Do's and Don'ts

Guide for affiliate partners

Do's

1. Do promote Elorus to your social media and email subscribers.
2. Do write about Elorus in blogs and articles.
3. Do create educational content for Elorus, such as how-to articles and videos.
4. Do place Elorus banners on your website.
5. Do refer to yourself as a separate entity from Elorus.
6. Do reference any content shared from our blog with the proper canonical link, which points back to the original content. Also, credit the original Elorus post which you have shared the content from.
7. Do ensure your paid ads exclude our brand name and always link back to your website, not ours. Your website should contain content that links to the Elorus website.

Don'ts

1. Don't publish any material mentioning Elorus without **explicit approval** from us.
2. Don't use your affiliate link on coupons or discount websites.
3. Don't use the Elorus logo as your own logo.
4. Don't modify Elorus logos or banners.
5. Don't use the Elorus colors to suggest that you are part of the Elorus brand/team.
6. Don't use words like "we" or "our" in conjunction with Elorus.
7. Don't replicate or duplicate any pages, sections, or design elements from the Elorus website.
8. Don't copy and paste Elorus blog content straight to your own site and make it look like it was created for your site.
9. Don't run any form of search paid ads (e.g., Google ads) using our brand name, "Elorus".
10. Don't use your affiliate link for your own purchases.
11. Don't offer unofficial discounts or coupon codes.

General

1. Send us any material where the brand/logo is mentioned for approval.
2. Email us for sample creatives if you would like to create Elorus banners for your website.
3. When you promote Elorus, use the custom link that you will find in the Elorus dashboard (promo or register URL).

Invoicing. Time tracking. Expense management.