



# **Sigma Affiliate Handbook**

## **INSIDE SIGMA**

### **History**

Sigma was founded in 2009, and quickly grew into a well-known international online beauty store. In December of 2011, Sigma Beauty opened its first brick and mortar store at the largest mall in the United States - the Mall of America, in Minnesota. With authorized retailers in 225+ countries, Sigma Beauty is today a global company with a marked presence in all continents.

### **Mission**

Sigma Beauty's mission is to provide beauty enthusiasts with the latest innovations in cosmetics, makeup brushes, and brush care accessories. We strive for exceptional quality, innovative function, and excellence in customer service. Sigma Beauty utilizes science and engineering to constantly challenge the beauty industry status quo and present our clients with state of the art products.

### **Motto**

Innovating Beauty.

### **Sigma Affiliate Program**

The Sigma Affiliate Program is a partnership opportunity for those who enjoy our brand and products. The Sigma Affiliate Program Handbook was designed to provide you with the knowledge, confidence and skills you need to be an effective and successful affiliate. This practical guide serves as a resource of information to help you get started as a Sigma affiliate.

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## INTRODUCTION

In this section, we are going to introduce you to affiliate marketing, the foundation of the Sigma Affiliate Program. We will first cover the definition and basics of affiliate marketing and then go over key terminology.

### **What is Affiliate Marketing?**

Affiliate marketing is a performance based marketing strategy where affiliates promote their merchant's products through their own devices and receive compensation from every sale made. This marketing strategy is a multibillion-dollar worldwide industry which has experienced extensive growth since its inception in the early 1990's. The three most common payment arrangements are: pay-per-sale, pay-per-lead, and pay-per-click. Sigma utilizes the pay-per-sale method, where the affiliate receives a commission for the first sale generated by a new customer through their affiliate link.

Once you have been accepted into the affiliate program, you will receive a unique *affiliate tracking link* that corresponds to the Sigma website. This affiliate link is very important, as it is the only way to track a sale made through your efforts. When you post your link in a YouTube video, blog post, etc., anyone who clicks on it will be re-directed to the Sigma website. From there, if the viewer decides to purchase a product, you will receive commission from the order they place. There are no requirements or restrictions about how often or how much you talk about Sigma, but generally you will earn more income from the program the more you promote it. Whether it is through a banner advertisement, product review, or giveaway, it is up to the affiliate to decide which marketing strategy works best for their viewers. As an affiliate, *you* are Sigma's sales force, and we depend on you to get the word out about our products! In return, we are more than happy to compensate you through monthly commissions and cash bonuses.

## Key Terminology

We now want to familiarize you with some basic affiliate terminology that you will read in this handbook. It's important for you to understand these terms, as they will also be important for you to know in the future.

*Affiliate*: Referred to as a *Media Partner* on the Impact Radius platform, an affiliate is an independent marketer who promotes a business and is paid on a performance basis.

*Affiliate Link*: A text link embedded with an affiliate's unique tracking code.

*Conversion Rate*: The ratio of sales to the total number of clicks received.

*Deep-link*: A hyperlink that leads to a specific product page instead of the homepage.

*Media Partner*: Also known as an affiliate. Independent marketer who promotes a business and is paid on a performance basis.

*Pay-per-Sale/Pay-per-Conversion*: The affiliate marketing method utilized by Sigma. Affiliates receive 10% commission on every completed sale generated by a new customer.

*Tax ID*: Otherwise known as a Social Security Number (SSN). A Tax ID is needed for US citizens/permanent residents when applying to the Sigma Affiliate Program.

*Terms and Conditions*: The rules and regulations that an affiliate must agree to and follow in order to join and remain a member of an affiliate program. You can access the Sigma Affiliate Program Terms and Conditions [here](#).

## GETTING STARTED

Now that you have a better understanding of affiliate marketing, we're going to lead you through the steps to get started as a Sigma affiliate. This section should be used as a guide to make sure you have covered the basics. Let's get started!

### Your Affiliate Account

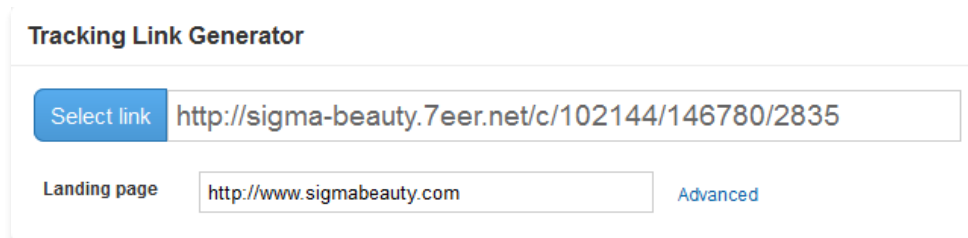
Once you have been accepted into the Sigma Affiliate Program, the first thing you should do is log into your affiliate account. In your account you will find important information such as your affiliate link, banners and reports.

To access your account, log into Impact Radius [here](#) with your username and password.

Once logged in, you will see your dashboard. Your dashboard is where you can view important announcements, a to-do list of tasks to be completed, see a quick snapshot of your program performance, and download ads such as text links and banners.

### Find Your Tracking Link

Your new affiliate/tracking link can be found on your dashboard. You will see the "Tracking Link Generator" section. From there you can copy your personal tracking link to share with your followers!

