

A photograph of two women in an office setting. The woman on the left, with curly hair, is wearing a white blazer and has her right arm raised in a celebratory gesture. The woman on the right, wearing glasses and a light blue shirt, is looking at a laptop and smiling broadly. The background is a bright, out-of-focus office environment.

EPN GUIDE - eBay Partner Network

A Moneymaker for eBay Sellers

★ Updated 7/2024 ★

Kathy Terrill I Love To Be Selling

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[Meet eBay Partner Network](#)

[Lets Get Started](#)

[Social Marketing](#)

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[Get Your EPN Link](#)

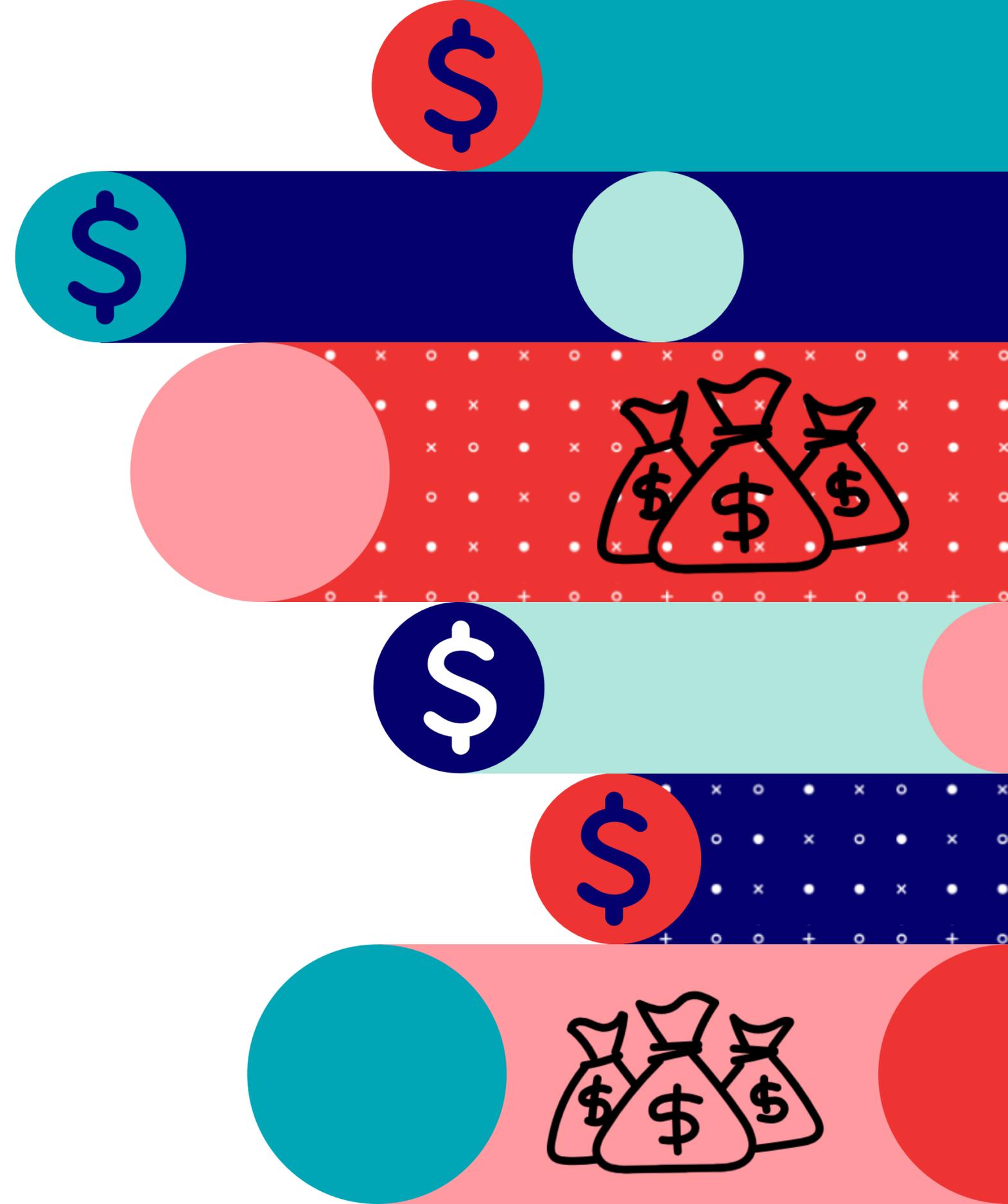
[How to be FTC Compliant](#)

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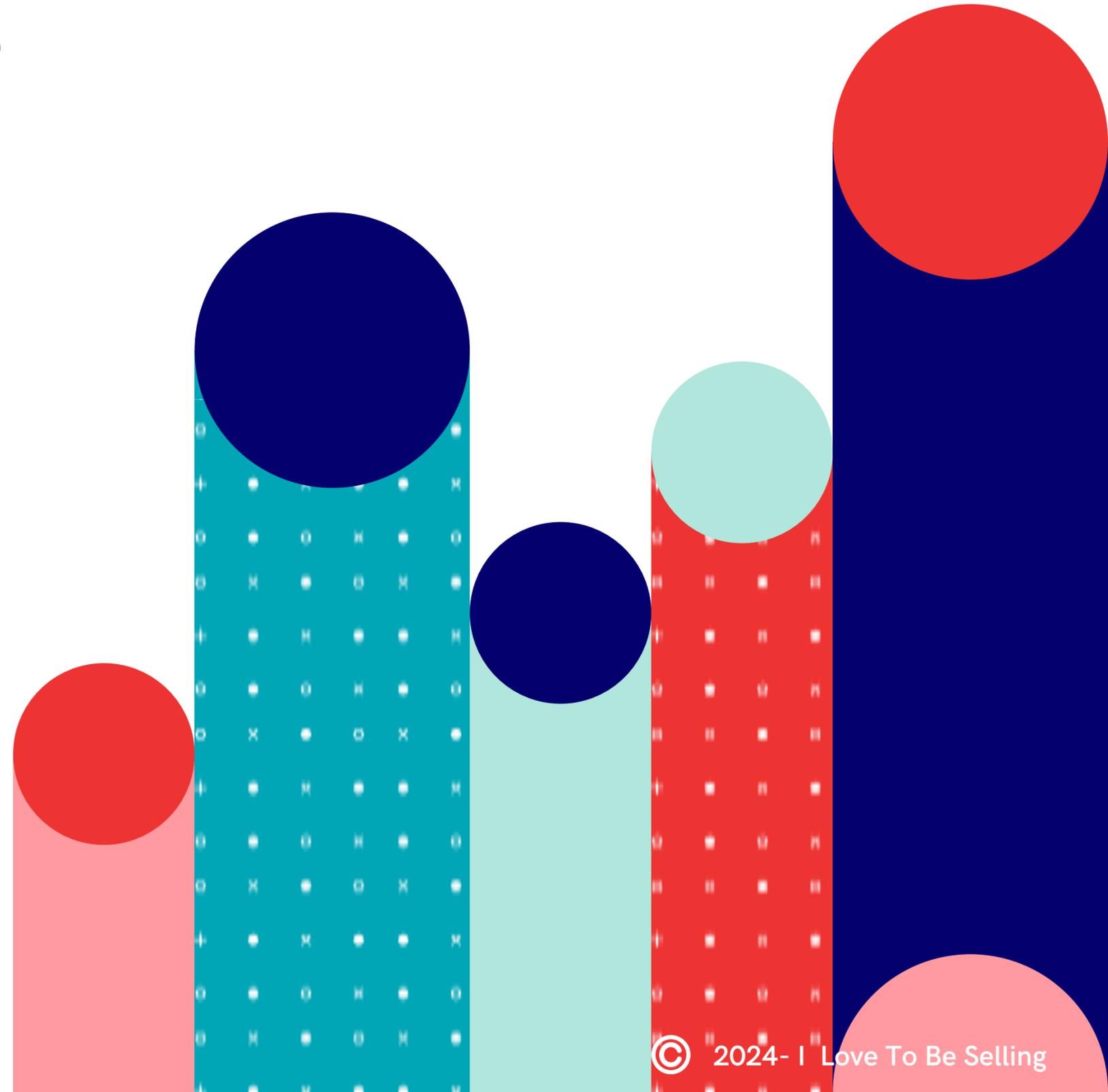


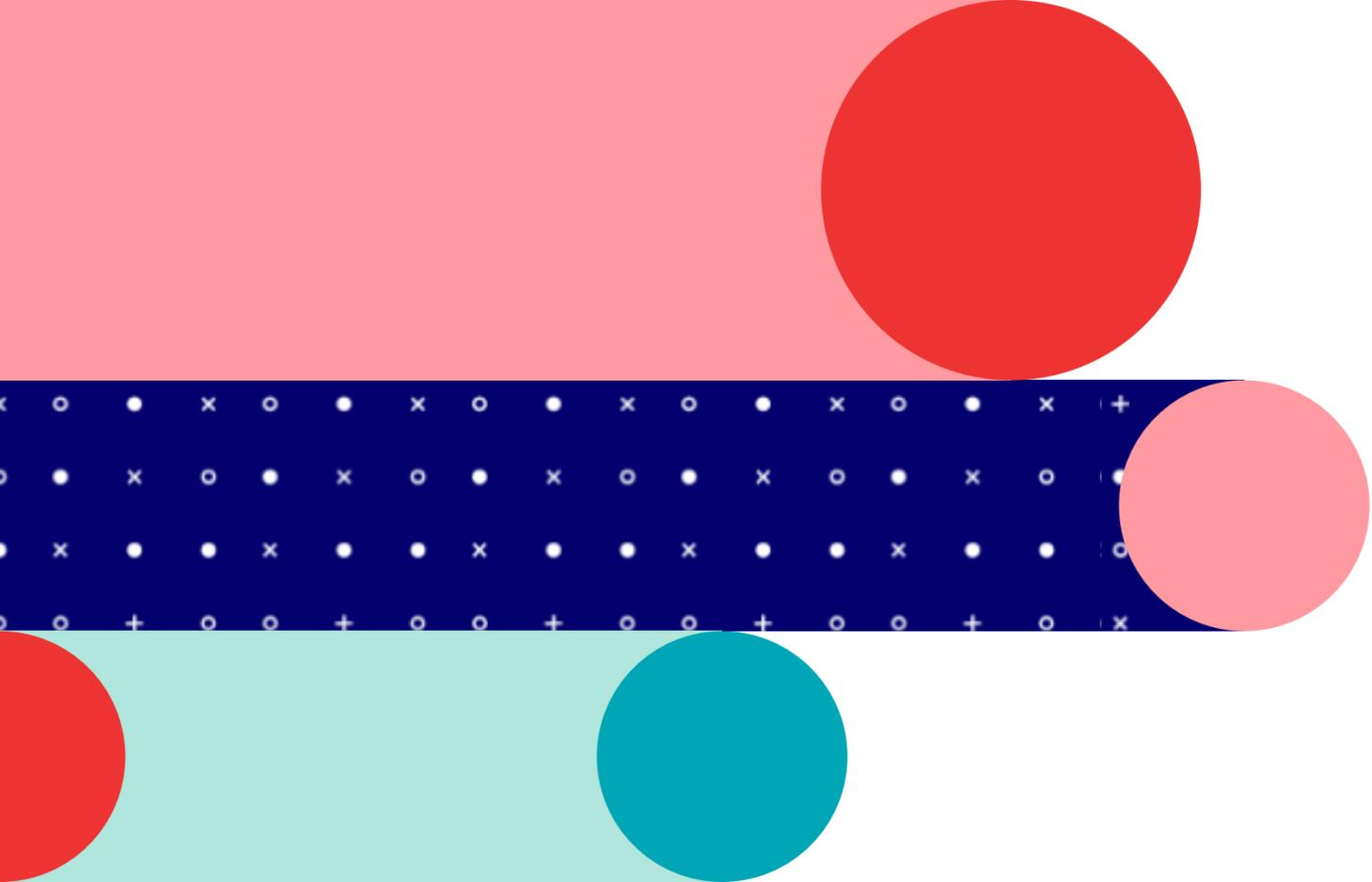
Affiliate Marketing via eBay Partner Network: Add a Lucrative Revenue Stream to Your Selling!

