

amazon influencers

Welcome, Amazon Influencers



Signed, Blake

What You'll Find in this PDF

Page 03

How to get started

Page 07

Get inspired by
other influencers

LIV BY VIV

RACHEL MEADERS

SIMPLY SAL FINDS

THE BROADMORE HOUSE

Page 12

Maximize
your earnings

AFFILIATE LINKS

BUILDING YOUR AMAZON
STOREFRONT

BOUNTIES

CREATOR ADS

LIVESTREAMING

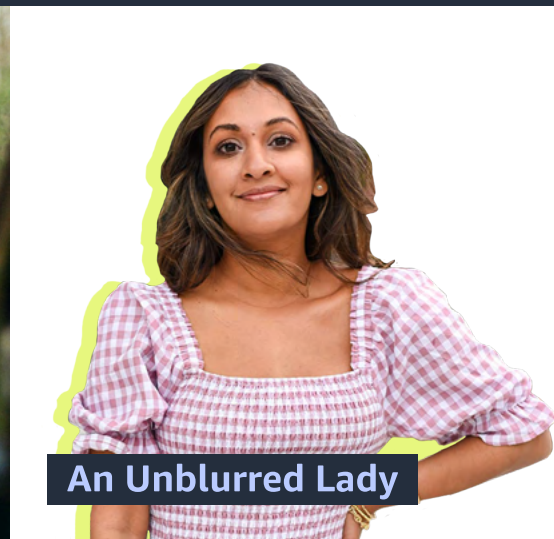
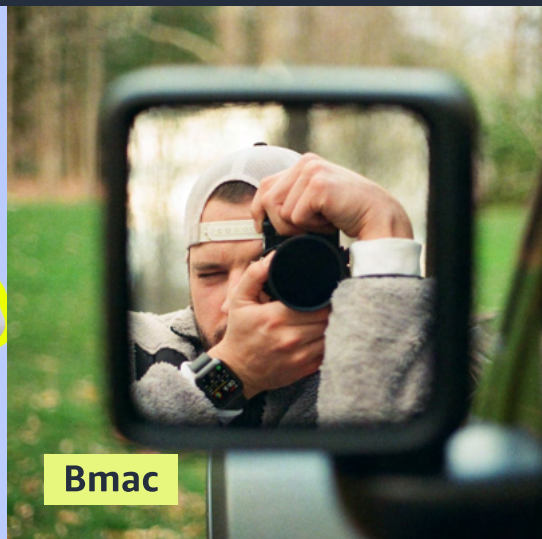
SELL INTERNATIONALLY

AMAZON MERCH ON DEMAND

Turn Your Passion Into a Paycheck

First of all, congrats! We're excited for you to join our community of top creators. We're even more excited for you to create content you're passionate about and **get paid for it.**

Here's how to get started



01

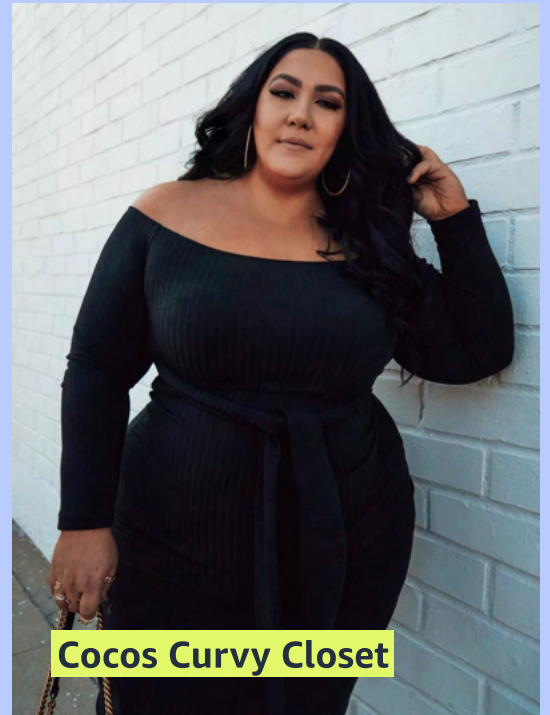
Set up your account in associates central

This is where you'll find resources, reporting and payments, account info, and more. Log into Associates Central and update your contact info, preferences, and tax information. This is how you'll be paid and how you'll receive the latest updates from Amazon Influencers.

