



naturopathic
pediatrics.com

AFFILIATE PROGRAM

Welcome to Naturopathic Pediatrics affiliate program! Naturopathic Pediatrics offers a generous 50% affiliate commission with 15-day referral tracking cookies. We include sample e-mails, promotional images, banners, sample text and more to make it super easy to be a successful affiliate.

Who is a good fit for an affiliate partnership?

We think that fellow naturopathic physicians, integrative physicians, integrative pediatricians, and health bloggers would be the best fit for an affiliate partnership. We prefer affiliates who have experience in the medical field, especially those who are currently practicing medicine.

What to expect.

We **want** you to be successful. That said, affiliate income and “passive” income are rarely “passive.” It requires connection with your audience and multiple points of contact in order to get affiliate revenue to truly come in. Our experience is:

- * Conversions typically range around 1-3%. If your target audience is less than 1,000 patients/families/contacts, it may be difficult to see significant affiliate income. **That said,**
- * **Conversions for in-office** referrals can be as high as 20-50%. The difficulty here is getting your patient to view the products with your affiliate link!
 - * Tip #1 - request a custom brochure or rack card **with a QR code for your affiliate link** by e-mailing us at info@naturopathicpediatrics.com. Specify which course or e-book you would like to promote.
 - * Tip #2 - place advertisements in a clear place on your website. You may even want to have a dedicated page for this content. (e.g., www.yourwebsite.com/vaccines for the Vaccines Demystified course. Include some content about your approach to vaccine education, and then several clear links to the course and why you are recommending it. Then, during office visits with your patients you can remind them - if they need more information to check out www.yourwebsite.com/vaccines to learn more.)

By joining you agree to:

- * **NEVER** spam your customer, patients or visitors to your blog. We are very serious about this. No one needs more spam e-mails.
- * **ONLY** e-mail customers who have agreed to be a part of your mailing list. Remember that people trust you and your professional opinion. Maintain that trust!
- * Always declare your affiliate status. (Simply say something like “we support Naturopathic Pediatrics and they support us.”)

HOW TO JOIN

Head to www.naturopathicpediatrics.com/affiliate-area/ to register for an affiliate account. [Note: if you are already registered as a user on the site you may need to e-mail us at info@naturopathicpediatrics.com to set up your affiliate status.]

It may take up to 3 business days to approve your affiliate account.

Once approved you will receive an e-mail that your affiliate application has been accepted. (If you do not receive an e-mail confirmation after 3 business days please contact us directly.)

LOG-IN

Log into your affiliate area at www.naturopathicpediatrics.com/affiliate-area/ or click the link provided within the e-mail confirmation (above).

GENERATE URLS

Click on "Affiliate URLs" and enter the link of the product, course, page or e-book that you would like to promote. Click "Generate URL" to receive your own custom URL that you can use to promote the particular product.

USE IMAGES

Go to "Creatives" to view the various banners available. Simply copy and paste the HTML into your website or blog to use the banner. If you don't see a banner for a product you'd like to promote please e-mail us.

Have tech troubles? Let us know please.

VIEW YOUR REFERRALS

Click on "Statistics," "Graphs," and "Referrals" to view more information about the traffic you are driving. If you do not see referrals within 2 weeks please let us know immediately.

USE SAMPLE TEXT

Feel free to copy and paste text on our website that describes the products in detail. However, do NOT copy and paste entire blog posts without notifying us.

For sample text to include in e-mail marketing campaigns see the Sample Text document in the affiliate area.

How to be successful with affiliate marketing.

Here are some tips for affiliate marketing that we find to be helpful.

