

### WHO ARE BOTB?

BOTB (Best of the Best Plc) was established in 1999 and has been located in major airports, shopping centres and online at [www.botb.com](http://www.botb.com).

Every week someone is guaranteed to win their Dream Car. In the past 20 years, there have been over 480 winners, taking home over £29 million worth of prizes.



### WHAT IS AFFILIATE MARKETING?

Affiliate marketing is when an online site, such as BOTB, pays a commission to a business or individual that has referred new customers.

#### • WE PAY 30% COMMISSION

For every new customer that you refer to BOTB, you will receive 30% commission on their orders.

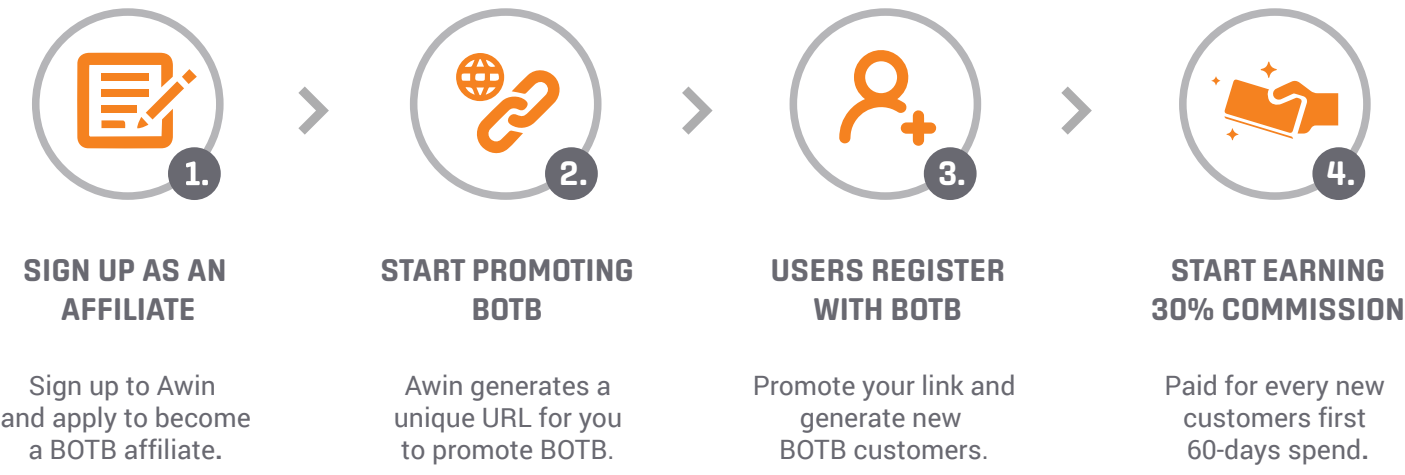
#### • WE USE A 60-DAY COOKIE

After a customer signs up using your referral link, you will receive 30% commission on every order they make within their first 60 days of playing BOTB.

#### • WE DO NOT CAP COMMISSIONS

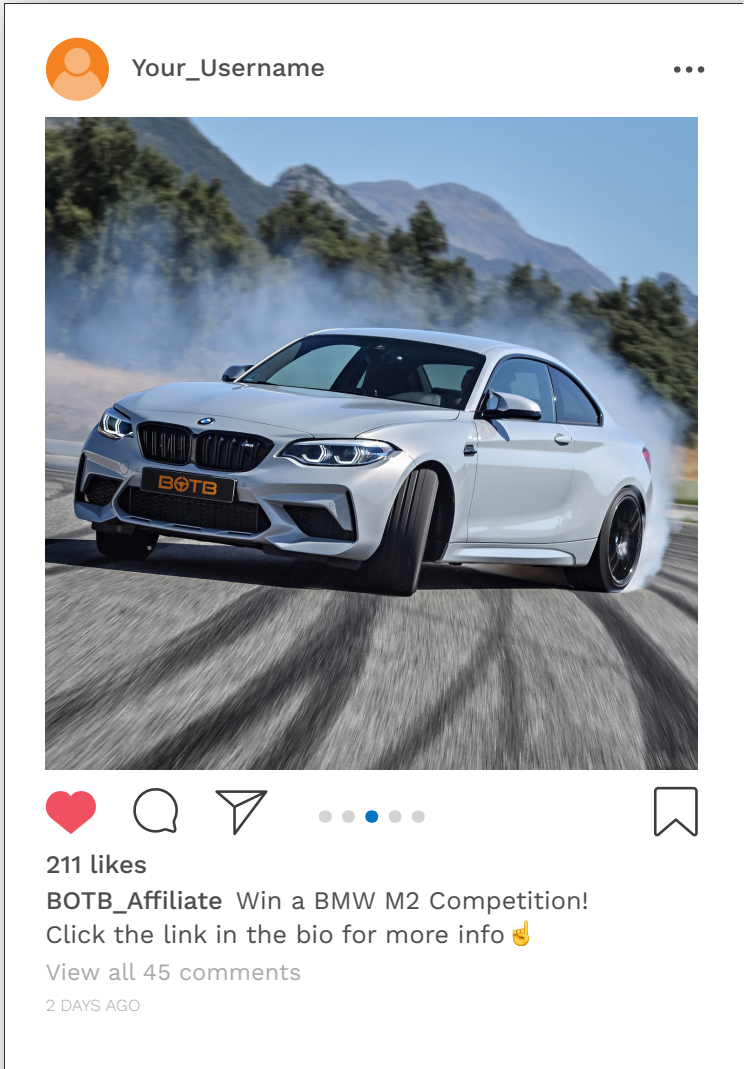
There is no limit to the amount of commission you can earn by referring new customers to BOTB. You can also earn additional bonuses and rewards for good performance.

