# Introduction

Established in 1995, Sky Asia Tours is a fast growing travel company. Today, Sky Asia has created a name for itself among inbound tour operators in India with offices in India, Bhutan, and Nepal. Their services include leisure tours, unique experiences, and luxury travel.

**Assignment**: Sign Up For Amazon Affiliate Program

**Tasks**:

# 1. Log In to the Amazon Affiliate Area

Start by scrolling to the bottom of the Amazon home page. You are looking for the [“Become an Affiliate Link.](https://affiliate-program.amazon.com/?tag=smallbusin0b3-20)”

That should lead you to the splash page with lots of information about the Amazon Affiliate program. Click the “[Join Now”](https://www.amazon.com/ap/signin?openid.return_to=https%3A%2F%2Faffiliate-program.amazon.com%2Fsignup%2Fref%3Damb_link_472781542_3%3Fpf_rd_p%3D2604423222%26pf_rd_r%3D7E5DE6B47ADA4F67A527%26pf_rd_m%3DATVPDKIKX0DER%26pf_rd_t%3D501%26pf_rd_i%3Dassoc_rails_welcome_steps%26pf_rd_s%3Dassoc-center-1&openid.identity=http%3A%2F%2Fspecs.openid.net%2Fauth%2F2.0%2Fidentifier_select&openid.assoc_handle=amzn_associates_us&openid.mode=checkid_setup&marketPlaceId=ATVPDKIKX0DER&openid.claimed_id=http%3A%2F%2Fspecs.openid.net%2Fauth%2F2.0%2Fidentifier_select&openid.ns=http%3A%2F%2Fspecs.openid.net%2Fauth%2F2.0&openid.pape.max_auth_age=0&tag=smallbusin0b3-20) button to get started.

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# 2. Submit Personal and Website Details

The form looks long, but it is pretty easy to fill out. Just add your personal details in this section. This will be your official profile, so please make sure all information is correct.

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# 3. Verify Your Identity

In order to verify your identity, Amazon asks for a phone number which they use to make an automated phone call. When you enter your phone number, a pin number appears on the screen. The automated call will ask you to verify the pin number. It’s that simple!

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# 4. Choose How You Want to be Paid

In this last step, Amazon welcomes you to their Associates program. It is at this point that you can choose how you want to be paid or do it later.

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Once you are accepted into the program:

**1. Pick a product to promote and capture your affiliate link.**

**Link:** [**https://www.amazon.in/Storia-Juice-Pomegranate-Preservatives-Bottle/dp/B09W62F5BF?tag=digitalma0dab-21**](https://www.amazon.in/Storia-Juice-Pomegranate-Preservatives-Bottle/dp/B09W62F5BF?tag=digitalma0dab-21)

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# 2. Submit a detailed report on how you are planning to drive traffic to the product (it could be done with a blog post, PPC ads, or YouTube video)

To drive traffic to our product, we plan to employ a multi-faceted approach utilizing various digital marketing channels. Firstly, we'll leverage content marketing through a company blog, offering informative and engaging posts related to our product and industry. Secondly, we'll utilize pay-per-click (PPC) advertising on platforms like Google Ads and social media channels to target specific demographics interested in our product. Additionally, we'll create compelling YouTube videos showcasing product features, tutorials, and customer testimonials to engage our audience visually. Furthermore, we'll engage in email marketing campaigns to nurture leads and encourage conversions. By implementing this comprehensive strategy, we aim to increase brand visibility, attract qualified leads, and ultimately drive traffic to our product, leading to increased sales and revenue.