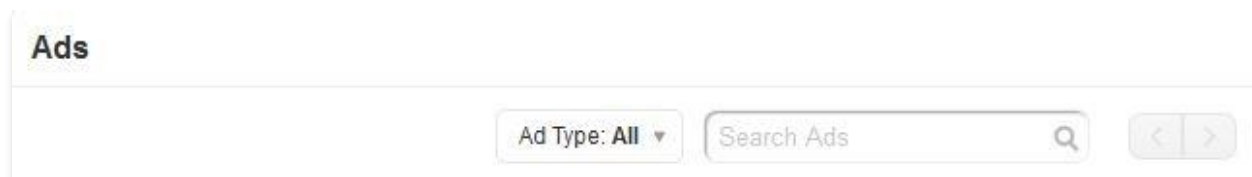


The image shows a screenshot of a web interface titled "Tracking Link Generator". It features a blue button labeled "Select link" next to a text input field containing the URL "http://sigma-beauty.7eer.net/c/102144/146780/2835". Below this, there is a "Landing page" label next to a text input field containing "http://www.sigmabeauty.com" and a blue "Advanced" link.

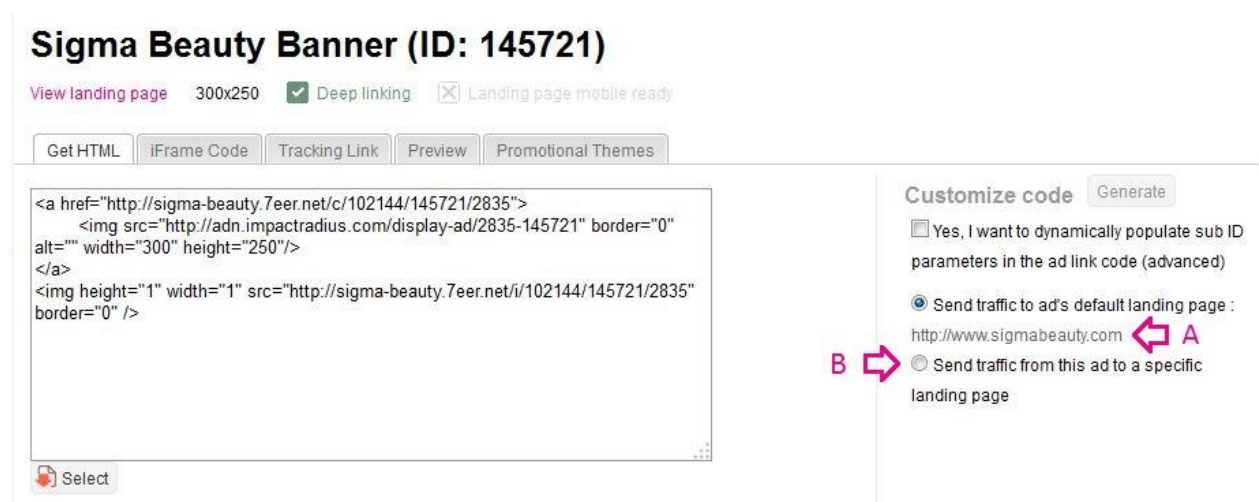
## Uploading Affiliate Banners

Now that you have identified your affiliate link, the next step is to add an affiliate banner to your website.

Banner ads can be found on your Impact Radius dashboard under "Ads". You can filter ad types by clicking the drop-down menu "Ad Type". You can also search for specific ads by using the search bar:



Once you find a banner you would like to upload to your website, simply click **View Details** and copy the HTML coding to add to your website.



**Sigma Beauty Banner (ID: 145721)**

[View landing page](#) 300x250  Deep linking  Landing page mobile ready

[Get HTML](#) [iFrame Code](#) [Tracking Link](#) [Preview](#) [Promotional Themes](#)

```
<a href="http://sigma-beauty.7eer.net/c/102144/145721/2835">
  
</a>

```

**Customize code** [Generate](#)

Yes, I want to dynamically populate sub ID parameters in the ad link code (advanced)

Send traffic to ad's default landing page : <http://www.sigmageauty.com> **A**

Send traffic from this ad to a specific landing page **B**

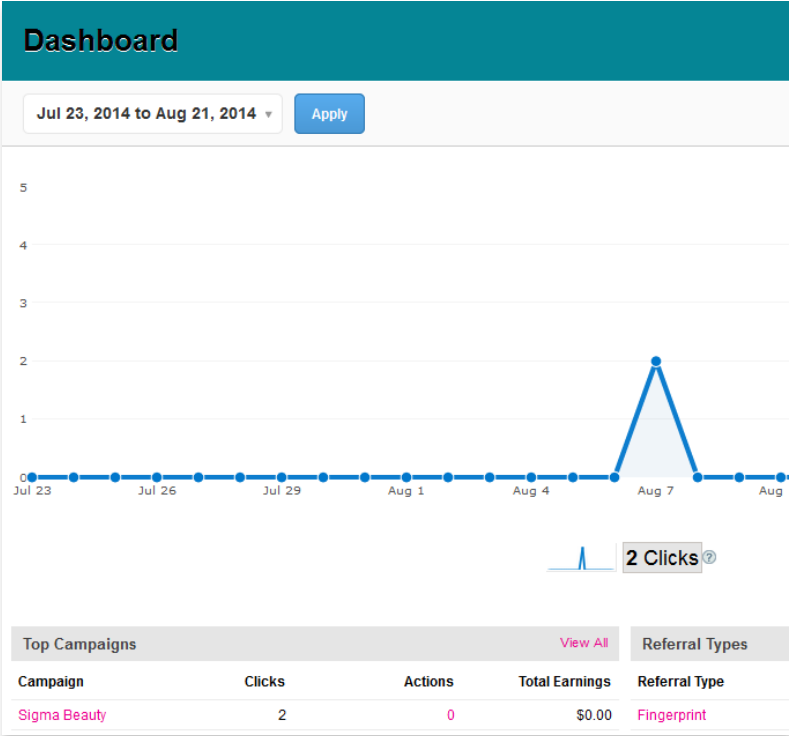
If you would like to direct traffic to a different landing page than the one indicated (ex. A), just click the other circle (ex. B) and paste the URL you would like to direct traffic to and click Generate. After pressing Generate, the HTML will update with the new URL.

