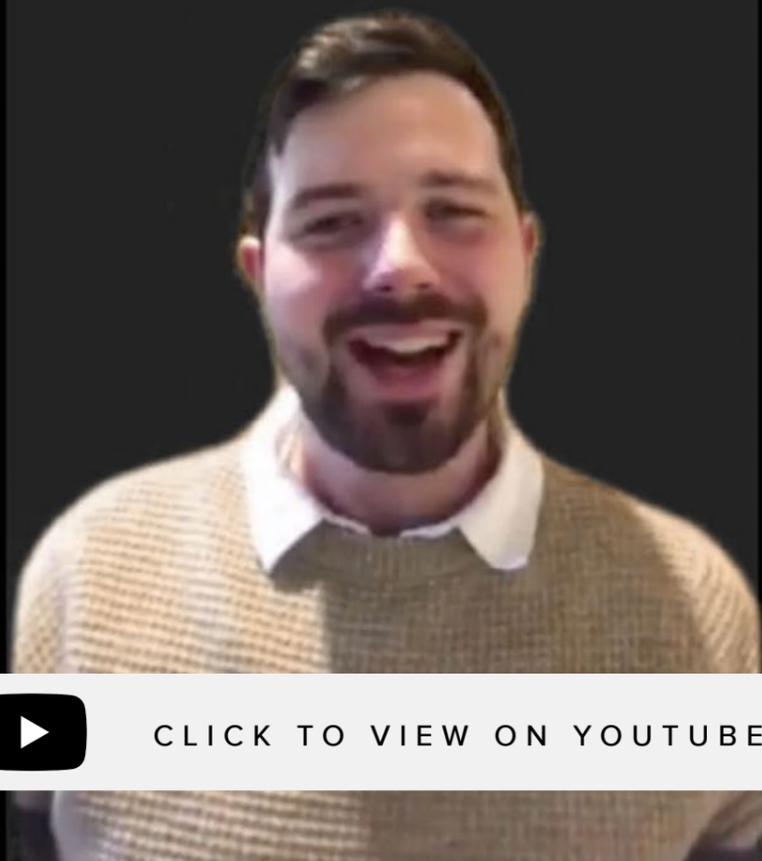


A young woman with long brown hair, wearing glasses and an orange cardigan, is smiling warmly. She is positioned on the right side of the frame. The background behind her is a soft-focus bokeh of warm lights. A large black rectangular area is overlaid on the left side of the image, partially obscuring the woman's face and the background.

AFFILIATE PROGRAM

 THE
TEFL
INSTITUTE

OUR AFFILIATE PROGRAMME EXPLAINED



JOIN OUR AFFILIATE
PROGRAMME
TODAY & EARN



CLICK TO VIEW ON YOUTUBE

WELCOME!

You have officially become a brand ambassador of The TEFL Institute, and we are delighted to have you on board! Here is a simple step-by-step guide on how you can make the most out of your affiliate journey.

Starting today you will earn a commission on every referral booking we receive, and we will go through each step to help you set up. This handbook has everything you need to know and will help you throughout your journey, so make sure to read it all.

WHAT IS AFFILIATE MARKETING?

Affiliate marketing can be explained simply, the brand ambassador earns income by marketing our products and services to their family, friends or followers. Our products/services would include our different TEFL Courses and paid Internships abroad.

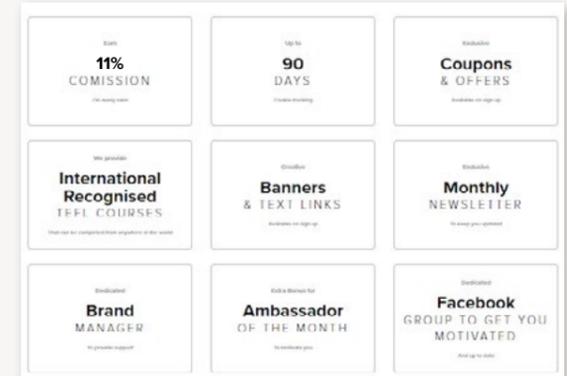
This marketing can be done across your social media platforms, websites, blogs, etc., using your unique referral link. Each time one of your followers buys from us through your unique referral link you will earn a commission. By growing our student and teacher database, you will benefit by receiving commission and earning extra income!

GETTING SET UP

Once you have signed up for the TEFL Brand Ambassador Program, you will have your own private dashboard. Here you can find your unique referral link, pay-outs, and visits. We also have a section with 'creatives', and here we have different marketing material that you use on your chosen platform(s).