You make money on eBay by selling products. Did you know you can also earn cash from eBay by sharing eBay listings on the worldwide web, even if they aren't your own listings?

And you can join EPN even if you don't sell on eBay!

It's called Affiliate Marketing. eBay's Affiliate Marketing program is called EPN, eBay Partner Network. Let's learn all about this affiliate marketing program and its profitable possibilities for your business!!





In this guide, I lay out your EPN money making success strategy.

How to start. What you need to do simply & easily. You get step by step instructions.

And, most importantly, discover how to get paid.

Here's what you'll learn:

1

What is eBay's EPN program?

2

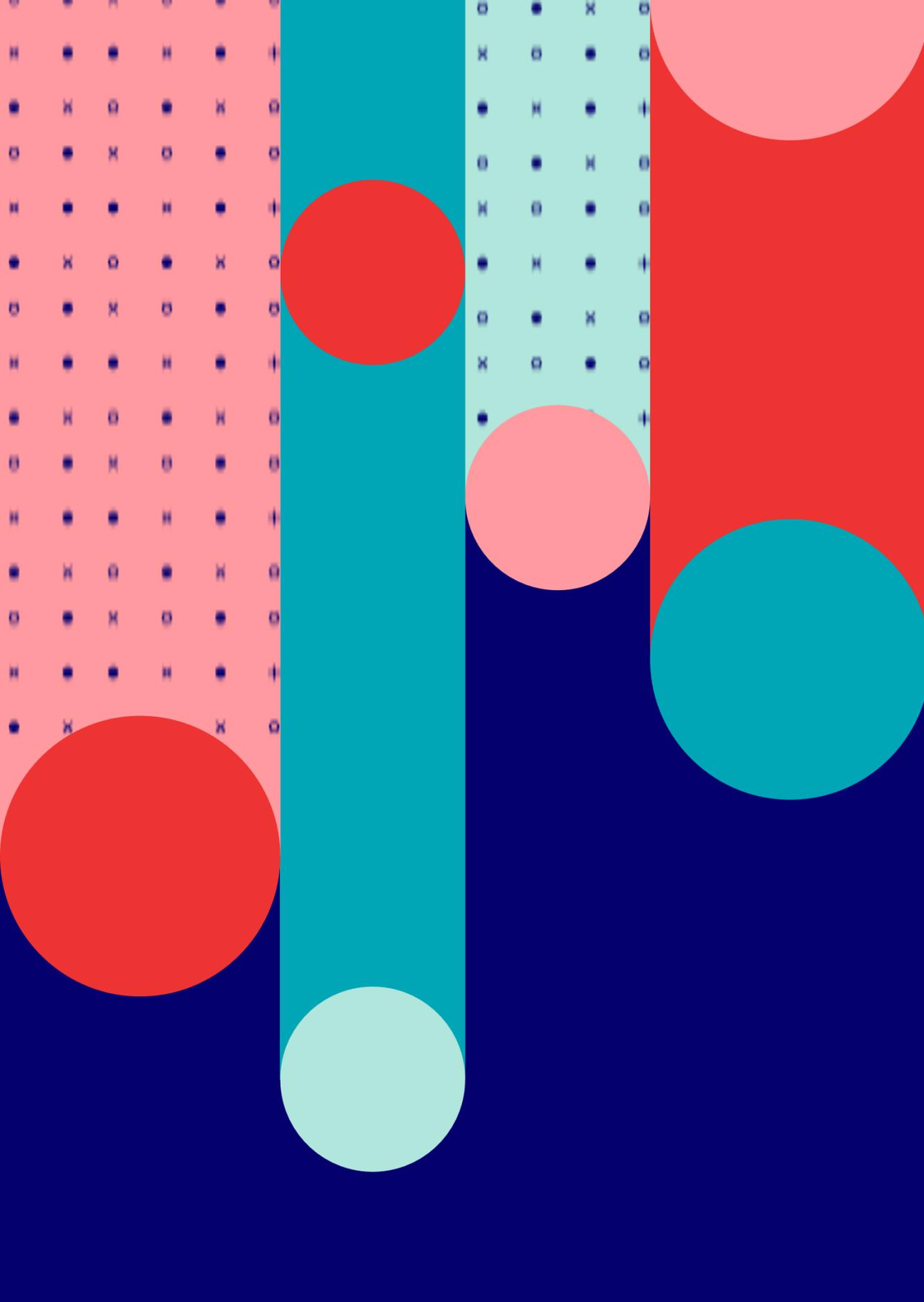
How does one enroll in EPN?

3

How do you earn commissions and make money with EPN?

4

What kinds of posts or content are likely to convert to clicks and sales?



First of all, as an eBay seller, you make money when your item sells. We all know that, right? But what you might not know is that there is another way to make money selling on eBay. It's called affiliate marketing.

Affiliate marketing is not unique to eBay. In fact, it dates back to the dawn of the internet as one of the very first types of online marketing that's based on performance. Many, many companies use affiliate marketing to increase traffic to their website and products.

It's basically a referral program. Affiliate marketers pay a commission whenever one of their affiliates sends traffic to their website that results in a sale. The affiliates generate this traffic via an affiliate link to the marketer's site. When someone clicks and purchases via that link, the affiliate gets paid.

Meet the eBay Partner Network (EPN)!

eBay's affiliate marketing program is called eBay Partner Network (EPN for short).

You don't have to be an eBay seller to sign up for an EPN account — but it's certainly handy for sellers.

By now you're probably thinking, "OK, Kathy — exactly how does this work?"

Get a sales commission from eBay when a buyer clicks your EPN link for any listing you share on the web, even if the listings are not your own!

Let's get started!

First, create your [EPN](#) account. It's quick and super easy! You can even sign in via [eBay](#).

Once signed up for an EPN account you will want to create “Campaigns” in EPN. Campaigns are folders in EPN. They will organize your EPN links.

Everywhere you plan to share EPN links, name a Campaign for that social media. For instance, if you will be using EPN links on Pinterest, you label a Campaign “Pinterest”. Likewise, a Facebook Campaign would be labeled “Facebook”. You can create Campaigns for sale events on social media and more.

Creating a Campaign helps you track the success of your efforts. You can add a Campaign at any time.

Using Campaigns you can quickly see which social media account gets the most clicks and sales. If you lump all your social media into 1 Campaign you are unable to interpret your data. Campaigns make evaluating your efforts a breeze!

New Campaign

Bulk Upload

Download All

Search Campaigns



Active

Deactivated

<input type="checkbox"/>	ID	Name	Description	Status	Created	Edit
<input type="checkbox"/>	5337645199	SSStore	2.4.15 store set up	Active	5 years ago	
<input type="checkbox"/>	5337626855	Promotions default campaign	Promotions default campaign	Active	5 years ago	
<input type="checkbox"/>	5337556649	Rick		Active	6 years ago	
<input type="checkbox"/>	5337261066	FacebookSS		Active	7 years ago	
<input type="checkbox"/>	5337257893	SocialMedia-Pinterest		Active	7 years ago	
<input type="checkbox"/>	5337241025	New Blog	YHFI	Active	7 years ago	
<input type="checkbox"/>	5336714680	Blog	Links from blog	Active	10 years ago	

f mo....png



Show all

New Campaign

Bulk

Download All

Active

<input type="checkbox"/>	ID	Name
<input type="checkbox"/>	5337645199	SSStore
<input type="checkbox"/>	5337626855	Promot
<input type="checkbox"/>	5337556649	Rick
<input type="checkbox"/>	5337261066	Facebo
<input type="checkbox"/>	5337257893	SocialM
<input type="checkbox"/>	5337241025	New Bl
<input type="checkbox"/>	5336714680	Blog

Create a New Campaign



Creating campaigns allows you to separate and manage traffic in more detail. You can name campaigns and add descriptions to help identify them.

Name

Description

11/500



Create

Think social media marketing!

Once your EPN campaigns are set up, figure out when and where you'll promote your and other sellers' eBay listings. To get shoppers to click on your affiliate link, you need to showcase your chosen listing in places where shoppers are.

