

Content Partner Quick Start Guide

The tools and tips you need to effectively partner with iStock.

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What to post?

Content

Pre-written content

- We have a content bank full of content that you can use. Please email us to receive content article options.
- Article examples:
Why iStock vs. Free Stock, Stock Images for the Everyday User, Explaining the Myths of Stock Photography.
If you would like to receive the full article or have a unique idea of how you'd like to feature iStock, get in touch with us to discuss options.

Intuitive API

- For any partner that wishes to integrate, we have an API tool available which pulls in all content from the iStock site and is completely customizable. Get in touch for more details on this powerful tool.

Write your own iStock article

Here are some article titles to help get your creative thoughts flowing:

- Essential Images & How To Use Them
- How To Save Your Company Money When Buying Stock
- Boost Your Social Influence Through Photos
- How Paid Stock Quality Beats Free Stock Content, etc.

Extra incentives

Everyone likes to win and save money. We can help you feature iStock's bank of imagery and credit packs for prizes and asset support. Ask us how.

Feature iStock's unique offerings

iStock offers the ability for users to search by image, as well as edit images before downloading them with the iStock Editor. iStock also offers single image purchasing for those who would like to try iStock, without committing to more images than they need.

Offers

iStock always provides a unique baseline offer for both new and existing customers. You can review our current offers on Impact Radius by searching through the Ads section. To narrow your search, you can use keywords such as "illustrations", "flowers", "portraits", and more to find relevant ads that fit the look site. If you need an offer in a different language or have any other questions, please let us know.



Banners

You already have great content on your site, but did you know adding a 728x90 banner or 300x250 banner mid-article can help boost your click-through rates and increase your chance of driving sales?

iStock offers a range of top-quality, consumer-preferred image banners, which include various offers and encouraging messages, all available in multiple languages. Choose from our selection on Impact Radius—above are some examples of the creative we offer.

How to be successful

- **Always use your affiliate links from Impact Radius**, adding them throughout your content and to any link that you refer back to the iStock site. These links will make sure you are credited for the sales you refer.
- Get set up with iStock's API to feature a fully customizable image-hosting bank on your site. Ask us how.
- Maximize your iStock audience reach by promoting your site/blog content across multiple channels such as newsletters, social media, vlog, podcast, etc.
- List your keywords correctly on your back-end to improve your SEO results.
- Feature your favorite iStock images, vectors, illustrations, and videos to improve engagement and click-through rates. Ask us how you can get iStock content to feature these products.
- Always include an iStock offer to help drive those clicks and sales. We're happy to offer exclusives for increased exposure, just ask.
- Be personal and post regularly. It often takes repeated mentions over time for your audience to take action. The more you mention iStock, the more likely your readers are to believe you love the products and will try it for themselves.



Are you on social?

Here are some tips for promoting iStock to your followers on social:

- Ask us for an exclusive offer or promo code. For channels like Instagram, these codes help improve tracking your referred sales.
- Remember to always disclose your affiliate links on social channels and on your website. Suggested hashtags for social media: #Ad, #Sponsored

Don't forget to disclose

Disclosing you're an affiliate or are being paid for your time and effort to talk about iStock is the law. If you want some tips on how best to disclose your partnership without annoying your readers [check out this article](#).

Facts about iStock by Getty Images

- iStock by Getty Images is one of the world's leading stock imagery providers and the original online resource for premium, royalty-free content. Sourced from a network of almost 200,000 contributors, our curated images and videos fit the needs of any project and budget.
- Our video collection offers 4k clips for the same low price as HD, starting from only \$60
- We're one of the world's leading stock content marketplaces, offering millions of hand-picked, exclusive images at low prices
- iStock speaks your language—we're optimized for multiple languages & currencies
- We cater to your budget with offerings at Essential & Signature levels, as well as credit purchases, and monthly and annual subscriptions
- Customers with a long-term commitment can rollover any unused downloads
- Try before you buy—purchase a single image, without having to commit to a credit pack or subscription
- Design like a pro with the iStock editor, where you can edit an image within the site and ensure that it's the right image, before licensing it
- iStock makes searching easier by allowing you to search by image, and refine your searches through orientation (horizontal, vertical, square, etc.), color, number of people in the image, and more

There's more than one approach to being a successful iStock partner—talk to us, let us know what tools you need or stumbling blocks you're having and we'll help you every step of the way. We believe in our partners and are here to help you succeed. Email us at iStockaffiliates@allinclusivemarketing.com or affiliates@gettyimages.com.

The iStock Affiliate Team