We recommend updating your blog with a new banner each time we release a new product, discount code, promotion, etc.

## Reports

We recommend logging into your affiliate account on a regular basis to view your reports. To view your reports go to *Reports > Dashboard*. On this page you will be able to view your daily

clicks, performance by day and month, top referring sites, as well as other statistics. Monitoring your performance will help you stay on track and reach your goals.





## Payment Information

Sigma affiliates receive 10% commission for every sale generated by a new customer through their affiliate link. Sigma Beauty uses a third party, Impact Radius, to handle all affiliate tracking and payments.

Affiliate commission payments are made automatically at the beginning of every month when your account balance reaches the required minimum or more for the previous month's transactions. Depending on your payment method selection, there are monthly minimums needed to be met in order to be paid. Here are the steps to set up your payment preference:

**1)** Update your payment settings by clicking on Get Paid > Withdrawal Settings found at the top of your dashboard:



**2)** Enter your information into the required fields. If you do not consider your blog/YouTube channel as a business, please choose "Individual/Sole Proprietor" for your organization type. If you are based outside of the United States and do not have an EIN/SNN, please enter your country's equivalent. To find your country's equivalent, please visit this [link](#) and search for your country. After entering your information, please press save.

### Company Tax Information

\* Organization Type

\* Country of Registration

\* EIN/SSN

### Billing Address

**3)** The next screen will ask for your Withdrawal Settings. Please choose the method you would like to receive your commissions. The different methods include:

- **ACH:** This option is free & recommended, but available for US affiliates ONLY. The funds will be deposited directly to your US bank account.
- **International Bank Transfer:** This is a convenient option for international payments. There is a \$50 processing incurred with the transfer and the amount must total over \$100. This option is not available in all countries.
- **PayPal:** This is a convenient option if you are not able to receive your payment via ACH. The minimum balance for a PayPal payment is \$50. Please refer to Country & Currency under PayPal to find out if your country is eligible.
- **Check:** Impact Radius can mail you a physical check with your payment amount. Please take into account the time for the check to arrive. This option incurs a \$5 processing fee and the total must be over \$50.

**Withdrawal Settings**

\* Payment Type

ACH (free & recommended for US only). ?

International Bank Transfer (fees vary based on country). ?

PayPal ?

\* Email Address

\* Country

\* Currency

Check (\$5 processing fee). ?

Upon choosing your payment method, you will also be asked to select your **Payment Scheduling**. You have two options:

- 1) Threshold (minimum balance of \$50 depending on payment method) OR
- 2) Fixed Day (the 1st or 15th of the month)

Here is the difference between the two options:

*Threshold:* Choosing the Threshold option will be the quickest way to receive your commissions if you have earned over \$50. The Threshold option will release the funds the next business day after the 5-day locking period is complete. Please review the Payment Day section below to learn more about the locking period.

*Fixed Day:* You can choose to set a date to receive your commissions (either the 1st or the 15th of the month). Since our locking does not occur until after the 5th business day of the month, if you select to be paid on the 1st, you will not receive your payments until the 1st of the NEXT MONTH.

**4)** After selecting your preferred Payment Type and Payment Scheduling, simply hit Save and your payment preferences will be updated!

## **Payment Day**

Payment day will occur at the beginning of every month. A lock period will occur the 1st through the 5th business day of every month and commissions will be paid for the previous month once the lock period is complete.

A lock period is an allotment of time to allow for order processing and returns. Your monthly commissions will be tracked from the 1st day until the last day of the month. From business days 1-5, orders will be monitored for cancellations and returns.

After the 5th business day of the month, all orders will be locked and cannot be altered. Once the orders have locked, you will receive your affiliate payments for that month (depending on your payment preference).

If you would like to view the status of your payment, use the top navigation bar menu to go to Get Paid > Earnings.

We also offer affiliates the opportunity to earn additional cash bonuses through our [Rewards Program](#).

## Creating Your Affiliate Disclosure

In December 2009, the Federal Trade Commission released the "Guides Concerning the Use of Endorsements and Testimonials in Advertising". As online social media continued to expand, the FTC wanted to address the concern that people may exaggerate the benefit of a free product or fail to let their followers know the relationship between them as an affiliate and the endorser. To comply with the FTC, you must let your followers know when you are using an affiliate link or if you are reviewing a complimentary product.