"Where is that, Kathy?" you ask. Social media, of course! So where on social media can you post eBay products complete with EPN affiliate links? Here are four places, all of which are free to use:

1

Facebook personal
profile/page

2

Facebook Business Page

3

Pinterest

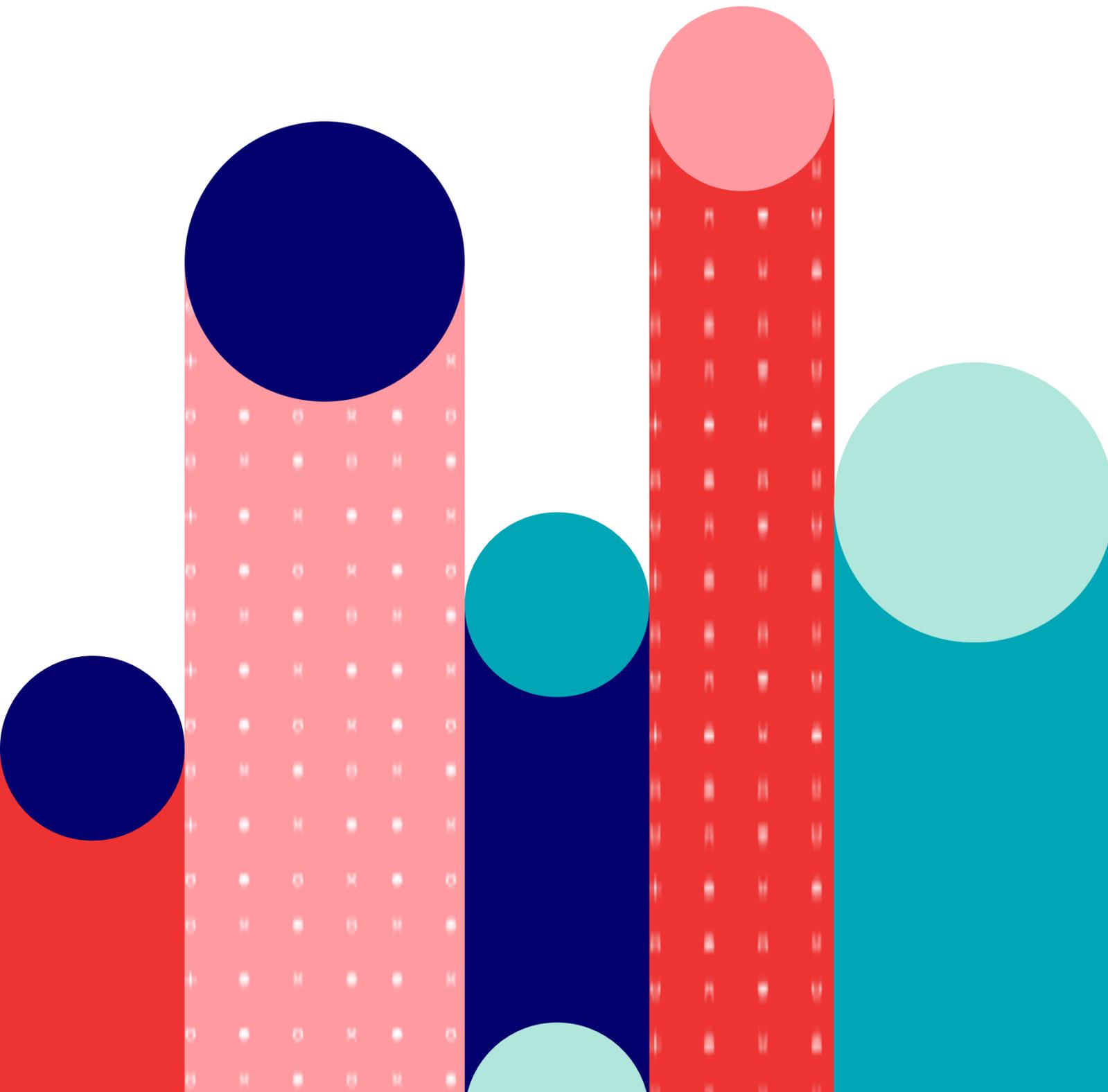
4

Twitter

Does that sound easy? It is! However, you want to post in a manner that entices shoppers to click on your affiliate link. Just throwing posts up willy-nilly is not likely to bring you sales results and commissions,

Remember: You're in this to make money. So let's learn how to do that.

There is an art to posting on social media so that the post actually gets clicked. Furthermore, while effective posts have certain elements in common from site to site, specifics vary depending upon the platform. For example, what works well on Facebook is not necessarily a winning strategy on Pinterest.



1

Let's choose which of your products to promote on social media via EPN affiliate links. When they sell, they can earn you a free FVF. Because it does take a bit of effort to create an effective EPN campaign, it's typically not a good use of your time to share low-ticket items. Hence the number-one criterion for figuring out what to promote is that an item should be in the middle to high end of what you sell. You'll also need a good clear picture of that item.

2

Make a list of the items you want to promote. Excel or Google spreadsheets are good for this, but a Word document or even pen and paper will work, too. Whichever way you like to make lists, make a list!

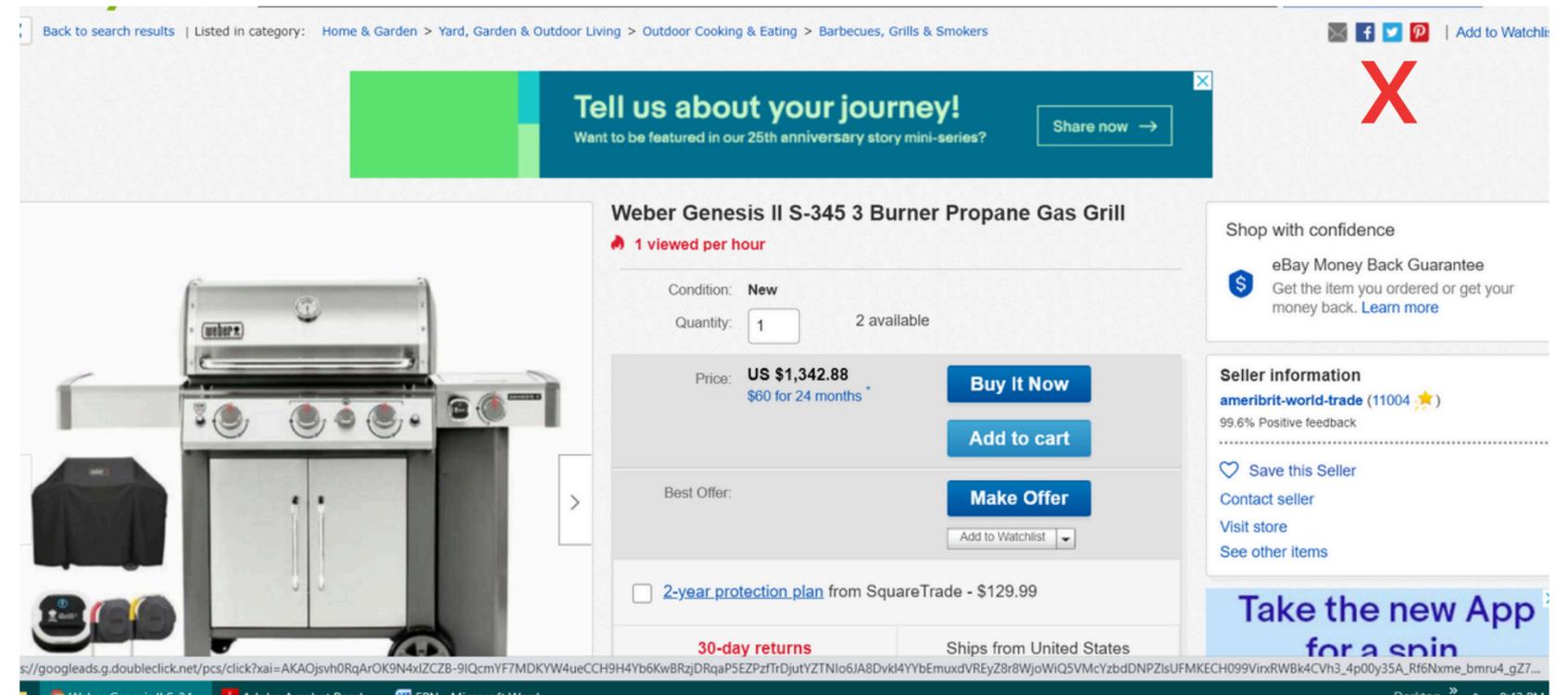
Let's talk Facebook first.

There are two places to post on Facebook: either on a Business Page or on your personal profile.

For a casual or newer seller, your personal page is fine. However, more professional sellers post on their Business Page. You can certainly post in both places. Just don't do it at the same time!

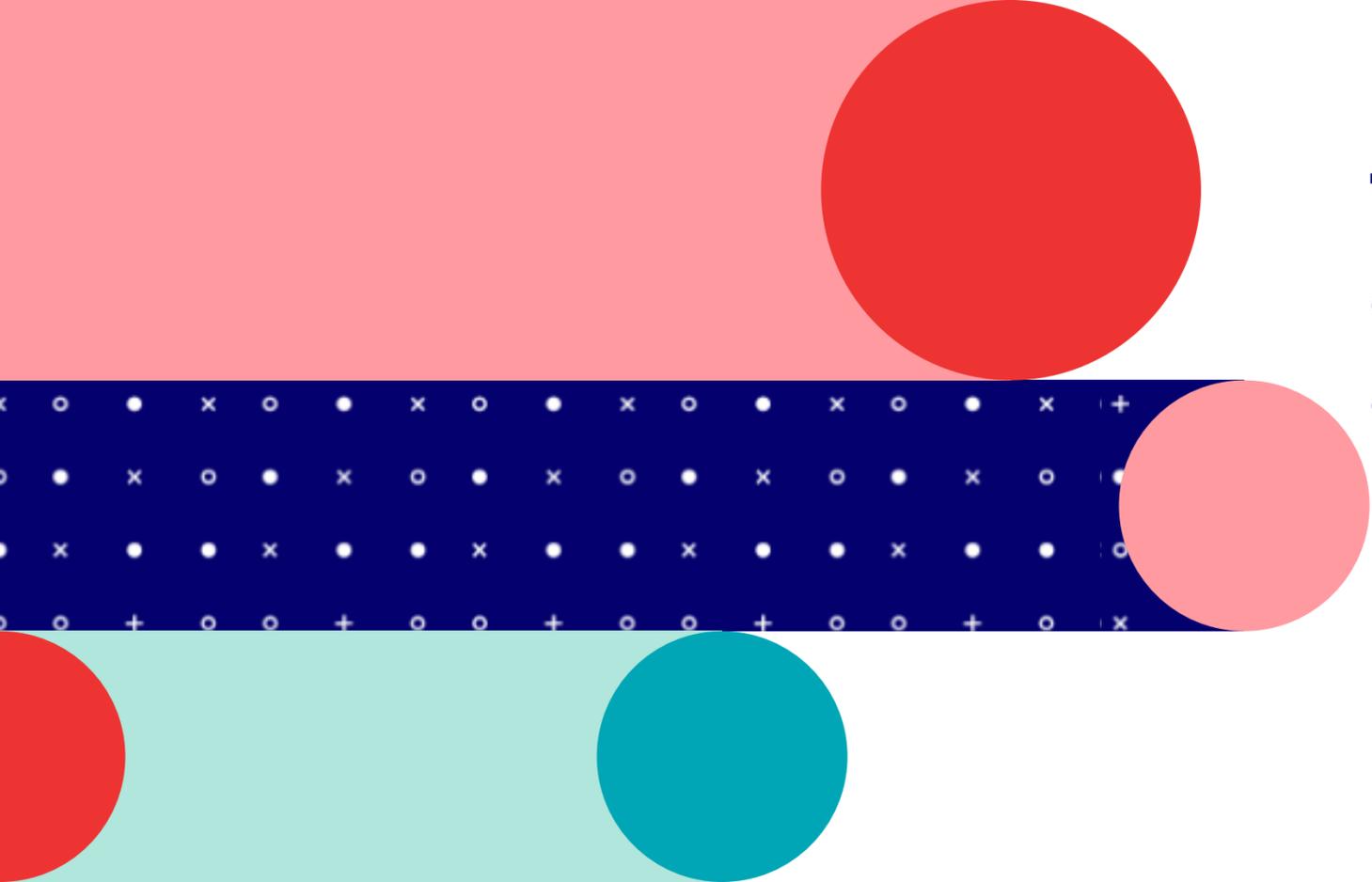
In addition, change up the language of your posts a bit from place to place. By tweaking the content, Facebook sees your post as fresh and interesting content rather than as spam.