STEP 1.

Login to your Affiliate Account here.
<https://teflinstitute.com/affiliate-area/>



STEP 2.

Click to Affiliate URLs to create your unique URL





HOW DO YOU GET PAID?

The finance department makes affiliate payments monthly, generally from the 15th of every month. Once registered, you are asked to provide a PayPal-linked email address. Make sure this is an updated email address. If you don't have a Paypal account, creating a new account takes a couple of minutes and is free to set up.

OUR AFFILIATE COMMUNITY

Here at the TEFL Institute, we have one main way of communicating with our affiliates; through newsletters. We send out newsletters monthly, updating you on any news with The TEFL Institute and what special offers we have currently running. We create unique content for all our special offers, so if you want to use these across your social channels, send us an email to receive high-quality jpegs.

We will soon be creating a dedicated affiliate Facebook group to connect with other brand ambassadors, share tips and advice or give us feedback on how we can support you. This will be our place to announce affiliate competitions to inform you of flash sales/ promotions and upcoming live webinars.



AUDIENCE:

- Understanding your demographics is first and foremost. You need to know who your followers are and, most importantly, what they want from you.
- It is essential to see which of our courses or internships would be of most interest to the people within your self-made community.

IMAGERY:

- The next step is to grab their attention; you can easily do this by using eye-catching imagery. We recommend capturing content of high quality, clear visibility, and, most importantly, relevance.
- You can use the imagery we provide – there are plenty of marketing materials on your dashboard that you can use. We always have new images created for all our campaigns. And if you cannot find them, feel free to contact us anytime for new materials.

LANGUAGE:

- Keep it simple – describe what you are selling in simple and bite-sized information. You understand our company and what we sell but does your target audience?
- Check your spelling – we provide courses in Teaching English as a Foreign Language. One small way to reflect our company is by double-checking everything before you send it out.

***Top tip:** Use Grammarly - it's free to use and helps you look out for all the little errors.

NEED SOME INSPIRATION? HERE ARE SOME EXAMPLES!



Evs Adventures

Evs Adventure is Evelina. She completed a TEFL course with us over a year ago and since then, has started some online lessons herself, but her big aim is to move abroad and travel with this qualification.



Mark and Nadine

Mark and Nadine are a couple that moved to Thailand. Nadine is teaching English in Phuket school. They are promoting our brand ambassador program via their Instagram page.



Muinteroir Nadine

Muinteroir Nadine is one of our best brand ambassadors, and we know why! She is so real within her stories and always so informative. She has completed the TEFL course herself, so she knows what she is promoting. She joined our affiliate program with 5K followers, and now look at her! Proof that what she does works!

