



SEA GODS

AFFILIATE PROGRAM

INFORMATION GUIDE

JANUARY 31, 2023

[Abstract](#)

This outlines the definitions and procedures regarding the Sea Gods Affiliate Program

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OVERVIEW

1. Project background and description

An affiliate is a person or business that collaborates with Sea Gods to spread brand awareness and assist with sales. Affiliates use special links to provide potential customers. If the potential customer clicks on the affiliate's link and makes a purchase within a provided time frame, the sale is tracked back to that affiliate and that affiliate receives a set commission of the sale. Affiliate link and discount tracking is provided by a Shopify embedded app called "GoAFFPRO". This app is used to produce trackable links and discount codes that are all affiliate specific called a referral link and/or a referral discount. Each affiliate has its own referral link and its own referral discount to entice customers to use the link.

2. Definitions

- Affiliate – Person or business that uses Sea Gods' provided links to encourage folks to checkout the Sea Gods website. This person or business receives a commission based on sales completed using their link.
- Affiliate Link or Referral Link – a URL that is individual and specific to each affiliate. These URLs have special tracking code embedded in them so that if a purchase is made within a predetermined time frame, that purchase can be tracked back to the appropriate Affiliate and commission accounted for.
- Affiliate Coupon or Referral Coupon – a special discount code that is individual and specific to each affiliate. This coupon can be combined with the referral link to entice potential customers to follow the affiliate referral rather than ignoring the referral link and moving on to Sea Gods website without tracking.
- Commission – Paid out every 2nd month via PayPal, an amount received by the affiliate based on sales completed using the Affiliate link.
- Dashboard – The user interface that affiliates will see when logged into their affiliate portal. The dashboard is where you can view information about your account, commissions, and links.
- Payouts – an amount owed to the affiliate based on commission earned via affiliate links. Made every 2nd month.

3. Eligibility

In order to participate in the Sea Gods Affiliate Program, users must be existing Sea Gods customers that currently own and ride Sea Gods boards. Affiliates are encouraged to use affiliate links in FB groups, Instagram, among friends, and any other social outlets. There really is no limit but please keep it tasteful. Affiliates that are found to be endlessly spamming affiliate codes will be suspended from the program. Sea Gods believes that we make the best boards out there but we also provide appropriate customer education and service. We hope that our Affiliates provide the same. For example – is someone on a social media site asks a basic question such as "I need help picking a board" please don't just provide an affiliate link and say "THIS ONE". It is always more helpful to the sport if you provide a reason why such as "I like this brand because they helped me with my million questions and once I was a customer they provided free ongoing educational seminars that have helped my SUP journey. Love this brand – check them out here *insert affiliate link*" Affiliates are not eligible to earn commission off their own affiliate links.

4. Commission

- Standard Sea gods' affiliate commission rate is 5% of orders pre-tax/shipping total.
- Commission is paid out based on sales made after shoppers click through an affiliate link. Link clicks are tracked for 15days. This means that is a customer has clicked on a referral link to the sea gods website, that customer's Sea Gods website browsing information will be securely stored for 15 days. When that customer makes a purchase the sale will be traced back to the affiliate link and that affiliate will be credited with the sale. A commission of 5% of the pre-tax pre-shipping sale will be credited to their GoAFFPRO account. Sea Gods pays the commission balance every 2 months via PayPal. It is important to note that affiliates must have a valid PayPal account to receive funds. No exceptions will be made for payouts.
- NOTE – Commissions will only be credited the latest affiliate link clicked. In the event that 2 affiliate links are clicked during the customer's journey, the latest affiliate will get credit. For example – On Feb 10, John Doe clicks affiliate link #1 and browses the Sea Gods website. Then on Feb 21, John Doe clicks affiliate link number 2 and browses the Sea Gods website. Finally on Feb 23, John Doe visits Sea Gods' website via google search, browses the site, and places an order for 2 boards for a total of \$2000 before taxes. Affiliate 2 will get a commission of \$100. Affiliate 1 will not get a commission.

5. Payouts

- Payouts are made ever second month in the 1st week of the month (February, April, June, August, October, December).
- Payouts are made via PayPal. Affiliates must have valid PayPal accounts to receive funds. No payout exceptions will be made.

6. Sign Up Procedure

Sign up is simple. Just follow the link below to the Sea Gods affiliate account sign up page linked below. Once signed up a Sea Gods administrator will approve or disapprove the sign up based on required customer history explained in the eligibility section 3.

seagods.goaffpro.com/create-account

7. Dashboard







Once your affiliate account has been approved you may sign in. It will look like the screenshot below where you can view your commissions, links, and other settings.

Home Marketing Tools Payments Settings Logout

Ryan Johnston
ryan@seagods.ca

Referral Link 5%
Refer your friends using the link below and earn commissions on purchases made by them

<https://seagods.ca/?ref=RYANJO>

Copy      

Commission Structure
A 5% commission is given on sale of every product (except those listed below)

Coupon Code 10% off
Share your coupon code with others. For every purchase someone makes using your coupon code, you get the credit

Coupon Code **RYANJOAFF** Copy [Copy Shareable Link](#)

Your Affiliate link used for tracking (points to the referral link)

Your 10% off coupon code (points to the coupon code)

Click here to get a combined link that will be tracked as an affiliate link AND give the potential customer 10% off their order. (points to the Copy Shareable Link)