Hey seller — pay attention to this very important tip!



If you want to earn a commission when your item sells, **do not click on the social sharing button** from your eBay listing!

Why? Because that link does not include your EPN affiliate tracking info. You'll drive traffic to your listing using the social share button — but you won't earn an affiliate commission when it sells.



**To earn affiliate commissions,
create social media posts with your EPN
affiliate link.**

Here's how:

1

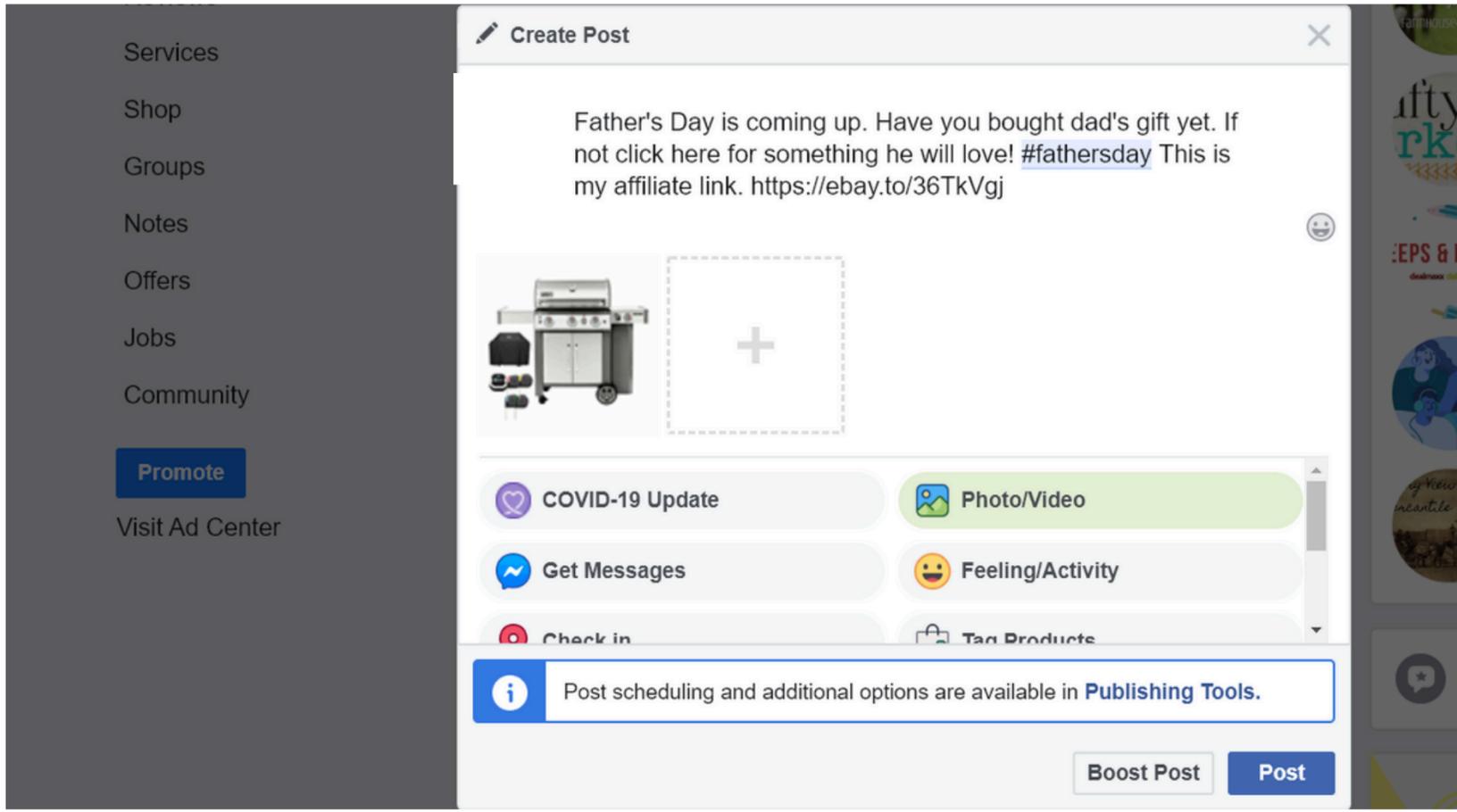
Go to your Facebook page of choice (personal or Business)

2

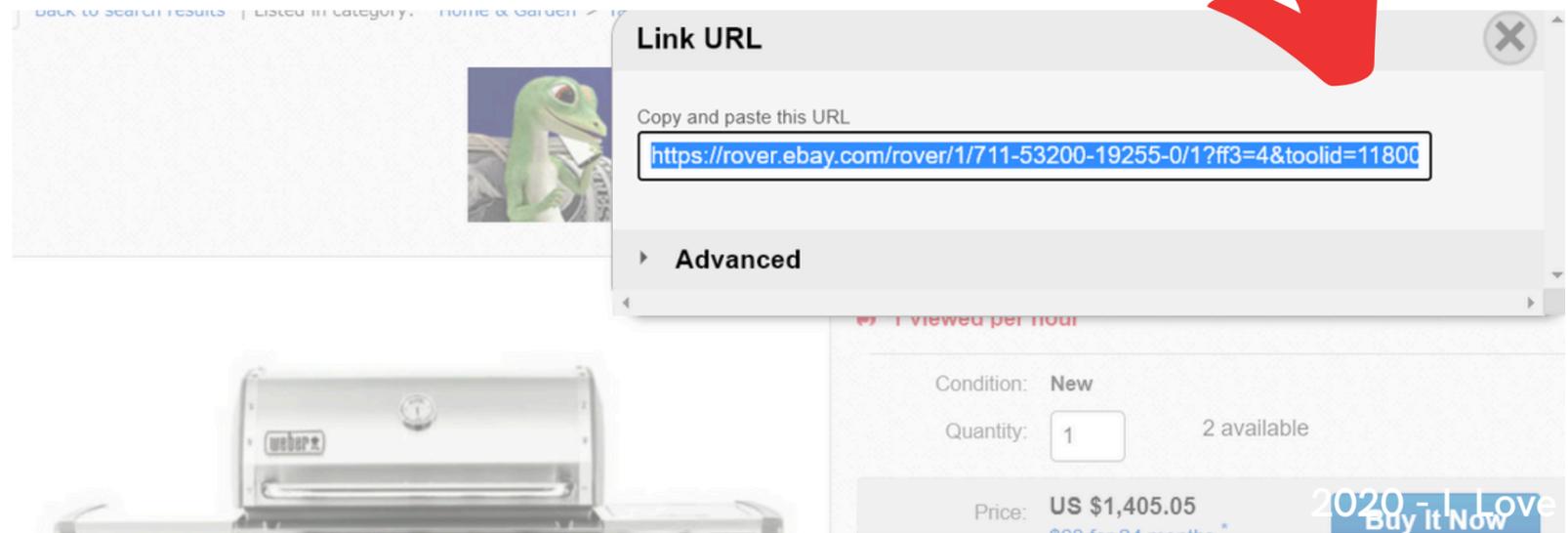
Upload that good clear picture of your item for your post

3

Write the text for your post. Keep it simple: just two to three sentences. Think, "Who would buy this?" and "Why would they buy this?" For instance, is your item practical, money-saving, a splurge, giftable, or a well-known brand?



My Facebook Business Page
I uploaded my image
I wrote my post including a call to action (click here) and my FTC compliance (This is my affiliate link)
Created link using Bookmarklet Tool and shortened it with bit.ly



Here are three examples of effective social media posts:

- 1 Time for family game night at your house? XYZ Game is super fun for everyone! Click to buy yours today.
- 2 With that special baby due any day now, this XYZ-themed receiving blanket (or infant's clothing set, stroller or toy set) is sure to please Mom and Dad. Order now from our family-run small business!
- 3 If green is your favorite color, this shirt/blouse/dress/pair of sneakers is just your style. Shop it right here.

You can include one general hashtag apropos to the item: e.g., #FamilyGameNight, #NewBaby, #GreenLover, etc. However, hashtags are not necessary for ranking in Facebook search.

Don't forget to ask for the sale!

All of the above descriptions close with a call to action. A call to action (CTA for short) contains a verb — i.e., a word naming the action you want the shopper to take, such as shop, buy, click, browse! Tell your viewer what they need to do next in order to buy your item:

- Shop now
- Click to purchase
- Buy now on sale

Remember:

A clear call to action helps you make the sale.

Now for the most important step of all...

- 1 Include your [EPN](#) link.
- 2 EPN steps you through the process in their [Bookmarklet Tool Quick Start Guide](#).

