GREAT STYLING EXAMPLES



Too dark



Not put on
bed well



Wrinkled

OTHER REQUIREMENTS

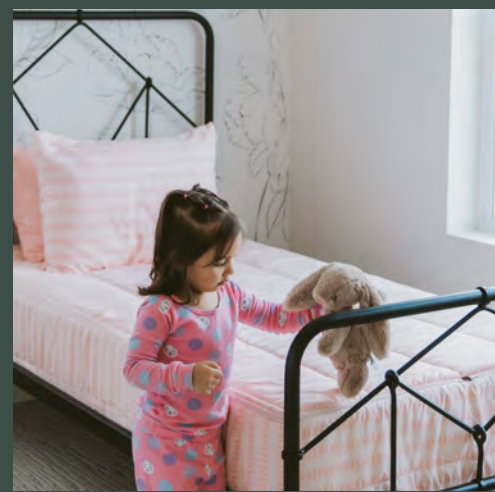


AnnaJonson



We couldn't love our Beddy's more! **#affiliate**

- Please use the hashtag **#gifted** or **#affiliate** on graphics/posts
- Follow all FTC guidelines
- Do not post Beddy's products with anything controversial, demeaning, or any political statements.



TALKING POINTS

We encourage you to use your unique voice and style in your posts. Here are some talking points to help get you started. We recommend using two of them:

- It's easy to make the bed with Beddy's unique zipper functionality.
- Beddy's has great style options.
- Beddy's are super comfortable to sleep in.
- Beddy's is all in one piece - everything you need is in the bag.
- Beddy's are a great solution for hard-to-make beds (bunk beds, corner beds, etc.)
- Beddy's stay on the bed all night long.

VIDEO PROMPTS

Stuck? Try answering one of these prompts in your videos:

- How has zipper bedding made your / your child's morning routine easier?
- How has zipper bedding improved your sleep?
- How do you wash your Beddy's?
- Why is starting each day with a made bed important to you?