[Visit Associates Central](#)

QUICK TIP:

You must complete the "View/Provide Tax Information" section in order to be paid.



Cocos Curvy Closet

02

Get to know our Operating Agreement

Read our OA to understand disclosures, Amazon trademarks, commission eligibility, and more.

[Read Operating Agreement](#)



Alexandra Lord

03

Build your Storefront to share your favorite products

Add shoppable photos, videos, and Idea Lists to your Storefront, then share your link to start earning. When your followers buy something you share, you make a commission.

QUICK TIP:

Make your first Idea List by curating your favorite products from your recent orders.



04

Learn all of the ways to earn

There are so many ways to maximize your earning potential, like creating your own merch, amplifying your content through our Creator Ads program, and livestreaming. Start on Page 12 of this PDF to see all of the ways to earn.

QUICK TIP:

Increase your earnings potential easily with [Creator Ads](#). The content you share on your Storefront could be eligible for placement across our social media advertising. Then, you can make commission on any eligible purchases from those ads!



05 Find promo codes to share

Go to the Amazon Promo Codes section of Associates Central for a daily list of active and upcoming promo codes you can share with your followers.

[Browse Promo Codes](#)



06 Start sharing with your followers

Use your social channels to tell your audience about your favorite Amazon finds. To make commission from your links, you must share links from your Storefront, or use our linking tools like SiteStripe or GetLink.

[Learn How to Link](#)

QUICK TIP:

When driving to your content on Amazon, such as Idea Lists, shoppable photos or videos, always use the link directly from your Storefront, which by default enables affiliate attribution.

07 Get familiar with reporting tools and payments

Track your earnings and see key performance indicators like product clicks, ordered items, and more on your Reports page.

[Go to Reports](#)

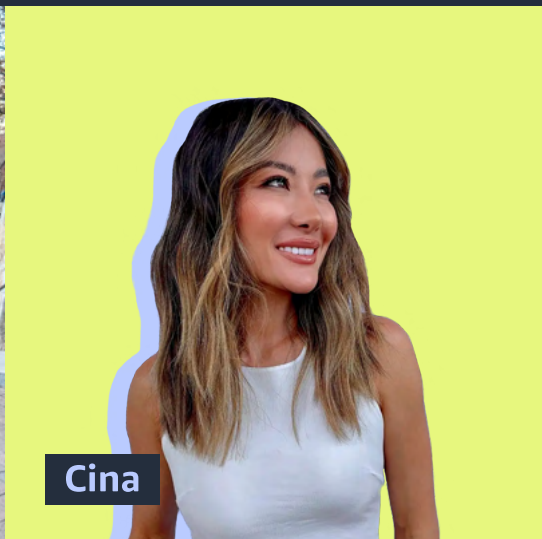
QUICK TIP:

Commission income is paid approximately 60 days after the end of the month for which they're being paid.

Get Inspired By Other Amazon Influencers



The Brave Woman Shop



Cina



Catherine Grey



Rachel Meaders



“

I feel that the livestreams are what propelled my business! Stick with it.



Liv by Viv

“The Amazon Influencer Program has had a significant impact on my business! I am able to reach a wider audience that matches my brand. Also, I have a high conversion rate as the audience on Amazon are there to shop. Likewise, I have been able to reinvest in my business with the high revenue I’ve generated.

My advice would be to focus on your **storefront** and **livestreams**. The storefront will help with conversations and **repeat visits**. Keep it organized and review it often. That means reorganizing your idea lists and refreshing them. Stick with it. Finally, have fun!”

[See Viv's Storefront](#)

“

The program has given myself and my husband the ability to work for ourselves.



Rachel Meaders

“Being part of the Amazon Influencer Program has not only changed my life, but it has changed my family’s life as well. It has given my husband and I the ability to start our own businesses, and work for ourselves as we get ready to bring our first baby into the world.

The number one piece of advice that I always give to hopeful aspiring creators on Amazon is to just go BIG. Build your storefront out with idea lists for every category from the start. Remember to be **posting images to your storefront** as well, because your followers want to see what things look like on your table, or in your bathroom. It brings genuine energy to your content because your audience can see that you actually have the item, and that it looks great in your home as well.”