This is crucial. If you use the ebay.com link to your item's listing page, eBay doesn't know that you sent the customer to your listing as an eBay affiliate. You won't get credit for the click and sale!

There are basically two ways to create an EPN link:

You can use the EPN link Generator; just follow the steps in the [EPN Link Generator Quick Start Guide](#).

You can also use the [EPN Bookmarklet Tool](#)

Both are pretty simple, so try each it each way to see which you prefer.

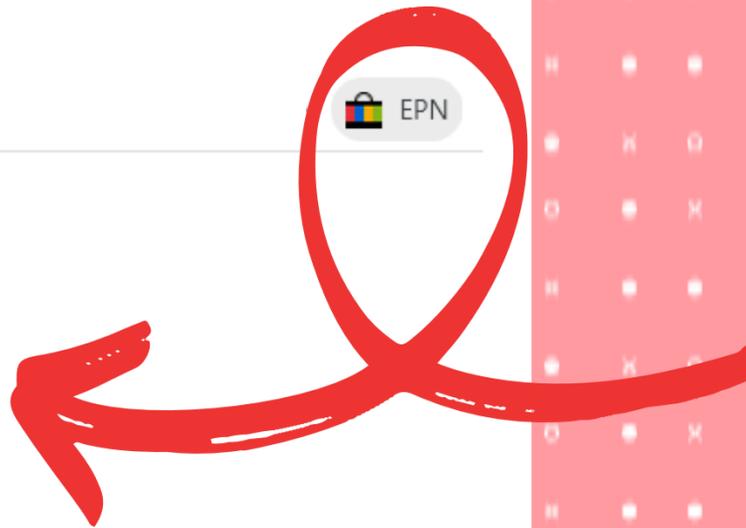
ebay partner network

ebay Sign in with eBay

No account? [Sign up now](#)

Need more information? [Visit our resource site](#)

 EPN



Bookmarklet

Our Bookmarklet tool allows you to easily create trackable hyperlinks to any page on eBay right from your browser in a matter of seconds.

Next time you're on eBay and see a search results page, specific listing or any other landing page on eBay that would interest your visitors, just click the saved bookmarklet link that you created from this page to get the affiliated link in URL, JavaScript or HTML format. Read our [Quick Start Guide](#).

- All tools
- Bookmarklet Tool
- Link Generator
- Smart Links
- Smart Placements
- Smart Share
- Dynamic Feed Generator
- eBay APIs
- Creative Gallery

Facebook

Pinterest

Facebook

SSStore

Promotions default ...

facebook

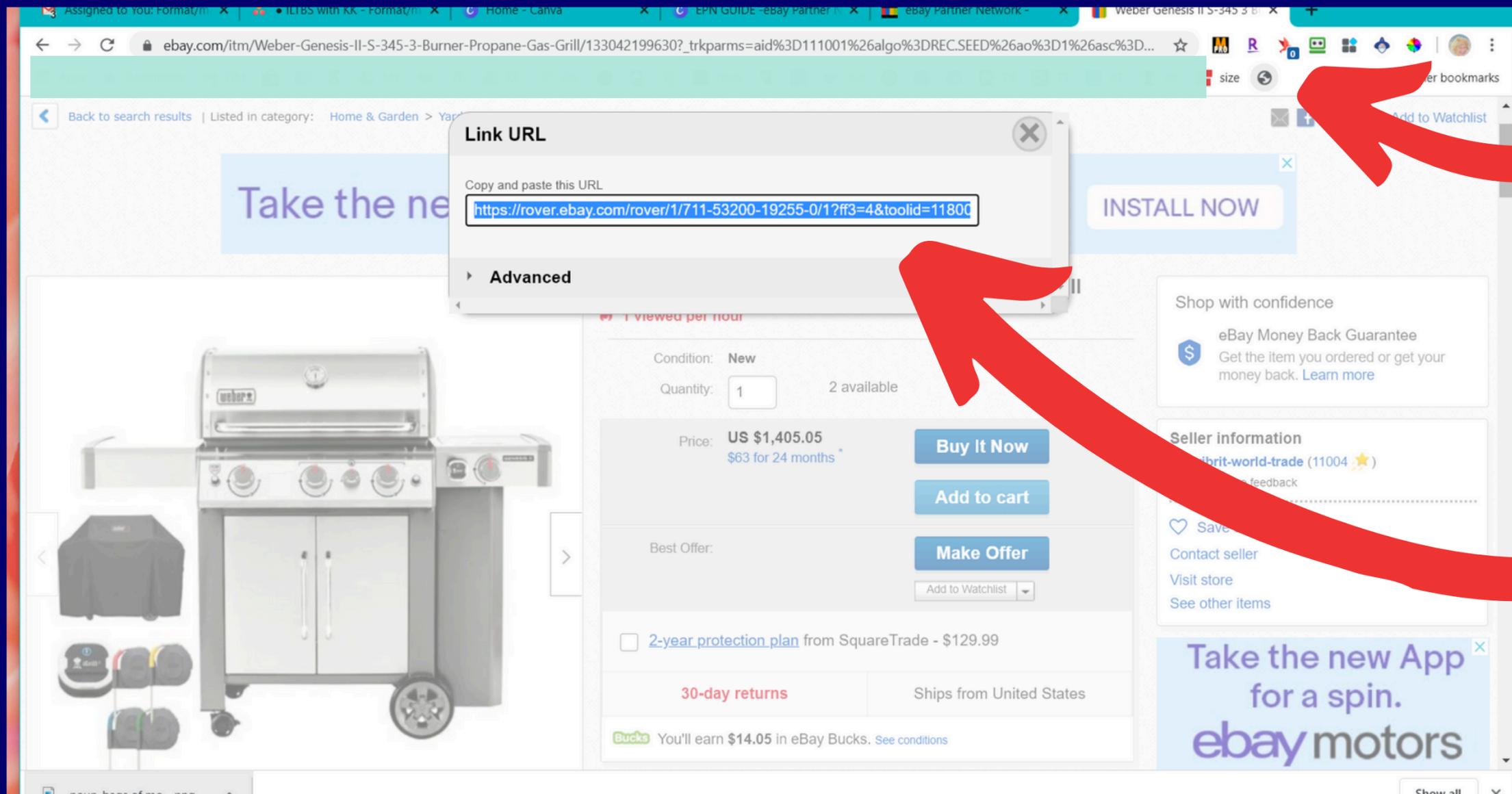
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Facebook

Drag this to your browser



Once you are on the listing you want to promote with EPN,

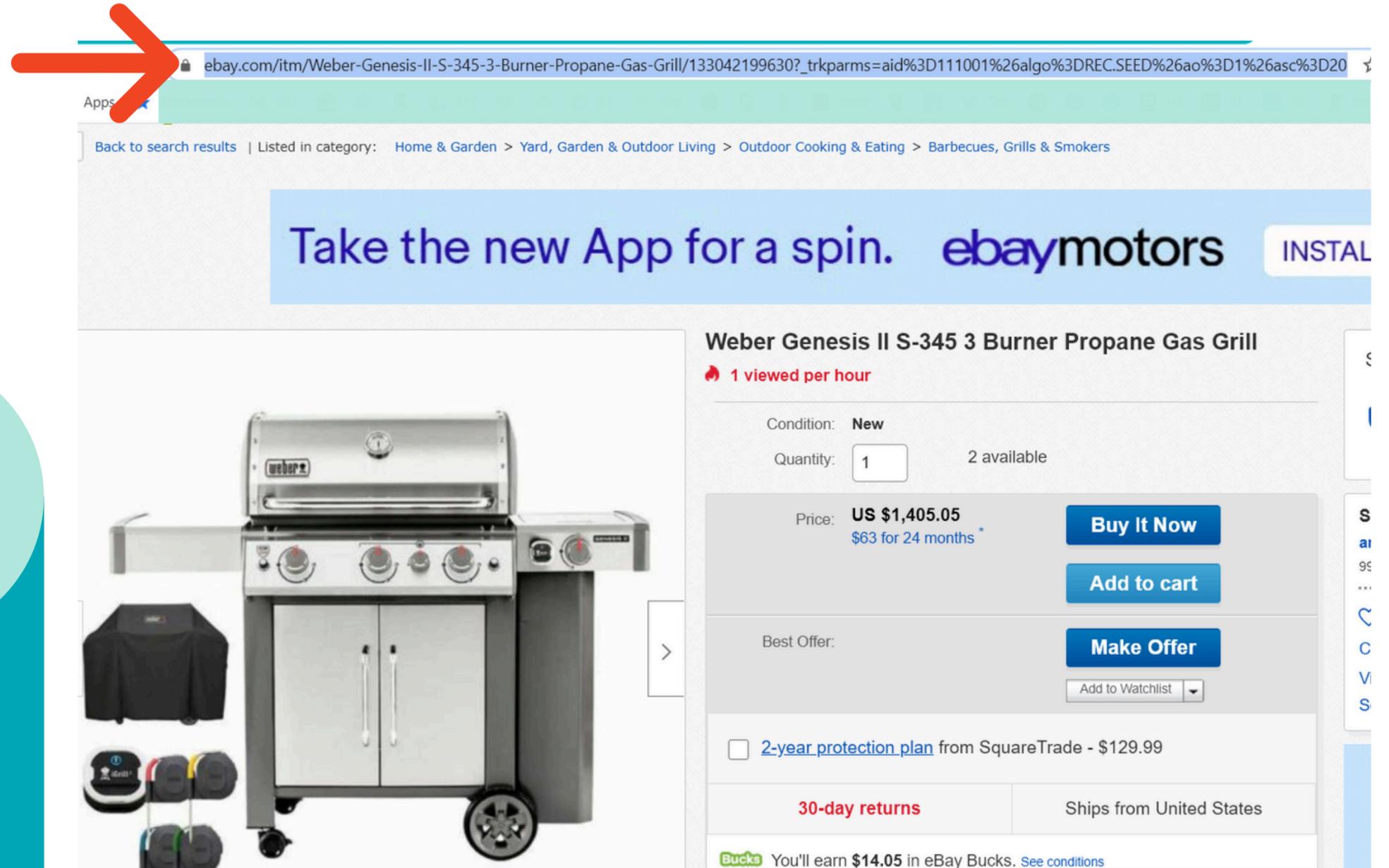
Click on the Bookmarklet

Your ePN link will be generated

Copy and paste in your post.