We recommend reading the full FTC Endorsement Guides [here](#). The central point we want to highlight is:

*"When there exists a connection between the endorser and the seller of the advertised product that might materially affect the weight or credibility of the endorsement... such connection must be fully disclosed."*

After reading the FTC Endorsement Guides, you should create an affiliate disclosure for any website where you use affiliate links. A useful website is [DisclosurePolicy.org](http://DisclosurePolicy.org), which helps you create a disclosure policy personalized for your site. You do not need to list your affiliate disclosure on every single page of your website, however we recommend creating a disclosure page which can be viewed from every page on your website (placing it on the menu bar is a good location).

Being honest, truthful and fully transparent helps create a long-lasting relationship with your followers. Being a Sigma affiliate is all about sharing your honest and genuine opinions.

## AFFILIATE STRATEGIES

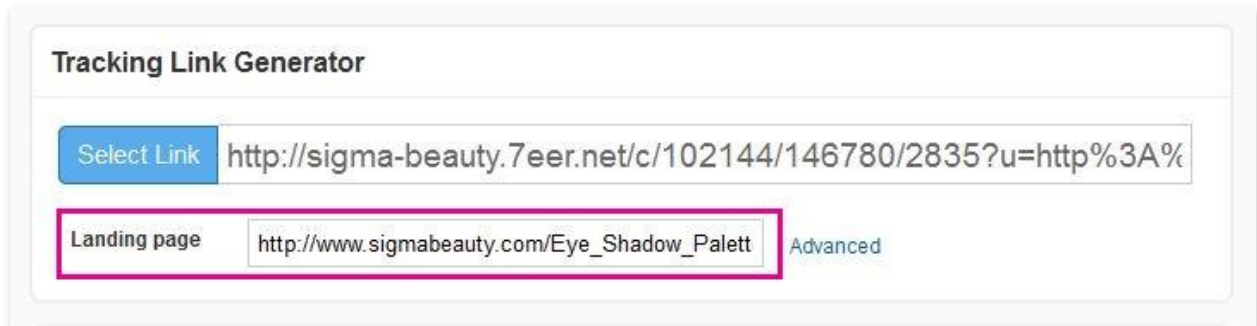
Now that you have covered the basics, we are going to introduce you to various affiliate strategies and techniques that can be used to improve your sales.

### Deep-Linking

One of the most effective affiliate strategies is to utilize deep-links. A deep-link is a hyperlink that leads to a specific page on a website other than the home page. For example, the generic Sigma Beauty link is <http://www.sigmabeauty.com>, and the deep-link for the E25 brush is [http://www.sigmabeauty.com/Blending\\_E25\\_p/e25.htm](http://www.sigmabeauty.com/Blending_E25_p/e25.htm).

Deep-links convert up to *two* times better than generic links. That means you can double your chance of securing a sale by simply using a deep-link instead of a generic link. Studies show that problems associated with navigating a website can account for up to 25% of failed product purchases. By bringing your customers directly to a product page, you are greatly increasing your chances of generating a sale.

It is very easy to create a deep-link leading to a specific product page using your affiliate link. Simply find the URL you would like to deep-link, and paste it into "Landing Page" on the Tracking Link Generator found on your account dashboard:





The image shows a screenshot of a "Tracking Link Generator" interface. At the top, the title "Tracking Link Generator" is displayed. Below the title, there is a "Select Link" button followed by a text input field containing the URL "http://sigma-beauty.7eer.net/c/102144/146780/2835?u=http%3A%". Below this, there is a "Landing page" field with a red border, containing the URL "http://www.sigmabeauty.com/Eye\_Shadow\_Palett". To the right of the "Landing page" field is an "Advanced" button.

We have already created deep-links for our top selling products. You can find these by going to Ads and simply select "Text Link" from the "Ad Type" drop down menu. You can then search for the product you are looking to deep-link. Select "View Details" and copy the link from the pop-up screen. Copy the Tracking Link to add it as a link:

**Ads**

Ad Type: Text Link F80

 No Image	F82	Text Link	<a href="#">View details</a>
 No Image	F80	Text Link	<a href="#">View details</a>

By leading your clients directly to the information they are looking for, you are doubling your chance of securing a sale. Creating a deep-link is quick, easy and extremely effective!

## Product Launches

Sigma releases new and innovative products on a regular basis. A product launch is the perfect opportunity to use your affiliate link while sharing exciting information with your followers. Sales increase during the first week of a product launch, so it's a great time to promote Sigma!

Follow the steps below to make sure you're making the most out of product launches:

- Share any product previews/sneak peeks that are released on the [Sigma Affiliate Blog](#). Providing your followers with this information is a great way to generate buzz about the upcoming product launch. We will provide you with the approved product information approximately two weeks prior to the product launch.
- On the day the product is launched, it's important to release the product information to your followers. You can use any images from the Sigma Affiliate Blog and the Sigma website. Include the need-to-know information such as the product description, benefits and price.
- Always deep-link the new product and share a discount code (if available) to encourage customers to purchase
- Remind your followers about the new product throughout the first week of the launch. By this time, there will be a buzz about the product in the beauty community and your followers are more likely to purchase at this time.