[Shop Rachel's Storefront](#)

“

I've seen a significant boost in earnings from the program year-over-year.



Simply Sal Finds

“Joining the Amazon Influencer program has helped me build a recognizable brand with my custom storefront along with reaching a wider audience and deeper connection with fans/followers across social media. The **access to detailed reporting, available educational resources** and **support** from the Amazon Influencer team has enabled me to take my business to the next level and I've seen a significant boost in earnings from the program year-over-year.”

[Shop Sal's Storefront](#)

“

Amazon is such a big place to shop and I love making it a little bit smaller for my audience!



The Broadmore House

“The Amazon influencer program has allowed my business to grow so much over the past year and a half! My audience loves the consistency of Amazon as well as the **cross-category availability** in what I can share. I love the Amazon’s customer service and that my followers know if they do not love what they receive, they can return it for free. Amazon is such a big place to shop and I love making it a little bit smaller for them.

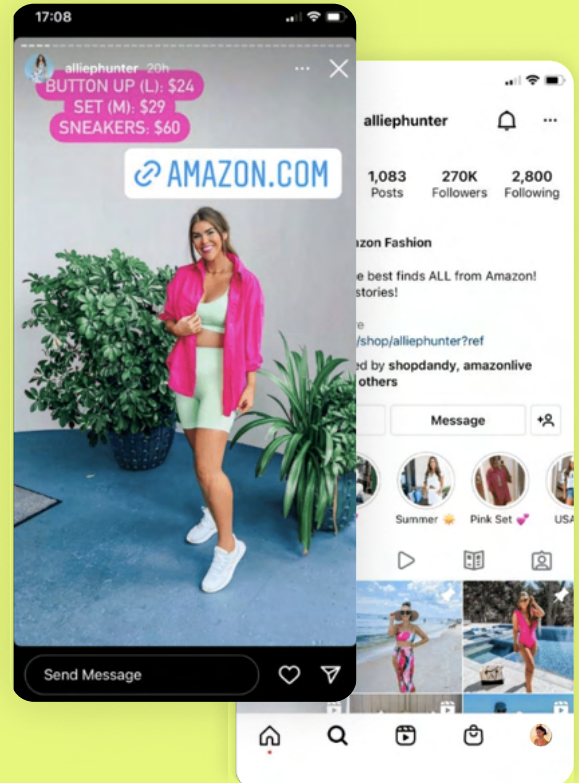
My biggest advice that I have to give is to be consistent, be reliable, be unique! Find what your specific audience loves and wants from you and deliver that. There are so many different avenues when being an influencer, find what you love to do and what you can see yourself doing every day.”

[Shop The Broadmore House's Storefront](#)

Affiliate Links

Share on social, make commission

Earn more when your followers make qualifying purchases from your Amazon Storefront and favorite products you share on social media.



3 linking strategies to engage audiences

1 Link directly to the products in your content

This makes it easy for your followers to find the products you're posting about. Share in your Instagram Stories, YouTube video descriptions, and more.

2 Post your Storefront link in your bio.

Give your followers easy access to all of your Amazon picks by adding a link to your Storefront directly in your bio. You can also add your Storefront as a main link in whichever "link in bio" tool you use, such as Linktree.

3 Share links to your shoppable content.

Have multiple products you want to link at once? Upload a photo of the products to your Storefront, then share the link to your Shoppable photo to give your followers easy access to all of the product links.

GET STARTED

With Sharing Links

1 Share your Storefront page

Click the Share icon at the top right of your Storefront. Click copy, then paste it into where you're sharing on social.

2 Share your shoppable photos or videos

Once you've uploaded shoppable photos and videos to your Storefront, click into the post and tap the Share icon. Click copy, then paste it into where you're sharing on social.

3 Share an individual product link on mobile

Using Amazon's Mobile GetLink tool, you can create an affiliate link from your mobile device to share to social — just make sure you're logged into the Amazon app with your influencer credentials. To use Mobile GetLink, learn more [here](#).

4 Share an individual product link from your desktop

Using Amazon's SiteStripe tool, you can create affiliate links to specific products right on the Amazon website. To use SiteStripe, learn more [here](#).