LIVE

54.4k



1. STAY INFORMED:

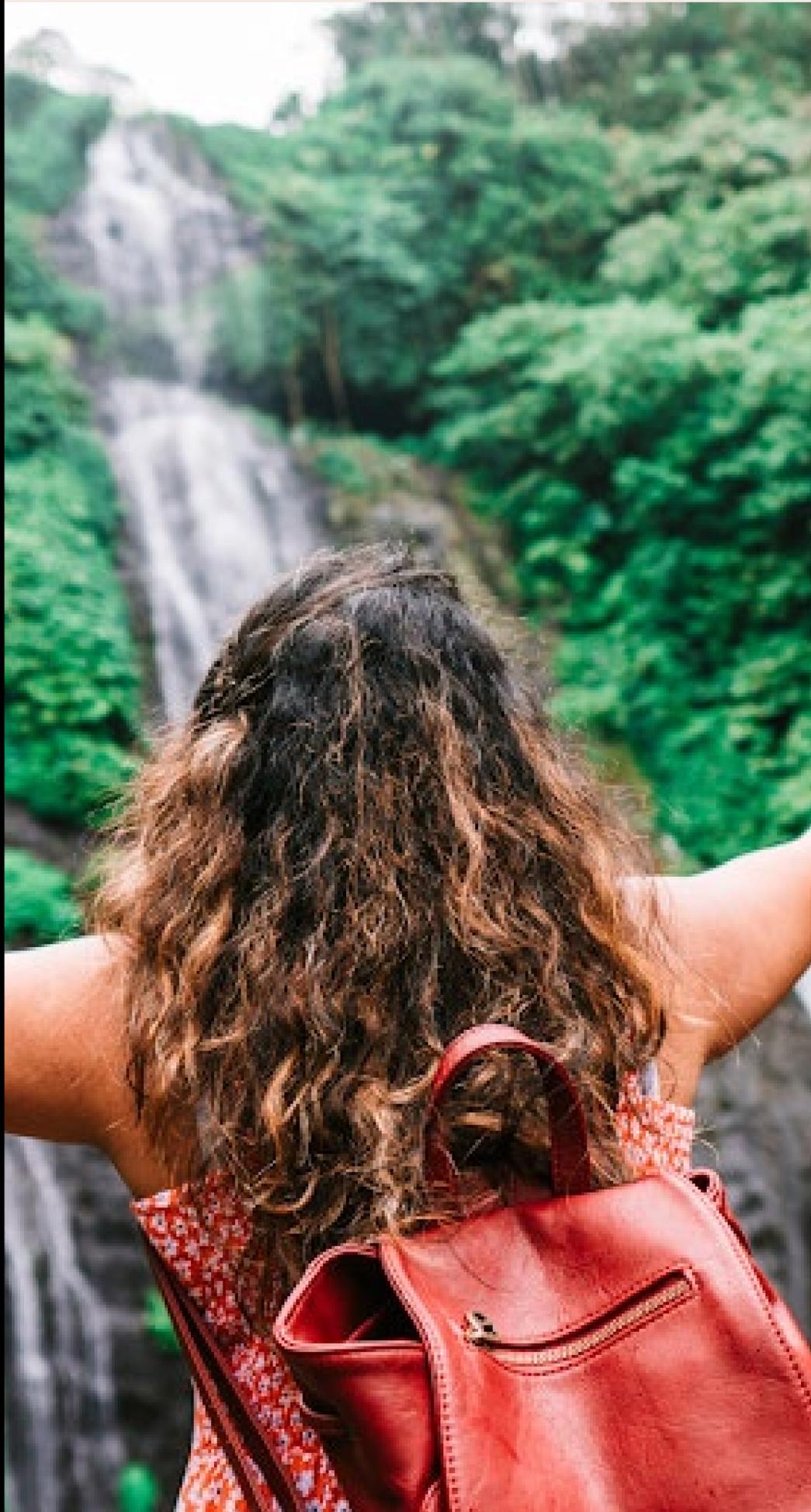
- We send out monthly newsletters updating you on what is going on, so this will be your go-to. Knowing about special offers, upcoming events, and new product launches is all key to becoming a good brand ambassador. Also, follow us on all our Social Media Platforms

2. “THERE’S NO ‘I’ IN TEAM”:

- It is not just your followers you should communicate with. Remember that Facebook group we mentioned earlier? These are opportunities to learn more about us and other affiliates. You are part of a community now, and everyone at the TEFL Institute is here to help you to become the best affiliate possible. So, reach out. Join the groups. Read the newsletters. Be sure to contact me directly if you need any assistance, I am here for anyone who needs help!

3. TRACK YOUR PROGRESS:

- These same tools should also give you metrics on how well your posts perform. Simple statistics will give you a guide on what works best for you. You can also see how well you’re doing by checking the “Sales Per Month” section and more in the affiliate area



INSTAGRAM

What works best?

Videos and photos are the most popular types of content across all platforms. Short multi-segment videos are now a top way of marketing. If you are comfortable in front of the camera, this would be an effective way of promoting TEFL courses/ internships via live stream or a pre-recorded story. Before you start promoting, make sure always to mention the purpose of that course, some of your new followers mightn't have heard of TEFL. You could discuss your options with completing a TEFL course, such as working from home or living abroad. If you have completed the course yourself, even better! You can give your examples. Real examples work best, giving a customer insight into a real experience.

If you don't like being recorded, answer a few questions you would have liked to have answers to before enrolling on a TEFL course. Make sure to leave an interactive Q&A box for your followers to ask you a question or two. Save this story onto your highlights so followers can always go back to it, this saves your work by talking about it again and again. You can inform your audience to check out the highlights where you have explained more about TEFL on a certain topic

What doesn't work as well?

If you post a promotional image without explaining the product fully to your friends/followers, this does not engage, and it encourages followers to move on from the post swiftly.

Where to put my affiliate link?

You can only put one link in your bio at one time – if you need to include your links and your affiliate link, try using a software tool like link tree. If you have more than 10K followers, then you are Insta pro, and you can use the “swipe” uplink. Make sure to use it, it works a treat.

What about hashtags?

When using hashtags, make sure to use #teflinstitute tag us @ teflcourses and any relevant tags to our company – this could also lead to more followers on your page. Win-win!

Remember, Instagram allows you to use a maximum of 30 hashtags, make sure to use relevant hashtags within your posts as you will gain more followers.



