



## How It's Just So You Increased Conversion Through the Seller Affiliate Program



Meredith Funk is a jewelry designer who leverages her Seller Affiliate link to drive sales from her engaged social media audience. Since joining the Seller Affiliate program in 2024, she has successfully increased sales by creating eye-catching content and utilizing her email list. Her email list has grown significantly, fueled by her social media presence and popularity at MakerPlace pop-ups at Michaels stores and local craft fairs. By making the most of MakerPlace's Seller Affiliate program, Meredith has consistently expanded her reach and sales - proving the power of combining social influence and a Seller Affiliate link!

### Results

# 2X

**HER TOTAL HOME EARNINGS**

# +20%

**PRODUCT CONVERSION RATE**

# 10X

**STORE VISITS WITH HER UNIQUE LINK**

### Meredith's Keys to Success

#### Spreads the Word About MakerPlace

Maximize your earnings by directing all traffic to your Seller Affiliate link. Spread the word about MakerPlace and its mission to support small makers.

#### Humanize & Add Flare to Your Social Posts

Consistency in posting is key to growing your audience! Meredith showcases her products with personality - whether by sharing a fun fact, telling a story, or giving a behind-the-scenes look at her creative process.

#### Build Your Brand on Social Media

Make your Seller Affiliate link the primary link in your bio and email sends! Meredith maximizes her reach by leveraging Local Markets, Email, Instagram, and Threads to drive traffic to her products - leading to more sales.