You can use this bookmarklet for all of your Facebook posts You only need to change when you change campaigns

Go to the listing you are promoting
Click in the Browser Window to Copy the Link
Paste the link in the Link Generator



The screenshot shows an eBay product listing for a Weber Genesis II S-345 3 Burner Propane Gas Grill. A red arrow points to the browser address bar, which contains the URL: https://www.ebay.com/itm/Weber-Genesis-II-S-345-3-Burner-Propane-Gas-Grill/133042199630?_trkparms=aid%3D111001%26algo%3DREC.SEED%26ao%3D1%26asc%3D20. The listing includes a product image, a price of US \$1,405.05, and buttons for 'Buy It Now', 'Add to cart', and 'Make Offer'. The condition is listed as 'New' and there are 2 items available. The listing also features a '2-year protection plan' option for \$129.99, a '30-day returns' policy, and shipping from the United States. A 'Bucks' banner at the bottom indicates a reward of \$14.05 in eBay Bucks.

Home Campaigns Reports Tools

Link Generator

Create trackable hyperlinks to send traffic to eBay item pages, search results pages, stores and more.

Generate any link on eBay into a promotable link where you can insert anywhere you would like to promote eBay. We make the process easy by letting you choose three different link types that you can quickly paste to your website. You can learn more by reading our [Quick Start Guide](#).

Campaign Name or ID Custom ID

Select a campaign

eBay URL address

https://www.ebay.com/example-page

Generate Link

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Generate Link

**Paste the link
Generate Link, Copy & Paste to
Post**

Home Campaigns Reports Tools

SNAPSHOT May 25 2020 - May 31 2020

Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC
0	0	\$0	\$0	NA	\$0.00

MESSAGE CENTER

- eBay Partner Network: We have encountered a reporting issue NEW
- eBay Partner Network: Issue Resolved: Mobile Links NEW

View All

RESOURCES

- Apply for business model
- Network Agreement
- Privacy Notice

CREATE A PROMOTABLE LINK

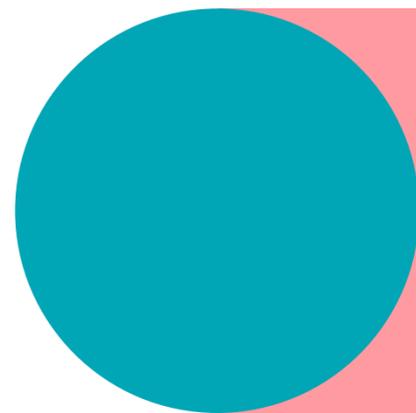
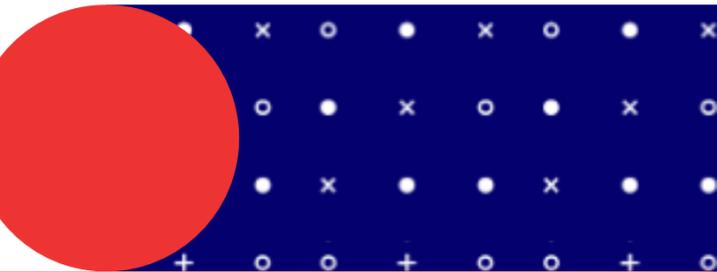
Select a campaign

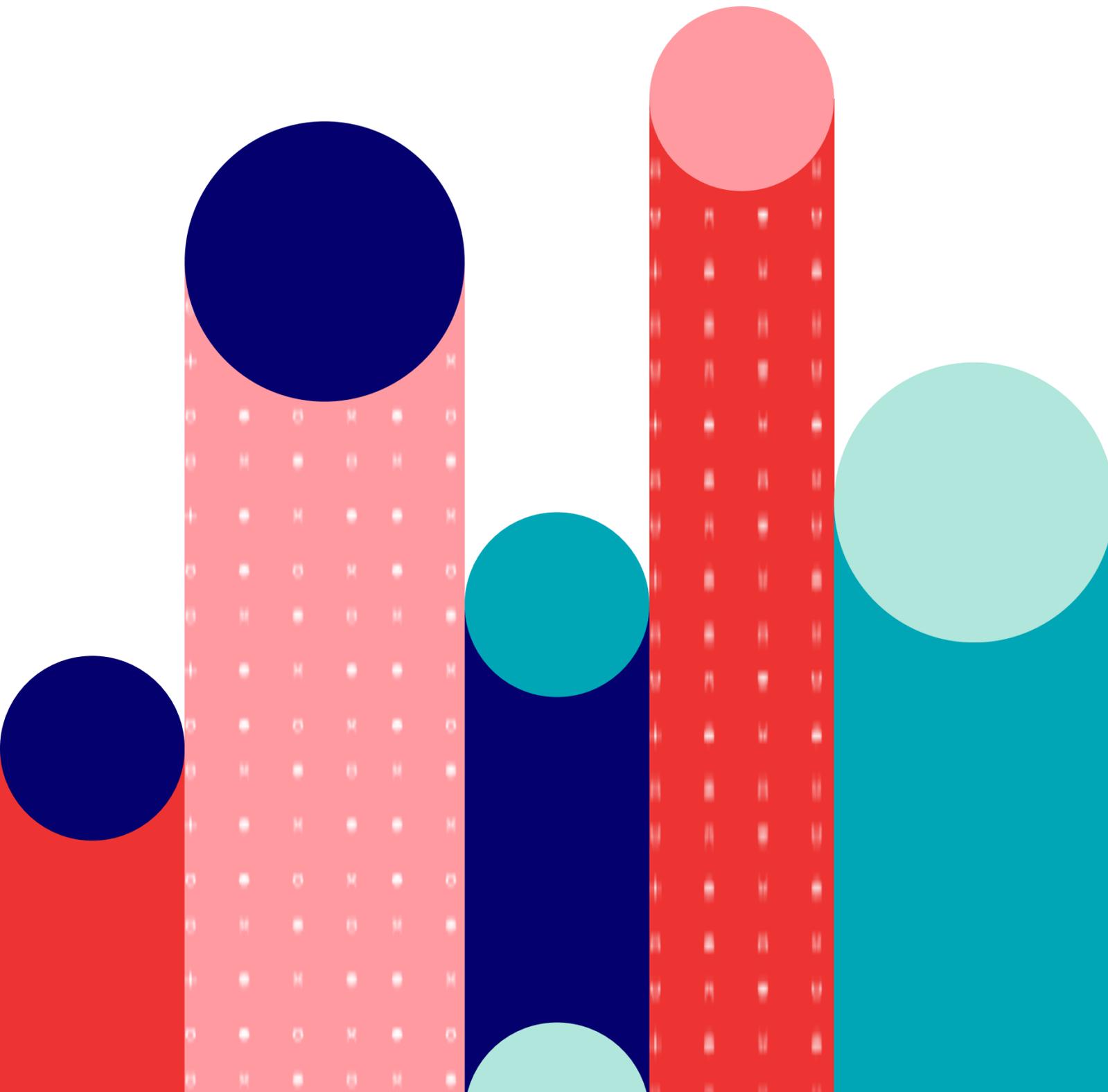
Featured Events

bags of mo...png

Show all

Link Generator on the Home Page of EPN





EPN links are long. You can use them as is, or you can shorten them using an EPN-approved link shortener, such as bit.ly It's free; just copy the EPN link, go to bit.ly, and paste the link into bit.ly's text field. HootSuite and Buffer are two other EPN-approved link shorteners.

[Here's the complete list.](#) Using an EPN-approved URL shortener is a requirement for being part of the eBay Partner Network.

Be sure you're FTC compliant!

Per FTC guidelines, when you use affiliate links, you must disclose the fact that you are doing so. You may see others not doing this; however, that doesn't mean you don't have to do it. Be transparent and disclose. Besides, it's the law!

For more details about disclosure, go to [FTC Disclosure for Affiliatives: The Definitive Guide.](#)

On Facebook and Pinterest, at the end of your description, just say something like:

- If you buy via this link, I earn a small commission.
- Using my affiliate link gets me a commission.
- I'm paid a small fee when you shop from my link.

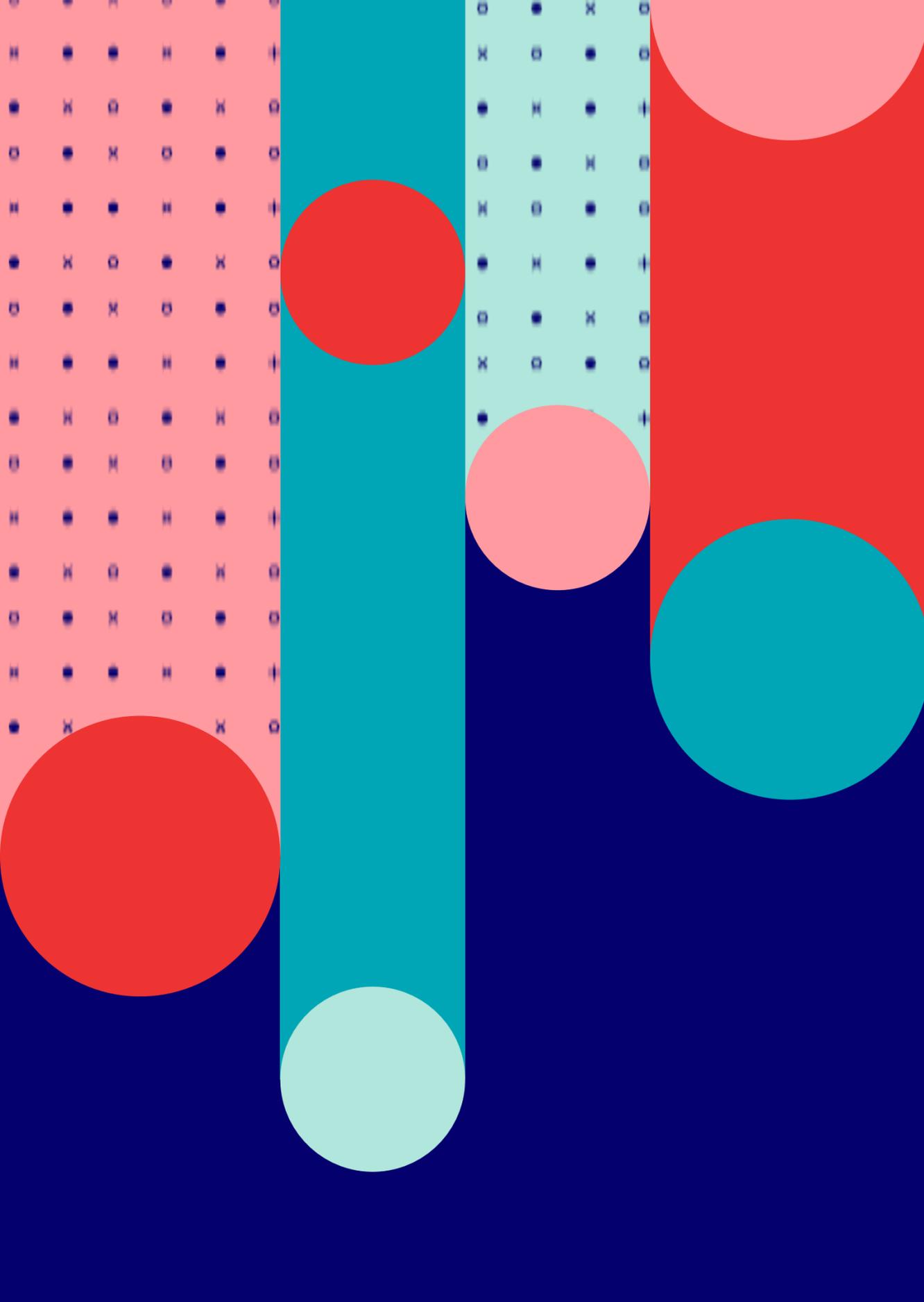
On X, use a hashtag such as #MyAffiliateLink or #ad.