FACEBOOK

What works best?

If you have a business page on Facebook your content is less and less visible to normal profiles. So how do you go about getting your posts noticed without spending money? Simple answer would be to go Live, inviting people to read your new blog or post. Another option that works well is joining group pages. There are thousands of groups on FB, and within them millions of users who are looking for some information such as have you done your TEFL course? Are you working online? Try putting your affiliate link within the comments on the group pages. A lot of people are looking for real people to recommend a TEFL course to them. This could be you! Searching for groups could include: Teaching English Online, Teaching English Abroad, Teaching in Madrid or Asia. The options are endless! Group posts are more noticeable on Facebook, definitely more than just a FB page. You could even share your blog about topics that could interest that group and have your Affiliate links within the blog! The world is your oyster, think outside the box and you will start earning!

What doesn't work as well?

If you just post one post about TEFL, it may be missed. FB may not even show it to many people. If a post doesn't get any likes within the first 1-2 hours this means your friends/

followers didn't interact and maybe didn't even see it. Try posting a story asking people to read it and send it to your friends for them to share it for you.

Where to put my Affiliate link?

You can only put one link in the information details about you/your business but what's great with FB is that you can actually put a link into posts, comments or easily send it to friends and family. There are plenty of options.



BLOGS

What works best?

Blogs have once again become a popular way for affiliate marketers like yourself to branch out and get people to use their links and get sales. One of the most popular platforms for blog writing is WordPress. WordPress can seem daunting at the start, however, with everything it has to offer and help every blogging writer, it is simply the best in its field.

Furthermore, writing about something that you are already passionate in, will make it significantly easier for you as not only will it save time in hours of research that you would have to do if you weren't interested in it, but it will also allow you to focus on the actual writing.

What doesn't work as well?

It's important that your blogs have relevancy with the product. There's no point having a blog about the wilderness and then having an affiliate link to chimneys. It will just confuse the customer, and a confused customer is not a customer at all, they're just a bystander as they will not purchase anything. So, make sure your blogs are related to the product.

Where to put my Brand Ambassador link?

You can put your affiliate link at the end of every blog, though I would place it on your blog's homepage. Why? Because every

blog you write should interact with your homepage, therefore that's where your affiliate link should be.

What about hashtags?

Hashtags are not really a thing in blogs. However, tags and keywords are crucial. Your keyword usage dictates how many people are going to read your blog. So make sure you research your keyword cluster for your particular type of blog.

FAQ

How much do I get paid per person that signs up via my referral link?

You get a 11% commission for each completed course sale you refer.

How do I make a referral link?

Add your unique affiliate tag to any TEFL Institute URL. This link is how we track your referrals. You can add ?ptaff=your tag to a URL or use the “Referral URL Generator” in the Affiliate Area. Just paste the link you want to use, name the campaign (optional) and click “generate URL”.

Where can I see how many people have used my unique link to sign up for a course?

In the “Referrals” section, you can see your completed sales and for which courses. You can also see how much money you brought for TEFL Institute of Ireland in the “Sales Per Month” section.

Where do I add my banking details so that I can get paid?

Affiliates are paid via PayPal. You submitted your PayPal email address when you signed up. If you want to change this email, you can do so under “Settings” in the Affiliate Area.

Do I get paid per week, per month, or as soon as I have made a certain amount of money?

You get paid on the 15th of every month for the preceding months earnings.

Do I need to make a specific amount of money before I get paid?

The payment threshold is \$20 for payments. If you have less than \$20 balance after one month of referrals, we will hold your funds for future use, or you may request a Paypal payment for a \$2.50 fee.

Where do I find graphics/creatives to use on my website and social media?

You can find them under the “Creatives” section in the Affiliate Area. If you need different size graphics, have an idea for others, drop me an email to hello@teflinstitute.com





info@teflinstitute.com | www.teflinstitute.com



So, That's Everything from Us, Over to You Now! Time to Begin Your Journey as a TEFL Institute Affiliate

We hope you enjoyed our guide to becoming the best affiliate possible & we hope you have learnt some tips and tricks to help you start earning.

Once again, we are delighted you have joined us. We hope this handbook has offered you guidance and advice.

You know where to contact us if you have any questions. Be sure to follow us on social media too and tag us in any affiliate posts or stories and show us what you are up to.

We can't wait to see how this goes for you, you've got this!



Want to talk more?

We're here to make sure you have the best TEFL experience and get you living the life you've always dreamed of abroad!

Contact us with any questions - we'll help you get there.

We're available to chat Monday to Friday

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