Here's how with Allie P. Hunter

Allie P. Hunter knows that her followers visit her channels every day for product recommendations and deals. That's why she makes it simple to find and click on her favorites. The link in her Instagram bio goes directly to her Amazon Storefront. In her Stories, she posts photos of herself wearing or using products and includes information like sizing and pricing. Her Stories also link either to shoppable photos on Storefronts or directly to a product page. When her followers use these links, Allie makes a commission on their qualifying purchases.

[Shop Allie's Storefront](#)



Allie P. Hunter

Amazon Merch On-Demand



**Print your own designs
and earn more while
connecting with your
followers**

Design your own Amazon Merch on Demand collection and let us handle the rest. We print t-shirts, hoodies, pop sockets, totes, phone cases, and more, all shipped with Prime delivery. There is zero inventory, which means we can bring countless designs to life and never run out. This is a great way to build your own brand, connect with your followers in a new way and establish a new Amazon revenue stream. In just one month, you will receive your first royalty payment. Our royalty payment structure can be found [here](#).

GET STARTED

With Amazon Merch On-Demand

1 Once you complete the Amazon Influencer Program sign-up process, go ahead and sign up for a Merch on Demand Account [here](#).

2 Next, link your bank account information and finish your profile setup.

3 Email Merch on Demand at merchbyamazon@amazon.com to let us know you created an account.

4 Create designs that will best connect you with your follower base. Upload them in a .png file and follow our best practices found [here](#).

5 Within 24 hours your designs will be live and you can start creating content to promote them. Share with your followers on social to help drive sales.

Case Study

Dress Up Buttercup is one of our biggest success stories. First, Dede created four designs and posted them to determine the fan favorite. She turned the top design live and drove incredible sales through her stories and in-feed posts. She communicated with her Amazon Merch contact, and we were able to re-post on the @AmazonFashion Instagram to drive additional traffic. She posted again a week later to show how she tie-dyed her design and made it even more special. She donated a portion of her sales to the Kids In Need Foundation.

[Shop Dress Up Buttercup's Storefront](#)

Dress Up Buttercup



Building Your Amazon Storefront

Inspire shoppers by curating your favorite products onto your Amazon storefront

Your Storefront is a dedicated page on Amazon for your audience to shop all of your top Amazon picks. Add shoppable photos, videos, and Idea Lists, then share your Storefront link with your followers. **When they buy something you share, you make a commission.** Content posted on your Storefront also becomes eligible to appear across relevant placements on Amazon such as product pages, search, and homepage, giving you more opportunities to monetize your content.



Lee Benjamin/
Life by Lee



Tempest 30 Women's Hiking Backpack

OSPREY



Women's Speedcross 5 Trail Running Shoes

SALOMON



GET STARTED

With Your Storefront

1 Once you complete the Amazon Influencer Program signup process, add your profile photo so that shoppers can identify your Storefront.

2 Next, add a cover photo that represents your personal brand or a theme for your Storefront.

3 Add a short bio to introduce yourself: talk about your passions and highlight anything you want your shoppers to know.

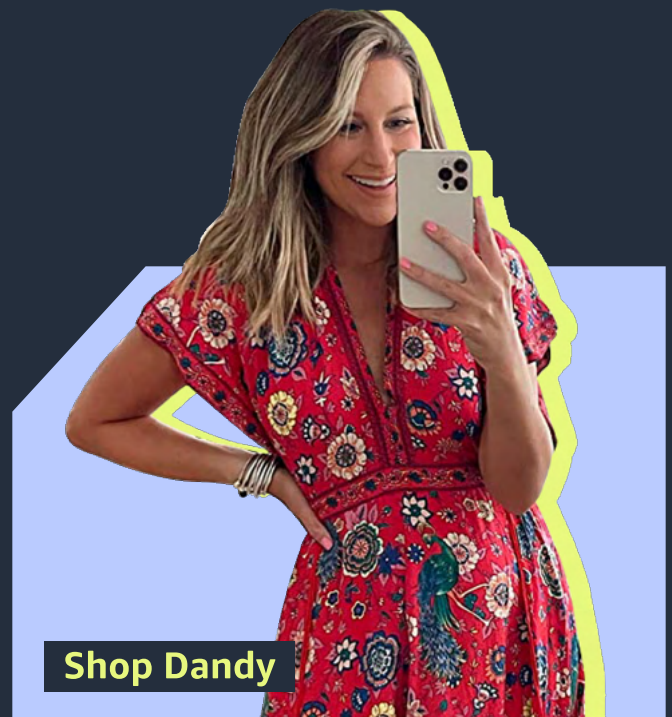
4 Start adding content and product recommendations. The more content you add, the more your Storefront will be a fun and engaging place for shoppers.