## Affiliate Strategies for Bloggers

Blogging is one of the most popular and effective platforms for affiliate marketing. Below we are going to highlight affiliate strategies for bloggers.

### Banners

Make sure a Sigma banner is visible and includes your affiliate link. Always keep your banner as up to date as possible. You can find all banners in your Impact Radius account under Campaigns > Get ads.

A *cluttered* blog is very hard to navigate and turns many potential readers away. If possible, try to delete any old banners or advertisements you no longer use or are not relevant to your demographic. If you have a beauty blog, keep most of your banners only related to beauty items.

Placement of banners is also very important. If your affiliate banner is buried between other banners and advertisements, it will have less of a chance of being noticed by your readers. If you would like your readers to see your Sigma banner, try to place it towards the top of the page so it is noticed first.

### Photos

Images are very important for a blog. Readers like to see *visual representations* of what you are writing about. If you are writing a product review, make sure to include photos of the product along with the post. If you do not have your own photos, you can always use images from the [Sigma website](#) or the [Sigma Affiliate blog](#). Images will gain your readers attention and could help your blog show up in search engines when using the image search option.

### Knowledge

Sharing knowledge is another significant strategy. This could mean anything from informing readers of an upcoming product launch to offering your opinion on a particular product.

Keeping your readers up to date on the latest products can create a buzz within your blog community. We try to inform our affiliates about upcoming product releases before the public. This gives you an advantage in getting the knowledge out to your readers before they find out from anyone else.

### Text-Links

Text-links are incredibly important within your blog. Text-links have a much higher click-through rate than banner ads. Not to say banners are becoming obsolete, but you are much more likely to get a click when your affiliate link is placed within a post. Creating a blog and only placing banners will almost guarantee little to no sales for you. Creating a blog, building your content and sharing important information is a sure way to increase reader loyalty and build sales.



Always include a link when mentioning Sigma within a post. The first time you mention Sigma in a blog post, make sure to include your *affiliate link* to the Sigma homepage. Unless you prefer, you do not need to keep linking Sigma throughout the post. Also, make sure to include links at the end of your post for readers.

Utilize deep-linking whenever possible! For example, if you are talking about the [F80](#) in a post, you can include your affiliate link and direct readers to the F80 page by deep-linking. Anytime you mention specific products, make sure to deep-link to the products!

If you have old posts about Sigma that don't include affiliate links, you can always go back and add those links! Your old reviews can still come up in searches, especially if someone is looking for a particular product review.

On a final note, always include a disclosure policy if you are using affiliate links. Check out this blog post on the details and why it is important: [Affiliate Disclosure Policy](#).

## Affiliate Strategies for YouTube

Many of our affiliates use [YouTube](#) as their preferred marketing source. YouTube offers a variety of options for marketing Sigma and we are going to explain some different strategies you can utilize to increase affiliate sales and gain subscribers.

### Channel Name

If you do not already have a YouTube channel, when creating one make sure your Channel Name is clear and includes keywords people may be searching. For example, if you want to attract viewers looking for beauty advice, try to include keywords such as beauty, makeup, cosmetics, etc. into your channel name and you will have a better chance of coming up in a YouTube search.

### About Me Section

Once your channel name and title are set up, make sure to add your affiliate link to your *About Me* section, along with any other social media channels you use. You can do this by clicking on the *Edit* tab in your *About Me* section. You can then add your link into the *Add a new link* section. Make sure to include your entire affiliate link, as this is the **ONLY** way to earn commission through the affiliate program. You can title the link anything you would like (ex: Sigma, Sigma Brushes, etc.). YouTube will automatically add the buttons corresponding with the links if they are available.

### Video Descriptions

After your channel is set up and you are ready to begin uploading videos, you will want to add your affiliate link, keywords and tags in your video descriptions.

When using a Sigma brush in a video, make sure to verbally mention the brush name to your viewers and list it in the description box. Being very specific with your viewers can greatly increase your chance of a sale and will help clear up any questions they may have (don't forget to deep-link)!

Another piece of information you can add to your description box is our monthly discount code. This code is available on the [Sigma Affiliate Blog](#) and should always be promoted with your affiliate link! You can read a previous blog post [here](#) explaining why coupons are an important marketing strategy.

You can also add tags, which will help your video show up in specific YouTube searches. Some examples are: *Sigma brushes, Beauty, Makeup, Tutorial, Cosmetics*. Be strategic when choosing your tags and try to think of very specific words that can narrow down your video in a search.

### Video Tips

When it comes to the videos themselves, make sure to keep them short and entertaining. Depending on the video content, like a tutorial for example, your video may run a little longer,

but try to keep videos less than 10 minutes to keep your viewers attention. With all the YouTube videos out there today, it is important to make yours stand out. If possible, upload videos with high quality sound and display.

### **YouTube Trends**

Pay attention to YouTube trends, which can be found on the YouTube homepage (left hand toolbar, click on *Trending*). For example, if you see a trending video related to beauty, try to make a similar video with your own spin. You could include the trending topic in your title, but add something of your own to make it different.

### **Annotations**

Another strategy is to include annotations within your videos. An annotation is when you include a link within your video for your viewer to click on. You can lead viewers to other pages internally, that is you can only link viewers to other pages on YouTube. This is helpful if you would like to add a Subscribe annotation, or if you mention a Sigma brush in a video and would like to link to a previous tutorial or review you have done. You can read all about adding annotations here: [YouTube Help](#).