- 1. It takes time.** Our experience is that customers and patients need to see the product or message multiple times (research shows 7 times on average!) in order to purchase. Affiliate income rarely comes quickly. The advantage of affiliate marketing is that it can generate income over a long period of time.
 1. We highly recommend blogging about a topic related to the product you wish to promote. Examples:
 1. 5 ways to help your child with ADHD - *naturally!*
 2. Who to believe when it comes to vaccine information
 3. How to talk to your doctor about vaccines
 4. 3 tips for treating constipation naturally
 2. Remember that blog posts can live for years on your blog and continue to drive traffic to your affiliate links.
- 2. It takes connection.** The best affiliate marketers have a strong connection with their audience.
 1. Sample ways to create connection:
 1. Have conversations in your office. Supply patients with more information via brochures, rack cards, etc, that contain the QR code for the product.
 2. Host a Facebook Live to answer questions
 3. Write or blog about your own personal experience
- 3. It takes trust.** If your audience trusts you then you are already half-way there! State clearly that you trust this resource. Everyone wins!
- 4. It takes clear communication.** Speak clearly and openly with your audience about what they can expect and what they can get out of these resources. Why are they valuable? What are they worth?

Suggestions

- 1. Blog.**
 1. Write a whole blog post about a message related to the product you wish to promote. It is best to write using **your voice**. See above (under It Takes Time).
- 2. Send a set of 4 promotional e-mails** to your e-mail list. (See Sample Text document for text for promotional e-mails.)
- 3. Share on your favorite social media platform.** Go to Creatives to see images including your affiliate link.
- 4. Offer coupons.** We encourage you to use coupons to stimulate sales! Simply e-mail us at info@naturopathicpediatrics.
 1. YOU can set the price of any e-book or course in our shop.
- 5. Then do it all over again!** Remember the 7 points of contact with your audience. You can also consider running a remarketing campaign to encourage people to go back to the site via your affiliate links. Naturopathic Pediatrics does not have any restrictions on advertising or remarketing.

PREVIEW MATERIALS

As an affiliate with Naturopathic Pediatrics **you may preview any product [except Vaccines Demystified] for free.** Simply add the product you wish to preview to your cart and use coupon code **Affiliate** to bring your cart total to \$0. Continue the check-out process and download the items.

We recommend using the Naturopathic Pediatrics Well Child Guides in your office to continue to draw attention to the website. You are welcome to copy and distribute them freely. You may also use and distribute the Elimination/Challenge diet instructions. We recommend including **a 1-page flyer for the vaccines demystified course that includes your special QR code** (contact us for details). You can get a QR code for any link on any page of Naturopathic Pediatrics.

PRODUCTS



VACCINES DEMYSTIFIED

Description:

Vaccines Demystified is an online course for parents and professionals explaining infant vaccines and special topics in immunizations. Vaccines Demystified is unique in that it **provides information on immunizations without bias**. Retail cost: \$99. Affiliates can apply for discounted coupon codes to give special deals to their customers/clients.

Note: we have found that a target price of \$19-\$55 to be the ideal sales price for this audience, who are often parents with limited income. This is a substantial discount off the \$99 retail price. E-mail info@naturopathicpediatrics.com to request a custom coupon code for your clients/patients. YOU pick the price. Remember that you will earn 50% of any price that you choose.

Constipation E-Book

Description:

A 25-page guide that includes a checklist and information on how to manage childhood constipation without Miralax. It includes information on establishing the foundation of health (hydration, fiber, nutrition, elimination diets), natural remedies for stimulating peristalsis, directions for administering an enema, bowel retraining and more. Retail cost: \$15.

We recommend selling at retail cost, or for no less than \$10.

Healing your child from ADHD

Description:

A 22-page guide that includes a checklist for a recommended 3-tiered approach to treating ADHD. This is a wonderful supplement to naturopathic practice, and provides a framework for treating patients in-office as well. This is also a great marketing piece. Retail cost: \$25.

We recommend providing coupon to patients to reduce this cost to \$15-\$19.

Other shop items:

Well child guides, elimination-challenge e-book

Because of the low sales price these e-books are typically not a good choice for affiliate marketing. You are welcome to distribute these resources freely in your clinic.

WE ARE IN THIS TOGETHER.

We WANT you to be successful. If you have any issues with your affiliate status please let us know.