5 Share your Storefront link with your followers on social to begin earning commissions on eligible purchases.

Case Study

ShopDandy has become known for her incredible Storefront. She posts new content on Storefront on a regular basis to keep the experience engaging for her followers, and she posts different content types (photos, videos, lists and livestreams) to inspire diverse sets of shoppers. There's an eye-catching profile and cover photo that represent her personal brand and a crisp introduction in her bio section for shoppers to learn more.

[See ShopDandy's Storefront](#)



Bounties



Get paid to inspire your community to sign up for Amazon subscriptions and services

Love Prime and Amazon's growing entertainment and service offerings? Unlock new revenue streams with Amazon by **promoting Amazon's subscriptions, services, and entertainment offerings** to your audience and **earning bounties (flat fees)**.

You can earn even more when your audience signs up to Prime, Prime Video, Amazon Music or Audible; creates a wedding or baby registry; and more.

Share your love for the services you already use. Choose from over 35 bounty offerings including Prime, Prime Video, Amazon Music, and more.

Go beyond Prime sign-ups. Earn bounties even with customers who are already Prime members! Channels subscription signups from Showtime and Prime Try Before You Buy enable you to earn with customers who already are Prime members.

GET STARTED

With Bounties

- 1 Visit the Amazon Bounty Program page in Associates Central to find all of the bounties you can earn.

[Browse Bounties](#)

- 2 On desktop, find the bounty you want to promote and click "Get Link" to generate an affiliate link. Share the link with your audience!

Case Study

Katie of Beach Reads and Bubbly takes recommendations from her followers on audiobooks they love and compiles them for her whole audience to see. She then ties in a call-out to 3 months of an Audible subscription at no cost, seamlessly tying the Audible opportunity for her audience into authentic, organic content. She uses text overlays to make the call-to-action easier for her audience, and she links in her bio to the specific Audible offer so that she can earn from the Audible subscriptions she inspires.



Katie of
Beach Reads
and Bubbly

3 ways to engage audiences with bounties

Here's how to set up your Amazon Merch on Demand account.

1



Michael Mims

Be authentic!

Share how the Amazon subscription or service you promote fits into your daily life. Only listing subscription or service benefits without sharing an authentic insight into why you love it is less likely to convert your audience.

2



Madison Payne

Always be linking

By making it clear to your audience how they can get the offer you're promoting directly from your content, their shopping journey will be easy and seamless, you will earn a bounty, and your audience will come back for more.

3



Gizzelle Cade

Perfect pairing

Incorporate your service/subscription inspiration with product inspiration to earn both bounties and retail commissions. For example, Prime Day is an excellent time to remind your readers to sign up for a Prime or Prime Student membership so that they can take advantage of Prime Day deals. Pair your roundup of your favorite Prime Day deals with your favorite benefits of Prime memberships to continue to inspire your readers to use their new Prime membership.