Hooray! You've done it!!

Now your item is posted on your Facebook personal or Business page. When someone clicks the EPN affiliate link in that post, a 24-hour cookie is created on that shopper's device to track their eBay activity. If they purchase the item they clicked on from your EPN link, you earn a commission from eBay. You can earn money for any listings shared with EPN, whether they are your own listings or those of other eBay sellers.

Since it does take time and effort to set up and carry out effective affiliate marketing campaigns, consider setting a minimum price point for listings you promote via EPN links. An item selling for \$9.99 with free shipping is not worth posting on social media with an affiliate link; for one thing, your commission would be tiny. A smarter choice would be to limit your affiliate marketing to items priced at, say, \$50 or more.

There is an exception to that rule, though: Lower-ticket listings can earn you a nice chunk of affiliate money if they are popular items that sell in multiple quantities. A few such products that come to mind are cellphone accessories, batteries, and light bulbs .



Now let's look at Pinterest!

Go to Pinterest.com and log in (or create an account, if you don't already have one). Then click on "Create pin". Fill in your pin's title and description, using keywords that your shopper would use to look for your product. Is it a toy for a toddler or cat? Women's plus-size red party dress? Men's Adidas sneakers?

Look at other, similar pins on Pinterest to get inspired. Again, think about who would be looking for this item and for what purpose. Is this a vintage-inspired retro tablecloth that's perfect for an upcoming holiday meal?

You can use one or two general hashtags on Pinterest, if you like. It's up to you.

Here are three examples:

- #partydress
- #babyshower
- #weddingdress

You get the idea!

Here's some sample text:

- Click to shop this favorite.
- Stunning Mid-Century Modern crystal vase.
Click to add it to your home.
- Sturdy XYZ-brand bright yellow kids' dump truck. Tap to order for your favorite child.

As with Facebook, close your post with a call to action (CTA):

- Click to buy.
- Click to shop.
- Click for yours.
- Tap to order.
- Shop this now. Etc., etc.

If you want to score clicks for sales, free FVFs, and/or commissions, don't leave out the verb! Be sure to include your FTC disclaimer at the end of your post. Or you can include it in the descriptive text, e.g.:

- Shop via my affiliate link.
- Buy this with my affiliate link, and I'll make a bit of cash.

Next, upload the picture of your listed item. Then, just as you did for your Facebook post(s), go to [EPN](#) and create a link via their [Link Generator](#) or [Bookmarklet Tool](#).

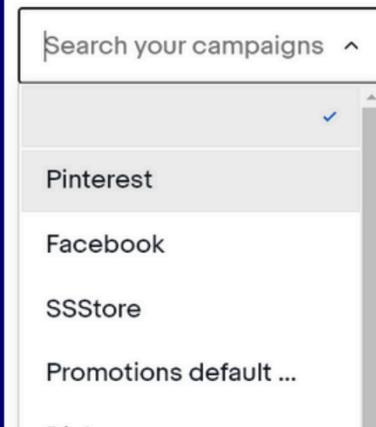
Done!

You're on your way to earning commissions!

Bookmarklet

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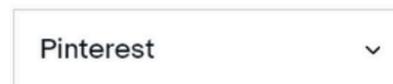


Pinterest

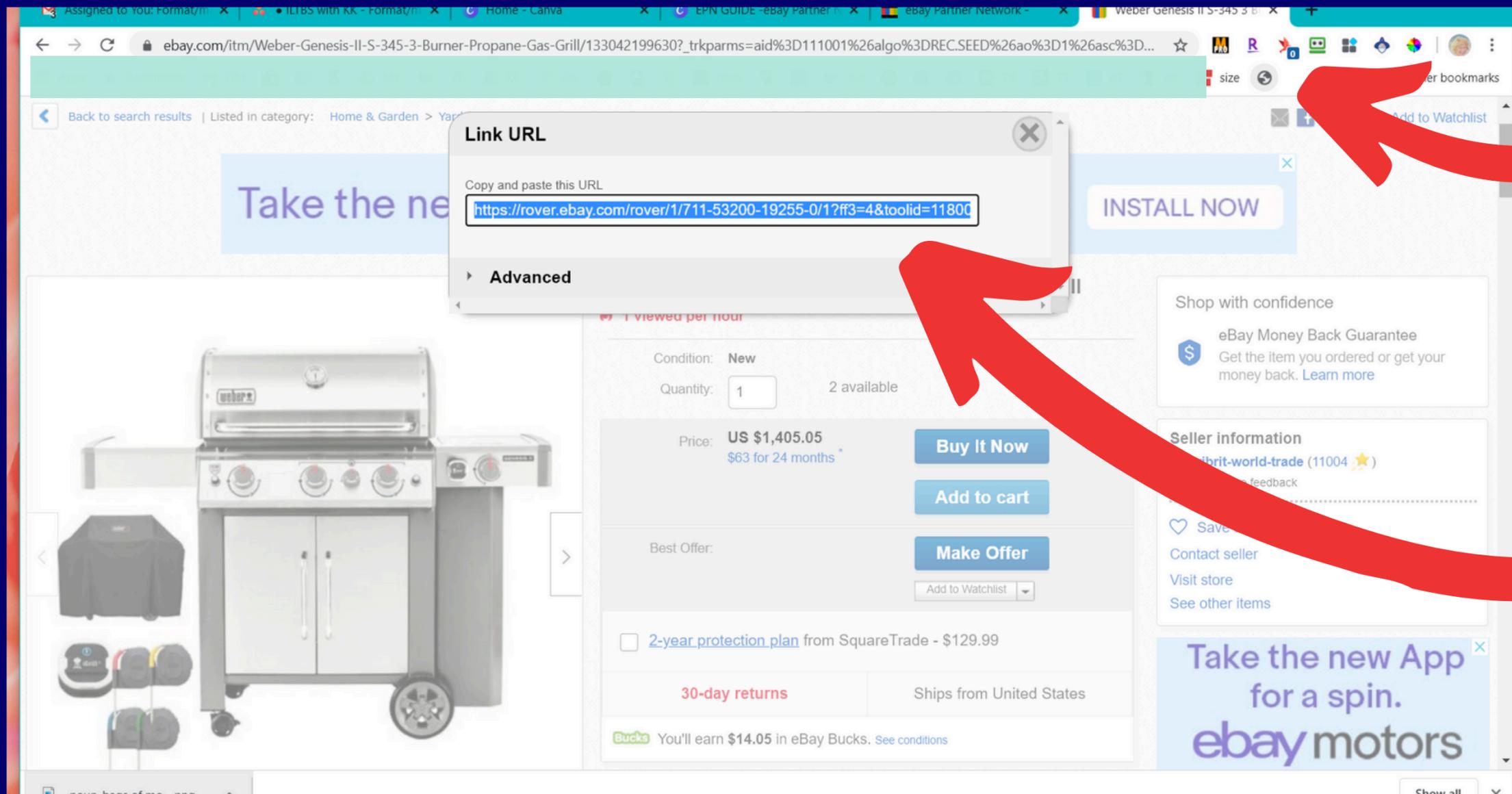
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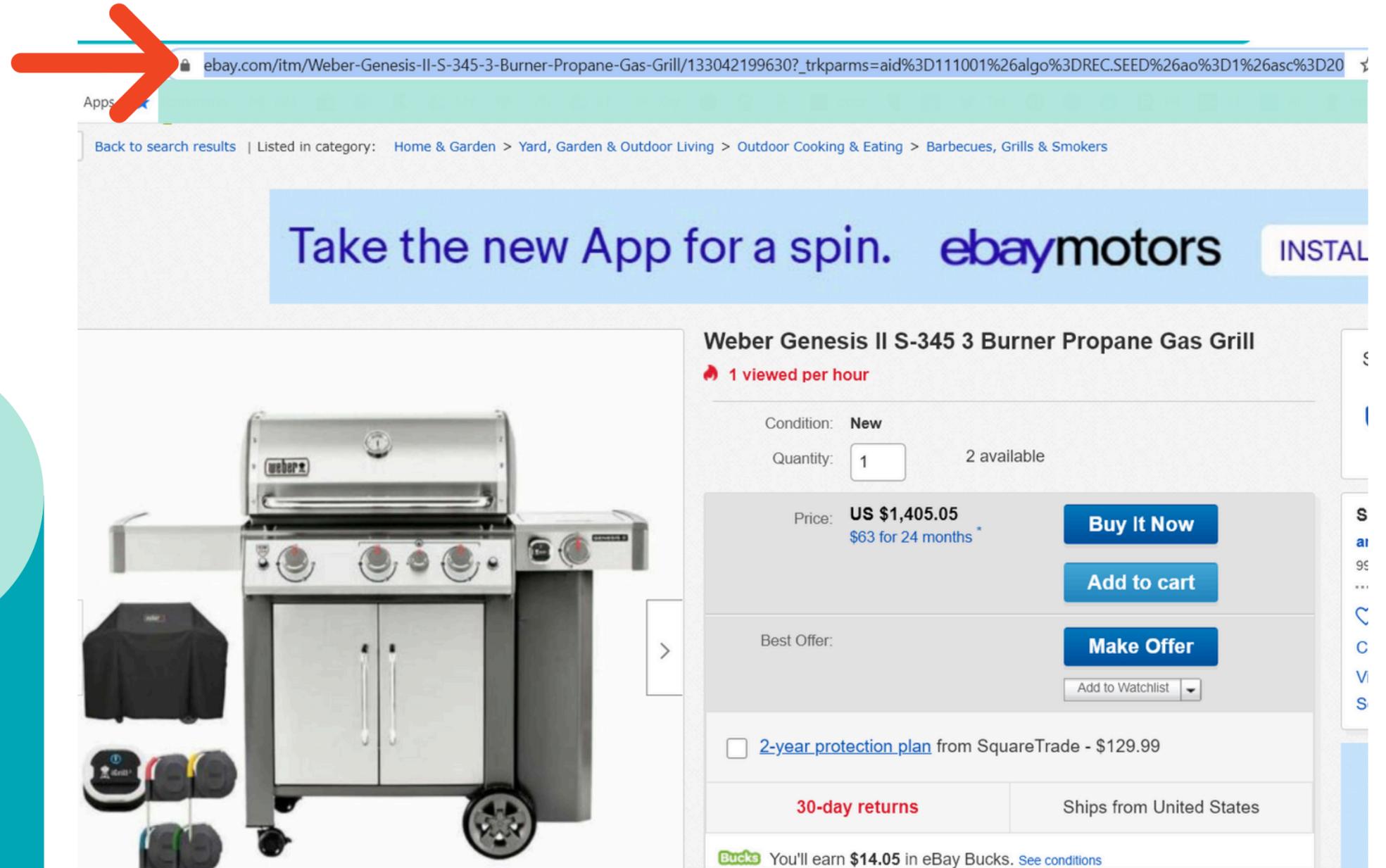
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SNAPSHOT May 25 2020 - May 31 2020

