



QUICK RESOURCE FOR WEBSITE MARKETING

LAST UPDATE 5/10/10

One of the more lucrative ways to promote Vitamix is with a website or blog. The following rules from the Affiliate Program Terms & Conditions will help guide you so that you can plan how you are going to promote Vitamix online.

YOUR WEBSITE

Q-How do I know what kind of website to create if I do not have one?

A-Your site should contain original content created by you promoting the Vitamix brand and lifestyle. When thinking about your niche and developing a theme for your website, keep in mind "The essence and purpose of the Affiliate Program is for you to show your customers how the use of Vitamix products complements the lifestyle you live and promote."

Q-How does my website qualify for the Vitamix Affiliate Program?

A-Your website should be about some aspect of the lifestyle that relates to your business. Health, fitness, cooking, whole foods, raw/vegan/gluten free eating, and wellness are a few topics to consider.

Q-How do I get my website approved so that I can promote Vitamix products?

A-On the Affiliate application, candidates need to include their website. Each website will be reviewed for approval. Vitamix reserves the right to decline an application or terminate an Affiliate if a website does not meet our requirements or if the website can cause the reputation of Vita-Mix Corporation to be harmed in any way.

Q-Do I need to have my website approved before advertising Vitamix products?

A-Yes.

Q-Are there rules on naming my website?

A-Yes, Affiliates are not permitted to have Vitamix or any misspelling of the word Vitamix or any Vitamix product name, free shipping or any derivative thereof in the URL. In addition, The Vitamix trademark names can not appear in the website top level, second level or sub level domain name.

Q-Can I promote my Affiliate Code on the web?

A-Affiliate Codes should only be visible on the Affiliate's website. Affiliate Codes may not appear on any other website on the web. Affiliates should promote their website and the page that contains the Vitamix Affiliate advertising.

The key is to drive traffic to your website, directing customers to the page where the Vitamix advertising appears.

Q-How can I advertise Vitamix products on my website?

A-Affiliates may use any of the images, banners, web modules, program logo, and links approved for Affiliate use that are located in the Affiliate Portal. If an Affiliate creates custom web advertising or other promotional material, the Affiliate will need to contact affiliateprogram@vitamix.com for approval. Affiliates are not permitted to use any content from Vitamix corporate websites or from any other corporate advertising, promotions or newsletters. Additionally, Affiliates are not permitted to frame Vitamix.com or allow the Affiliate website tool bar to appear on vitamix.com.

Q-What Vitamix products can I promote?

A-An Affiliate receives credit for selling the Vitamix 5200 model (Vitamix 5200 Basic, Super & Deluxe packages) to USA and Canadian customers. Because Vitamix pricing is subject to change, affiliates are not permitted to list pricing on their websites. Through the Affiliate Portal, Vitamix has provided links that will link customers to Vitamix.com with current package and pricing information.

Q-Is there anything an Affiliate is required to have on their website?

A-Yes. An Affiliate's website must include the Affiliate's contact information in an easily accessible location to the consumer. It can simply be an email contact if you wish. Additionally, it is the responsibility of the Affiliate to keep Vitamix content up to date and assure that Vitamix links are current and working correctly.

USING SOCIAL MEDIA

Q-Can I promote Vitamix using social media?

A-Affiliates are encouraged to use social media as it is a great way to reach a large number of potential customers and people you know. When promoting on social sites, Affiliates need to promote their own websites by linking back to the website's page where the Vitamix Affiliate advertisement is located. Affiliates should never post their code on any social media website.

Q-Can I use URL shortening services on my social media promotions?

A-Affiliates should never use a shortened URL to promote the Vitamix Affiliate coded link. (See bullet 3 below)

- Example of a correct Twitter post: Raw food tastes better in the Vitamix. Get one through me and save at www.rawfoods123.com. In Addition, Affiliates are not permitted to use URL shortening services to promote the Vitamix Affiliate coded link.
- Example of an incorrect Twitter post: Raw food tastes better in the Vitamix. Get one through me use the code 06-123456.
- Example of an incorrect Twitter post: Raw food tastes better in the Vitamix. Get one through me <http://tiny.cc/za7f5> (this Tiny URL should never be the Affiliate coded link)

Q-What are the rules for creating a name for my social websites such as: Facebook, Twitter, YouTube or other social sites?

A-We encourage you to be creative, but the word Vitamix or any other misspelling of the word Vitamix cannot be used in the title to name any social website.

Incorrect examples: www.twitter.com/vitamixsavings www.facebook.com/vita123mix

Correct examples: www.twitter.com/rawblend www.facebook.com/vitapeople

Q-Can I promote the free standard shipping offer on social sites?

A-Yes, Affiliates can promote free shipping on social media websites. Affiliates should never promote or post their Affiliate Code or any Vitamix pricing on a social media website.

PROHIBITED WEBSITES:

Q-Are there any websites that Affiliates are not allowed to advertise on?

A-Affiliates are encouraged to spread the word about Vitamix on the web, but should never promote on the following websites:

1. On any website that promotes coupons.
2. On auction sites such as EBay or similar store sites.

Note: Affiliates can advertise on "advertisement only sites" such as Craig's List or any other similar

site that lists items for sale. However, the Affiliate code and Vitamix Affiliate link should never appear on those sites. Affiliates are encouraged to link customers back to your own website. The key is to drive traffic back to your site.

PAID WEB ADVERTISING:

Q-Can I promote my Vitamix Affiliate business with paid ads on Google, Yahoo!, Search Marketing and Microsoft adCenter or other similar paid placement sites?

A-Yes, Affiliates may pay for web advertising. Please follow the guidelines below if you choose to advertise this way:

1. Do not put your Affiliate code in the ad.
2. Do not put any language regarding savings or free shipping in the ad.
3. The link in the ad must be the Affiliate's own website, not the Vitamix Affiliate coded link.
4. The ad should never link to an Affiliate website that has no original content and is only advertising Vitamix products.
5. The ad should not link to any social media website.

A correct example might look like:

**“Get a Vitamix 5200
the ultimate raw kitchen tool.”**

www.rawkitchens.com

AFFILIATE WEBSITES MUST FOLLOW ALL THE RULES SET BY VITAMIX IN THE TERMS & CONDITIONS.

Vita-Mix reserves the right to monitor Affiliate marketing efforts. Affiliates who are in violation of The Terms & Conditions are subject to: (A) Loss of use of Affiliate Code and Affiliate placed under warning (B) Termination from the Affiliate Program (C) Termination from the program and your right to receive commission from use of your code.

If you have any questions about Vitamix Affiliate marketing rules, contact your Affiliate Account Manager or email us at affiliateprogram@vitamix.com.

***Go to www.vitamix.com/household/affiliates/affiliate_terms.asp
for the full version of the Vitamix Affiliate Terms & Conditions***