Creator Ads

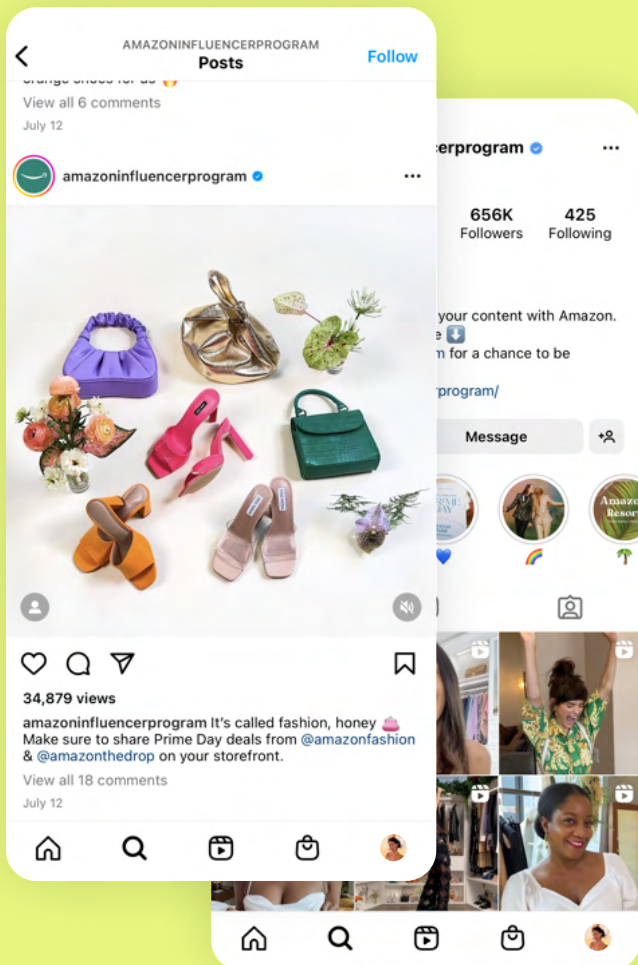
Earn more when your content is featured in Amazon paid advertising.

Creator Ads is an exciting new program that promotes the best of your content across social media advertising. By participating, Amazon may use your shoppable content in Amazon ads across social media apps such as Instagram, Pinterest, or TikTok. **When a customer clicks an ad and makes qualifying purchases based on your content, you will earn commissions.**

We find and select Creator Ads from shoppable photos posted on your Amazon Storefront. To participate, you must add shoppable images and videos to your Amazon storefront pages.

Getting started

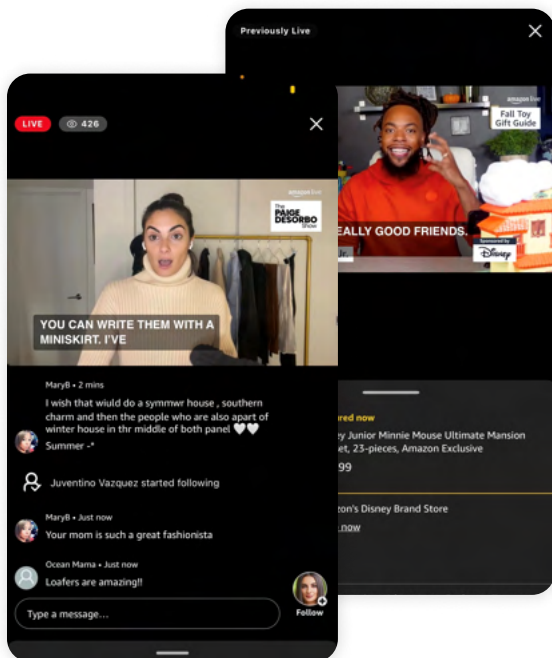
- 1 Post your content to your Amazon Storefront page
- 2 Sign up to participate in Creator Ads
- 3 Begin earning onsite commissions as your content is promoted across social media apps and on Amazon.com



Livestreaming

Bring your shopping picks to life through live video on Amazon.

Video shopping is a growing and exciting part of Amazon that connects influencers with Amazon shoppers and brands in an action-packed, live format.



Why live video?

SIGN UP AND STREAM

With the Amazon Live Creator app (iOS only), you can bring your product picks to life and engage your community through livestream videos. Engage your followers in real-time with interactive chats and share the products you're passionate about and know your followers will love.

EARN ON ELIGIBLE PURCHASES

You can add up to 40 products to your livestream video and earn commissions from eligible purchases. When a stream is live, the products will appear in a shoppable carousel that updates in real time, and customers can chat with you, ask questions and redeem live-only promotions.

GROW YOUR FOLLOWING

Amazon Live gives you a way to build your followers on Amazon. Growing your followers helps grow your viewership, as your followers are eligible to be notified in the Amazon mobile shopping app whenever you go live.

GET STARTED

With Amazon Live

01

Download The Amazon Live Creator app (iOS) to get started. It will guide you through a few easy steps including choosing a title, choosing products to feature from your brand, and adding a thumbnail.

