

Be your own **SHUGA MAMA**

📷 follow us @shuga_hair

🌐 www.shugahaircare.com

Welcome to the squad, Shuga Mama!

With our affiliate program, you are able to use your influence to translate sales into cold, hard, cash! Whether you are a salon owner, hair stylist, or our Shuga's biggest fan, you will be able to use our affiliate program as a way to earn extra money, or be able to grow it into your full-time gig.

How it Works

You will be given a custom link that you will share on social media that will lead your followers to our website. This link will allow users to shop and buy products. Each impression and product purchased will be traced back to your link and appear on your dashboard. This is how we will together, track your influence and sales.

Each sale will translate into a commission percentage depending on what affiliate tier group you fall into. Each person you sign up, and the amount of your sales will help promote you to the next level. We will be able to use your affiliate dashboard to track your clicks and sales in real time and so will you. After you reach \$100 in commission, you will be able to cash out your earnings! Easy enough right?

Why Shuga?

Well first off, being a part of Shuga is partnering with a socially responsible and dope brand . You will be a part of the first group of affiliates and have first dibs on getting the word out!

With the Be Your Own Shuga Mama program, you are able to be your own boss. It's all about the hustle! Shuga is flexible, and does not require weekly or monthly minimums. You may work as often or as little as you please. Your earnings depend on you. The more you influence, the more you make. Everyone needs some Shuga. Shuga is a diverse brand that works on all hair types-We don't discriminate!



Now that you're ready to go, it's time to give you the support and tools you need to succeed.

Product Education

We want all of our affiliates to know their stuff, try and love our products.

Click here to access the Branding & Education package which is a quick overview of every product, what it does, and more!

Branding

Branding is a company's story, overall tone, and what sets it apart from the rest. It is important that our affiliates understand Shuga's message and vibe, so we are all on the same page.

Click here to access the Branding & Education package or more information and inspiration.

Virtual Banners

Banners are a great and easy way to share branded information with social media followers or on your own blog/website. These are available on your affiliate dashboard and may be posted on social media stories, posts, or wherever you please!

Social Media Education. To be successful as an affiliate, it is extremely important to be able to navigate social media and always tag Shuga **(with your link)** in your posts. If you don't feel comfortable navigating social media, below are some resources to help you get started and feel a little more confident.

Instagram Basics

<https://www.youtube.com/watch?v=CPZYRgPu2Lg>

Increase engagement on IG

<https://www.youtube.com/watch?v=PqJlqIyZpkg>

More Call to action Information

<https://www.youtube.com/watch?v=z4ArVrnjvRA>

<https://adespresso.com/blog/call-to-action-examples/>

Best times to post in 2020

<https://www.expertvoice.com/the-best-times-to-post-on-instagram/>

Contact

We know you may still have questions and that's okay! We're here for you! You may contact us or schedule a virtual coffee date by:

- DMing us on Instagram on **@shuga_hair**
- Emailing us at **info@shugahaircare.com**