For additional help and YouTube strategies, click [here](#).

## **Affiliate Don'ts**

Now that we have provided you with a variety of affiliate tips, we're going to guide you through some affiliate "don'ts". While it may be difficult to know what you need to do as an affiliate, it's just as important to know what *not* to do. Use the tips below to guide you when making important decisions regarding your affiliation.

### ***Don't Spam***

Not only will it drive your potential customers away, we will cancel your affiliate account if we receive complaints from clients.

### ***Don't Mislead Your Customers***

When sharing discount codes with your followers, don't advertise expired coupons or mislead readers with invalid deals/discounts. Please read our [coupon marketing policy](#) for more information.

### ***Don't use the trademarked word "Sigma"***

As our [Terms and Conditions](#) state, affiliates are not allowed to use "Sigma" as part of their domain name, blog, Facebook page, YouTube channel, Twitter username or any URL associated with their affiliate account.

Affiliates who participate in paid search marketing campaigns cannot use "Sigma", or any of the Sigma domains/URLs, as the display domain/URL of their advertisement.

### ***Don't Jeopardize Your Integrity***

Being honest with your followers is extremely important in keeping your integrity intact. The reason people subscribe to your sites is because they respect your opinions and many will make purchasing decisions based off your recommendations. Don't take advantage of your followers and offer dishonest advice just to make a sale.

### ***Don't Expect Immediate Results***

Affiliate marketing takes time and energy. Do not expect to make money by just adding a banner to your website. If you work hard and implement various affiliate-marketing strategies, you could see a big payoff in the long run.

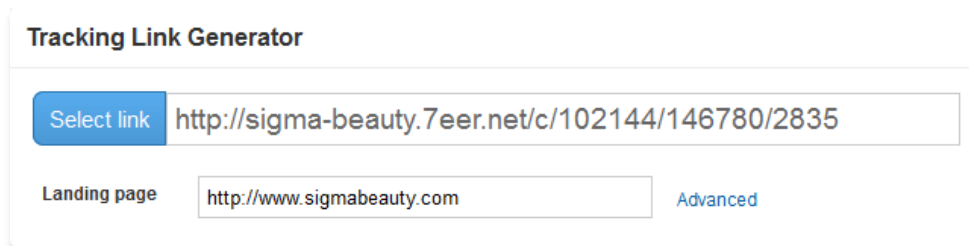
## ADDITIONAL INFORMATION

The following information should be used a guide to answer any questions you may have. Please feel free to contact [affiliate@sigmabeauty.com](mailto:affiliate@sigmabeauty.com) at anytime for additional help.

### Frequently Asked Questions

#### *Transitioning to Impact Radius*

1. How do I login to my new account?
  - a. The login for your new affiliate account can be found [here](#). This login link can also be accessed from the affiliate page on the Sigma Beauty [website](#).
2. Can I access my old affiliate account on SigmaBeauty.com?
  - a. Affiliates will no longer be able to access their old accounts after September 5, 2014.
3. Where do I find my affiliate/tracking link?
  - a. Your new affiliate/tracking link can be found by logging into your account on Impact Radius. On your dashboard, you will see "Tracking Link Generator". From there you can copy your personal tracking link to share with your followers!



**Tracking Link Generator**

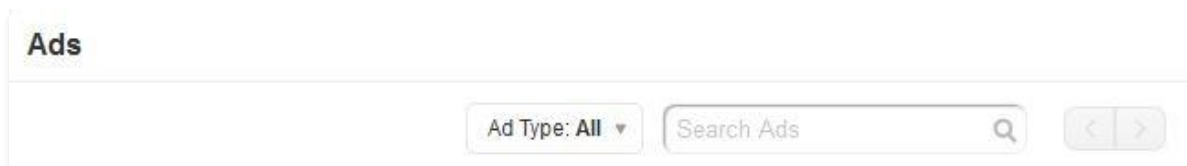
Select link

Landing page  [Advanced](#)

4. Do I need to replace my old links?
  - a. Yes. For the most accurate tracking of sales, it is highly recommended you transfer your old links to the new tracking link provided by Impact Radius. You will not receive commission on orders placed through your old affiliate links.

#### *Navigating My Account*

1. Where can I find banner ads?
  - a. Banner ads can be found on your Impact Radius dashboard under "Ads". You can filter ad types by clicking the drop-down menu "Ad Type". You can also search for specific ads by using the search bar:

