



SENBIRDTEA

# Affiliate Guidelines



**Thank you for choosing Senbird Tea as an affiliate partner! Inside this short booklet, you will find all you need to know about our brand and the Senbird affiliate program.**

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**If you have any further questions, feel free to reach out to us at [hello@senbirdtea.com](mailto:hello@senbirdtea.com).**



## SENBIRD TEA - OUR BRAND

“A Moment in Every Cup.”

Inspire more moments of appreciation every day. Our mission is to share the goodness of Japanese tea to promote a healthy mind, body and spirit.

Senbird brings you premium Japanese tea from independent farms across Japan. We offer a variety of small batch Japanese green tea, herbal tea and handcrafted teaware. Majority of our teas come from farms in Shizuoka, Kyoto, and Hokkaido, Japan.

## ONLINE PRESENCE

**Website:** <https://senbirdtea.com>

### Social Links:

 : <https://www.instagram.com/senbirdtea/>

 : <https://www.facebook.com/senbirdtea/>

 : <https://www.pinterest.com/senbirdtea/>

 : <https://www.youtube.com/channel/UC1Y5KRqPQSJZn2IMK7tOYIQ/>

**Affiliate Dashboard:** <https://senbirdtea.com/affiliate/>

## PROGRAM SUMMARY

Join the Senbird Affiliate program! We're looking to collaborate with like-minded content creators who create high-quality videos / blog content featuring our products. We want to make it easy for you to make money by sending traffic from your content or website to Senbird Tea. If a purchase is made with your affiliate link, you'll earn a **15% commission** at the end of every month!

Currently, we offer our [Ceremonial Matcha Otome](#) for affiliate partners. If you are interested in other teas, you can also try: [Sencha Hatsuzumi](#), [Hojicha Yuu](#) and [Genmai Matcha Suzu](#).

We partner with farms that have been using traditional farming methods to grow organic tea for many generations so that anyone can enjoy a delicious cup of authentic and high-quality Japanese tea.

## CONTENT EXECUTION DETAILS

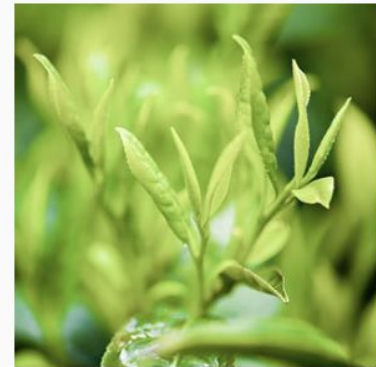
- **Social Platforms included:** YouTube, website/blog, instagram
- **Content Type:** YouTube videos of recipes, unboxing & challenges (Replace coffee with tea, 1 week matcha challenge...etc) with additional blog, IG post and/or stories to promote the YT video
- **Content Description:** We will leave the concept up to you! However, we do encourage that the content aligns with the Senbird messaging. Food / dessert bloggers would ideally share a recipe on YouTube + blogs, health / vegan / lifestyle influencers can incorporate matcha into their lives (7 day challenge, matcha rather than coffee, unboxing, etc.)
- **Voice/Tone:** Genuine, friendly and relaxing
- **Branded Hashtags to include:** #senbirdtea
- **Handles to include:** @senbirdtea
- **Call to action (CTA):** You will generate a unique referral link (after setting up an affiliate account) in your Senbird dashboard where you can track your click / conversion rates in real time. We will also provide you with a discount code to share with your followers. We encourage all affiliates to recommend their viewers to follow @senbirdtea on IG and check out the product they are reviewing by clicking the link in their bio/blog.  
*Example: "Want to try this matcha from Senbird? Head over to the link in my bio. Don't forget to follow @senbirdtea for recipe ideas, brewing tips and more!"*
- **Date and time of posting:** 14 days after receipt of product

## PAYMENT TERMS

- Commission of 15% of all sales
- Payment sent at the end of each month

Log in to your [Senbird Affiliate Dashboard](#) to view a history of all referral link purchases.

## INSPIRATION & MOOD BOARD



## REFERRAL LINKS

1. Login to your affiliate dashboard by visiting [senbirdtea.com/affiliate](https://senbirdtea.com/affiliate)
2. Under “Affiliate URLs”, you will see your unique referral URL that drives back to our homepage.
3. Under “Referral URL Generator”, you can create URLs that drive to specific product pages with your unique referral ID in the link to share with your followers!

## GENERATING A PRODUCT REFERRAL LINK

### Referral URL Generator

Enter any URL from this website in the form below to generate a referral link!

Page URL

1

Campaign Name (optional)

Referral URL

3

(now copy this referral link and share it anywhere)

**2 GENERATE URL**

- Find the URL link of the product you want to generate a link for. See below for a quick copy and paste of some of our best sellers:
  - Matcha Otome - <https://senbirdtea.com/product/matcha-otome-green-tea-powder/>
  - Matcha Starter Kit - <https://senbirdtea.com/product/matcha-starter-kit/>
  - Hatsuzumi Sencha - <https://senbirdtea.com/product/sencha-green-tea-hatsuzumi/>
  - Hojicha Yuu - <https://senbirdtea.com/product/hojicha-roasted-green-tea-yuu/>
  - Genmaicha Suzu - <https://senbirdtea.com/product/genmai-matcha-rice-green-tea-suzu/>
- Once the product link is copied, add to the “Page URL” field
- Click the “GENERATE URL” button. You will then get a unique referral URL link that you can copy and share on your blog post, video, website and social posts.

## **FAQ - COMMONLY ASKED QUESTIONS:**

### **What kind of affiliates are you looking for?**

The Senbird team encourages like-minded YouTubers, Instagram influencers and bloggers who share content in one or more of the following categories to join our affiliate program: Health/wellness, food and beverage, fitness, sustainable living, beauty and/or lifestyle.

### **Are there any fees or costs associated with becoming an affiliate of SENBIRD TEA?**

Nope! It is completely free to become an affiliate with Senbird Tea.

### **How will I get paid and how often?**

A commission of 15% of all sales will be made by check at the end of every month for all purchases. Purchases can be tracked in your affiliate dashboard by logging in.

### **Can websites/blogs/channels out of the U.S. become SENBIRD TEA affiliates?**

Though we ship globally to all customers, we aim to work with only U.S. based individuals at this given time.

### **Can I use photos and content from SENBIRD TEA websites for promotion?**

In your dashboard, under 'Creatives' we have provided you copyright protected images to use. All images must be used in relation to the sale of the product through the affiliate program and attributed to us.

### **If I have questions, who can I reach out to?**

Feel free to email us at [hello@senbirdtea.com](mailto:hello@senbirdtea.com).