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**DIGITAL  
BITES**

**LEEDS**

**“BUILDING AUTHORITATIVE LINKS  
WHEN YOUR BRAND IS PART OF  
AFFILIATE PROGRAMMES”**

**SOPHIE BARKER**

**SENIOR PR STRATEGIST - CONNECTIVE3**



DIGITAL BITES 2022 - SOPHIE BARKER

# AFFILIATE LINKS

**BUILDING LINKS WHEN  
YOUR BRAND HAS  
AFFILIATE  
PROGRAMMES**

AFFILIATE LINKS

# TALKING POINTS

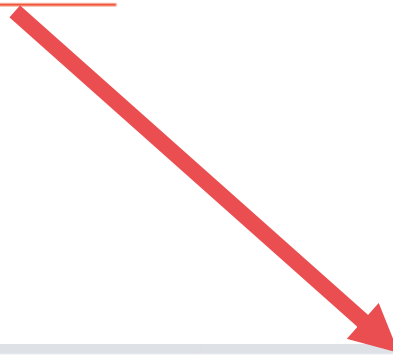
- What is an affiliate link
- How to build links when your brand has an affiliate programme
- Why affiliate links are not all that bad

## AFFILIATE LINKS

# WHAT IS AN AFFILIATE LINK

An affiliate link is essentially a tag that allows publications to make commission from any sales made through that link.

The survey was carried out by a research company for Cartwright and Butler, makers of luxury food and gift



[cartwrightandbutler.co.uk/blog/most-giving-industries-uk?source=aw&awc=21047\\_1663336727\\_486e797220caa15de1b44430fa3558ab](https://cartwrightandbutler.co.uk/blog/most-giving-industries-uk?source=aw&awc=21047_1663336727_486e797220caa15de1b44430fa3558ab)

AFFILIATE LINKS

# WHAT IS AN AFFILIATE LINK

Affiliate links basically don't allow any SEO value to pass due to the fact they're listed as no-follow and also go through a series of redirects.



# HOW TO GET AROUND AFFILIATE LINKS

AFFILIATE LINKS

# 1. UNDERSTAND EXACTLY WHERE YOU HAVE AFFILIATE PROGRAMMES

**COSMOPOLITAN**

**National**World



**Reach**

AFFILIATE LINKS

## **2. FIND JOURNALISTS FROM DIFFERENT NEWS TEAMS**

Try and find other journalists from different news teams, for example, if you've been focusing on the consumer news team and find they're giving affiliates, try shaping the story for lifestyle journalists at the same publication.



AFFILIATE LINKS

## 3. BROADEN YOUR STORIES TO FOCUS ON NICHE TITLES

When ideating new campaign ideas, think about broadening out your stories so that they can focus on more niche publications that won't typically give you affiliate links.


**ARTnews**

Digital  
**Camera**  
World

AFFILIATE LINKS

## 4. THINK OUTSIDE OF THE BOX

Can you reach out to business sites, university blogs or perhaps local directories?



University  
of Dundee

[Home](#) / [Stories](#)

Press release

### Dundee named best Scottish city for graduates

# **POSITIVES TO AFFILIATE LINKS**

AFFILIATE LINKS

# 1. YOU'RE STILL PUTTING YOUR BRAND IN FRONT OF POTENTIAL CONSUMERS



AFFILIATE LINKS

## 2. AFFILIATE LINKS ARE STILL MEASURABLE



AFFILIATE LINKS

# 3. THEY CAN HELP IN GETTING MENTIONED IN IMPORTANT PRODUCT ROUNDUPS

Holidays > Gift Ideas 2022

## 70 Best Gifts for Any Kind of Woman In Your Life

Whether she's in her 20s, 30s, 40s, 50s or beyond, you can't go wrong with one of these thoughtful and budget-friendly ideas this upcoming holiday season!



BY [AMANDA GARRITY](#) AND [ANNIE O'SULLIVAN](#) Updated: Jul 25, 2022

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Shopping > Gifts

## 90 Top Valentine's Day Gift Ideas For Her and Him

Get ready, because they're gonna love your gift.