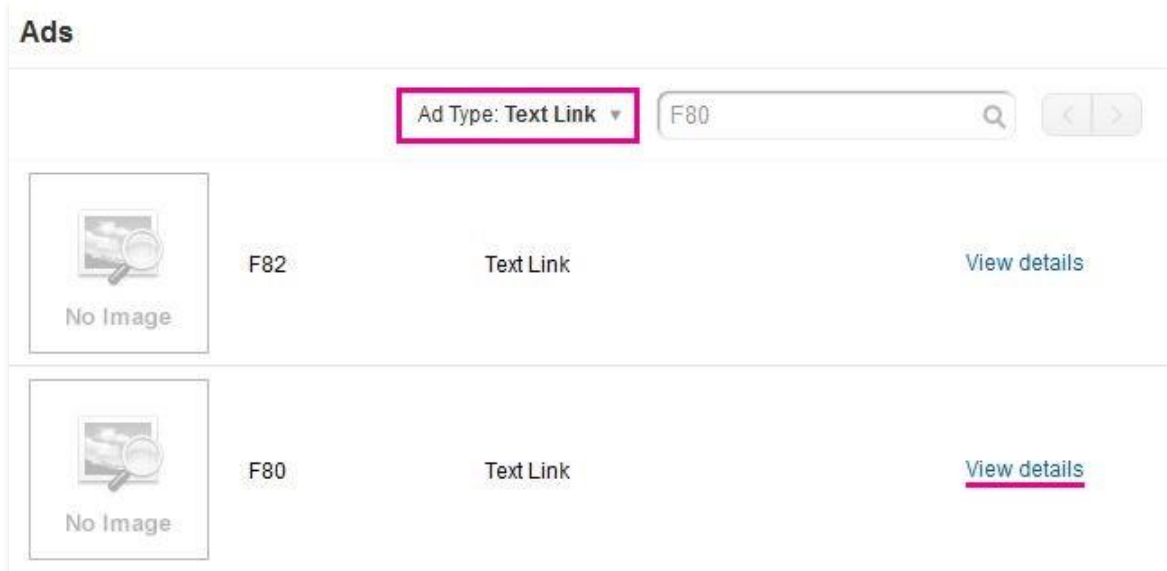


**Ads**

Ad Type: All

2. How do I obtain deep-links?

- a. Deep-links to all of our products can be found on the Impact Radius dashboard under Ad Type > Text Links. Please see page 10 of the handbook for in-depth instructions on how to deep-link.



3. Do you provide a product feed?

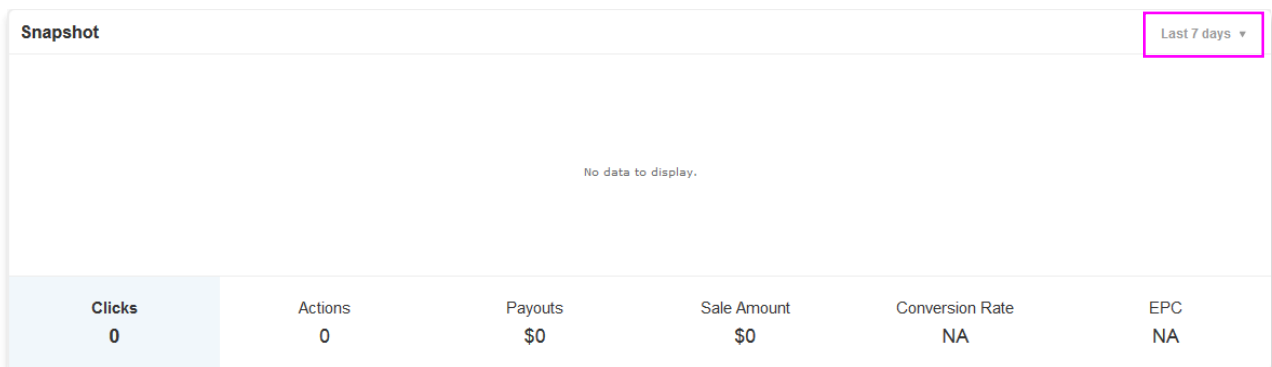
- a. Yes. Our product feed can be found under Ads.

4. Where can I find any news or updates on the program?

- a. Important affiliate program information will be listed under "Notifications" at the top of your dashboard. Product launch information, events and other important Sigma Beauty announcements can still be found on the [Sigma Affiliate Blog](#) and Sigma Affiliate Newsletter. If you do not currently receive the Sigma Affiliate Newsletter, simply email [affiliate@sigmabeauty.com](mailto:affiliate@sigmabeauty.com) and request to be added.

5. I made a sale! Where do I find my stats?

- a. You can view a summary of your stats on your dashboard under "Snapshot". This summary can be filtered to view different periods of time. Simply click the drop-down menu in the upper right corner to adjust the dates.



- b. You can also view your reports by visiting the Reports drop-down menu found in the upper right corner of your dashboard. You can view specific reports tailored to the information you would like to see. Explore the different reports to get to know what information is most important to you:



## ***Payments***

1. When will I be paid?
  - a. Payment day will occur at the beginning of every month.
  - b. Depending on your payment preference, a minimum of \$50-100 USD must be reached to receive payment.
2. What is a "lock period"?
  - a. A lock period is an allotment of time to allow for order processing and returns. The lock period will occur the 1<sup>st</sup> through the 5<sup>th</sup> of every month and commissions will be paid for the previous month once the lock period is complete. For example, June commissions will be tracked from June 1-30. From July 1-5, orders will be monitored for cancellations and returns. After July 5<sup>th</sup>, all orders will be locked and cannot be altered. Once the orders have locked, you will receive your affiliate payments for June.
3. How will I get paid?
  - a. Impact Radius offers many different payment options. Indicate your payment preference by logging into your account and using the top navigation menu to go to *Get Paid > Withdrawal Settings*. You will also be prompted to enter your bank information under the To Do section of your dashboard if you do not have a payment option listed.
4. How do I know if I was paid?
  - a. Use the top navigation menu to go to *Finance > Payment History*. The status of your payment will be shown as Paid.
5. Can I still receive my payment as a Sigma gift certificate?
  - a. We will no longer be able to process affiliate payments through Sigma Gift Certificates. We will still be able to provide Sigma Gift Certificate bonuses for those who qualify for the proper reward category. See our current Rewards Chart [here](#).
6. What happened to my sub-affiliate sales?