### STEP BY STEP



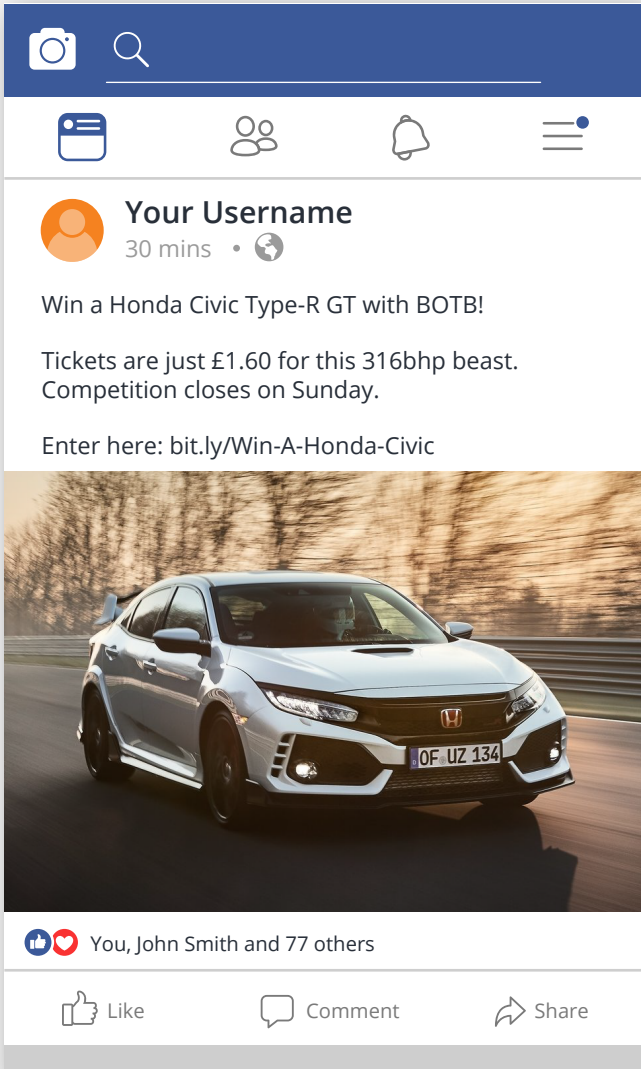
### EXAMPLES OF HOW TO PROMOTE BOTB ON SOCIAL MEDIA:

#### INSTAGRAM:



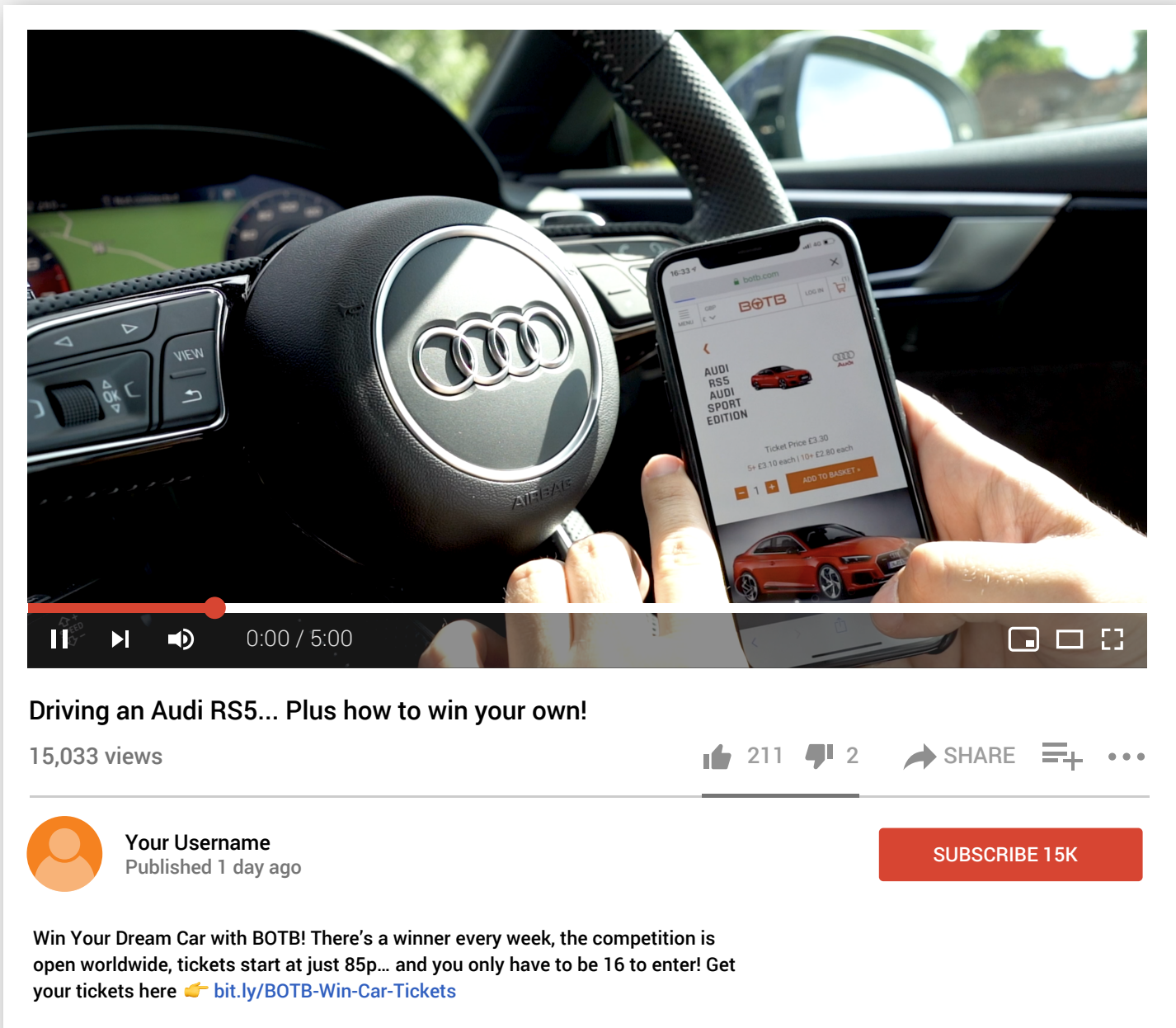
If you haven't already got a website in the bio of your Instagram page we recommend adding your BOTB link. Users with over 10,000 followers can also promote within Instagram stories by utilising the swipe up feature.

#### FACEBOOK:



There are several links and creatives in Awin to choose and you can also use the Link Builder to create a trackable link to a specific car or prize. Copy and paste the page URL you want into the 'Destination URL' field and a trackable link is generated.

#### YOUTUBE:



When using YouTube to promote BOTB we find it helps to use screenshots, screen recordings or footage interacting with the website. Don't forget to add your BOTB affiliate link in the video description and prompt viewers to click it. Pinned comments are also an effective way to increase the visibility of your promotion.

If you would like to use stock footage and voice over from BOTB instead, please get in touch.

### HOW TO SHORTEN YOUR BOTB LINK?

The URL Awin provide is fairly long, so you may wish to shorten the link. Bitly is a free service for creating shortened URLs that can be customised too. A shortened Bitly link looks like the following: [bit.ly/Win-Your-Dream-Car](http://bit.ly/Win-Your-Dream-Car)



### CONTACT US:

If you have any further questions or need anything clarifying regarding the BOTB affiliate scheme please email:

[harry@botb.com](mailto:harry@botb.com)