Tap the '+' icon when you open the app to set up your stream

02

Watch this video to get started with the Live Creator app.



Must haves for your stream:

Thumbnail image

Streaming title

Products

Livestream

USE PRACTICE MODE

- ✓ Watch your video and set up
- ✓ Check your Wi-Fi connection
- ✓ Learn how to manage “chat”

PLAN ON HOW TO MANAGE THE CAROUSEL

- ✓ Organize products in the order you’ll talk about them during your stream – add 1-by-1 by searching
- ✓ Make sure to tap on each product during your livestream to showcase it in the carousel to viewers

SET UP YOUR STREAM IN ADVANCE

- ✓ If you schedule in advance by selecting a start time and date, your livestream will be eligible to appear in the Upcoming Streams row of amazon.com/live

SHARE YOUR LIVESTREAM LINK ON SOCIAL

- ✓ Let your followers know when you’re going live to drive engagement during your stream

USE LIVE-ONLY PROMOTIONS

- ✓ Find promo codes in Associates Central and log-in using the same credentials you use for the Creator app
- ✓ Feature one or multiple promo codes in a single stream
- ✓ Surprise your viewers with exclusive promotions

CHECK PERFORMANCE IN THE APP

- ✓ Evaluate performance to improve your next streams using the Analytics Dashboard
- ✓ Please note that there may be a bit of a delay—up to 24 hours from your stream
- ✓ Keep track of what you learn and lean into what works for you

FOLLOW OUR COMMUNITY GUIDELINES

- ✓ Use copyright-free music
- ✓ Only include products in your carousel that are related to your stream

SHOW, DON’T JUST TELL

- ✓ Restate key points and themes
- ✓ Go back and repeat the product names, if you can
- ✓ Demonstrate your products and put them to use

Sell Internationally

For influencers with international audiences, you can use our tool, OneLink, to monetize your international links. It creates a seamless redirect for international audiences, allowing them the ability to complete their purchases on their local Amazon website while you make commissions on eligible purchases.

How do I start using OneLink to upgrade my experience?

A Earn internationally through Canada and EU5 Countries (**United Kingdom, Spain, Germany, France & Italy**) marketplaces.

[Learn More](#)

C Earn internationally through any/all of the 7 marketplaces (**Japan, Singapore, Netherlands, Kingdom of Saudi Arabia, Poland, Sweden & Australia**).

[Learn More](#)

B Earn internationally through Canada and EU5 Countries (**United Kingdom, Spain, Germany, France & Italy**) marketplaces and/or any of the 7 marketplaces (**Japan, Singapore, Netherlands, Kingdom of Saudi Arabia, Poland, Sweden & Australia**).

[Learn More](#)

Frequently Asked Questions

WHAT IS ONELINK AND HOW WILL IT BENEFIT ME?

OneLink is Amazon's geo-redirection solution to help you monetize your international traffic. OneLink creates a seamless redirect for your international visitors, allowing them the ability to complete their purchases on their local Amazon website. This means you can earn more by expanding internationally.

HOW DOES ONELINK BENEFIT MY INTERNATIONAL VISITORS?

When international visitors view and click on an associate link to buy a product on Amazon, OneLink redirects them to their local Amazon website. This way, international viewers can view product details in a language and currency of their preference, and utilize their existing Amazon accounts to make a purchase in their local Amazon website, receiving the benefit of free shipping and/or Prime membership privileges which they may already have set up.

ARE THERE ANY FEES FOR ONELINK OR NEW FEATURES?

OneLink and all its features and enhancements are free, and being offered to help you expand and earn more internationally, as well as to help you to help the customers buy from their local Amazon website using local shipping and/or Prime membership privileges they may already have.

THE COUNTRY I WANT TO EARN FROM USING ONELINK IS NOT ON THE LIST OF COUNTRIES. IS THERE A TIMELINE OF WHEN IT WILL BE AVAILABLE?

Every country has their own unique set of participation requirements in Associate Central, which are based on numerous factors, which we are working to meet and enable the enhancement in as many countries as we can. We will update this space periodically as we enable more countries for OneLink.

Questions?

Visit our FAQ page
or Contact Us

[Faq Page](#)

[Contact us](#)



Nathan Ma

[illegible]