- a. We no longer provide commissions to affiliates for sub-affiliate sales. Please contact [affiliate@sigmabeauty.com](mailto:affiliate@sigmabeauty.com) to see if you qualify for a performance based commission bonus.
7. Will the Rewards Chart remain the same?
  - a. Please visit our updated Rewards Chart [here](#).
8. We get many questions about your Tax ID/SSN. Here are some of the most common:
  - a. What is an EIN / SSN number?
    - i. An Employer Identification Number or Social Security Number, is for US citizens and permanent residents and is required for tax purposes. Since you will be earning commission from Sigma, we will need to report any earnings over a certain amount.
  - b. I'm not a US citizen, what do I put in the field?
    - i. If you are not a US citizen or permanent resident of the US, please enter your country's local equivalent to an EIN/SSN.
  - c. Is it safe to enter?
    - i. Yes! Your EIN/SSN is used for tax purposes and to help identify fraud.
9. Additional information regarding payments through Impact Radius can be found [here](#).

## General Questions

1. Do I receive a discount since I am an affiliate?
  - a) At this time we do not offer any special discounts or codes to be used exclusively by affiliates.
2. Do I need to be a specific age to join?
  - a) We have no minimum age requirement, although we do ask that you receive permission from your parent or guardian if you are under 18.
3. Can I use my own link to purchase products for myself or others?
  - a) You cannot order products using your own affiliate link. According to our [Terms and Conditions](#), you may not use your own link to make purchases. We monitor accounts daily and take this matter very seriously. If we find out you have been using your own link to make purchases, your account will be terminated.
4. How can I be an affiliate if I don't own any Sigma products?
  - a) We provide you with all the necessary tools on the [Sigma Affiliate blog](#) to help you create a great blog post even if you don't own the product yourself. You are welcome to use any of the photos and information we share as well as the product descriptions and images from the official [Sigma](#) website. Our blog also provides you with information on discounts and promotions, free gifts and product launches, all of which could make for a great blog post! Keep in mind there is a big difference between a review in which you would need the product and an informational post for your readers.
5. How can I increase sales?
  - a) There are numerous ways you can increase sales. The most important is to make sure your affiliate link is visible on your social media sites. Your affiliate link is the only way you can earn commission. For more customized tips, contact an



[Account Manager](#) who will review your social media sites and give you personalized tips for success!

## **Affiliate Resources**

The [Sigma Affiliate Blog](#) is your best source for Sigma Affiliate Program information. Not only will it provide you with need-to-know affiliate program updates, it's a great resource for affiliate tips, strategies and inspiration. We recommend taking the time to explore the Sigma Affiliate Blog on a regular basis.

Follow the Sigma Affiliate Twitter account ([@Sigma Affiliate](#)) for daily tips and affiliate examples.

[ABestWeb](#) is the world's largest affiliate marketing forum with over 75,000 members ranging from beginner to expert. This is a great place share information, ask questions, and interact with other affiliates.

The [Affiliate Marketing Blog](#) by Geno Prussakov is a wonderful resource for all affiliates. Prussakov is an affiliate marketing consultant, author, blogger and international speaker. He offers knowledgeable information, advice and guidance for affiliates and merchants. The "[How to Guide to Affiliate Marketing](#)" proves to be especially helpful.

[Affiliate Summit](#) is a marketing conference that provides educational sessions for affiliates and merchants. The Affiliate Summit website features a blog, forum and webinars.

## Affiliate Checklist

We created this checklist to serve as a 'getting started' guide for new affiliates. Current affiliates can also use the checklist to make sure they have completed all the necessary steps. If you feel overwhelmed or unsure what to do next, follow this simple checklist and you will be on your way to success!

- Read the [Terms and Conditions](#). Find out why this is important [here](#).
- Fill out the [Sigma Affiliate Application](#). It is important to do this [fully and correctly](#).
- Once you have been accepted, update your payment method on Impact Radius.
- Log into your account [here](#).
- Upload your affiliate link/banners to social networking sites.
- Do your [research!](#)
  - Sigma products
  - Current promotions
  - Discount codes
- Follow and bookmark [Sigma Affiliate Blog](#).
- Follow [@Sigma Affiliate](#) on Twitter.
- On a regular basis:
  - Set sales goals
  - Log into your account to track sales
  - Browse the Sigma Affiliate Blog for new tips and strategies
  - Update your blog with new banners as they are released
  - Check the website and read the newsletters for new products and special offers

## Contact Us

The Sigma Affiliate Program team is here to support you with the tools you need to be a successful affiliate. Please do not hesitate to contact us with any questions regarding the Sigma Affiliate Program!

Sigma Beauty  
121 5th Ave NW Suite 100  
New Brighton, MN 55112

Affiliate Support: [affiliate@sigmabeauty.com](mailto:affiliate@sigmabeauty.com)

Sigma Affiliate Blog: <http://www.sigmabeautyaffiliates.com>

Sigma Affiliate Twitter: [https://twitter.com/sigma\\_affiliate](https://twitter.com/sigma_affiliate)