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Select a campaign

Show all

Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC
0	0	\$0	\$0	NA	\$0.00

Featured Events

bags of mo...png

Link Generator on the Home Page of EPN

Let's Discuss X

- 1 Compose your X post. This may be a bit more challenging than writing a post for other social media platforms, because on X, you only have 280 characters. As with Facebook and Pinterest, visualize your ideal customer, then speak directly to that shopper.
- 2 Remember to feature a call to action (CTA):
Click to shop; click to buy; shop now; and so on.
- 3 Upload your item's picture.
- 4 Create and insert your EPN affiliate link.

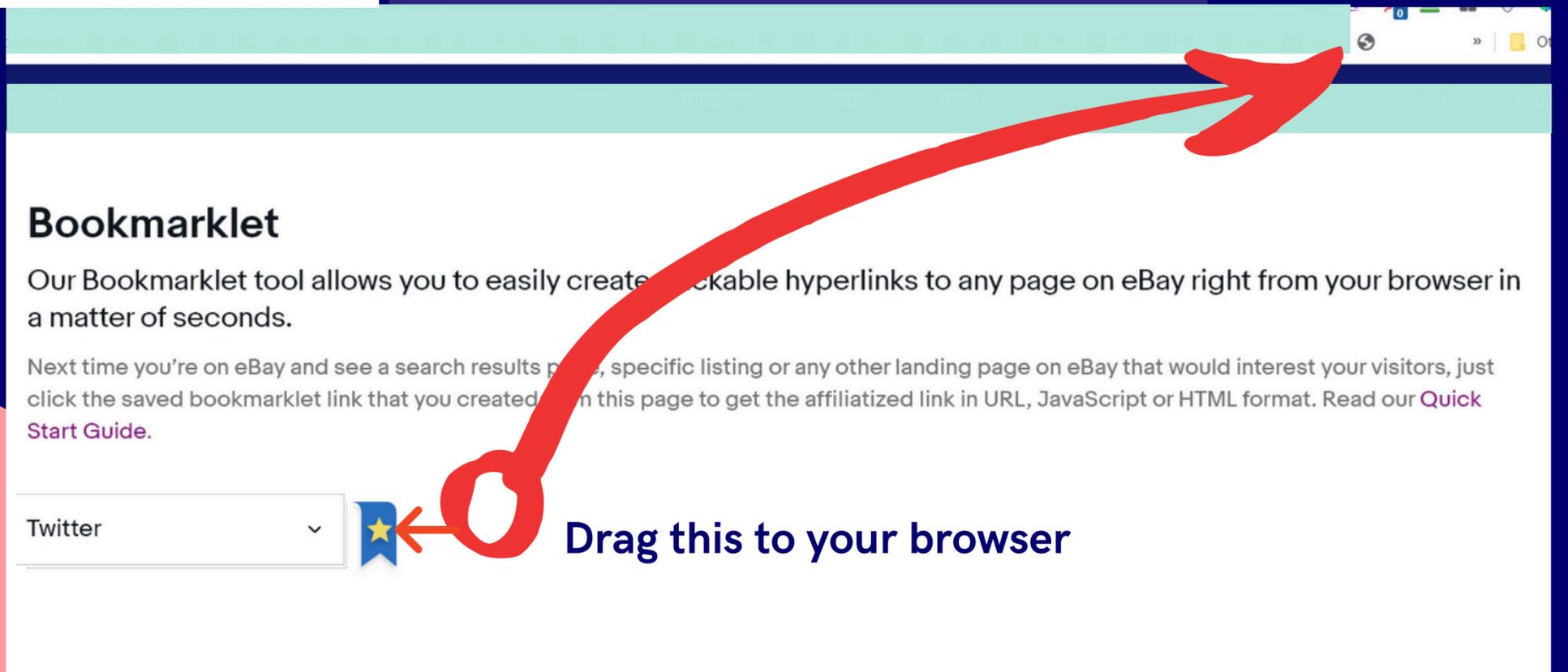
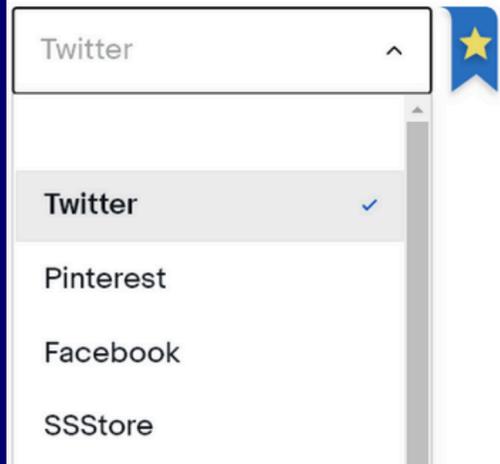
All done!

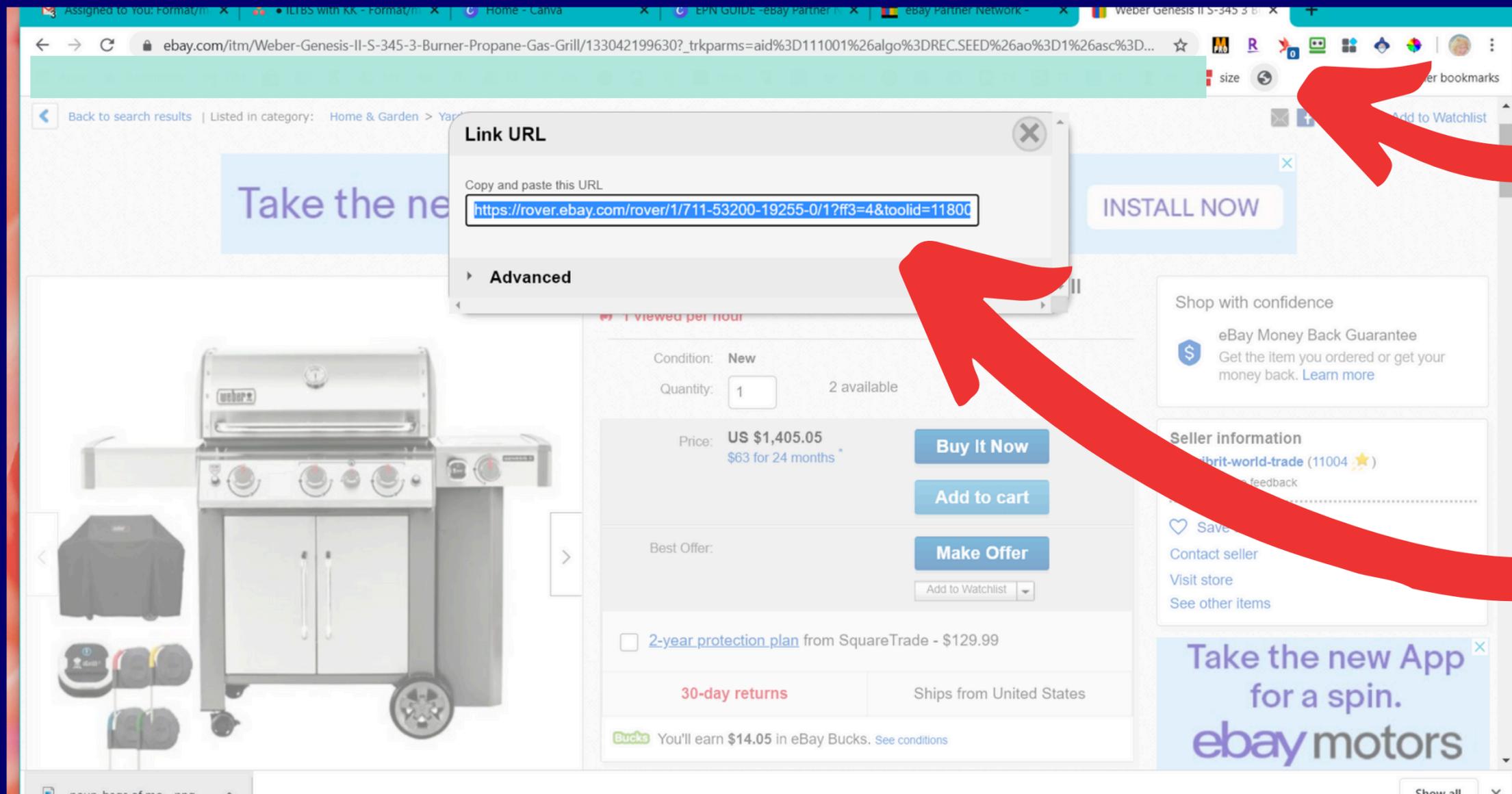
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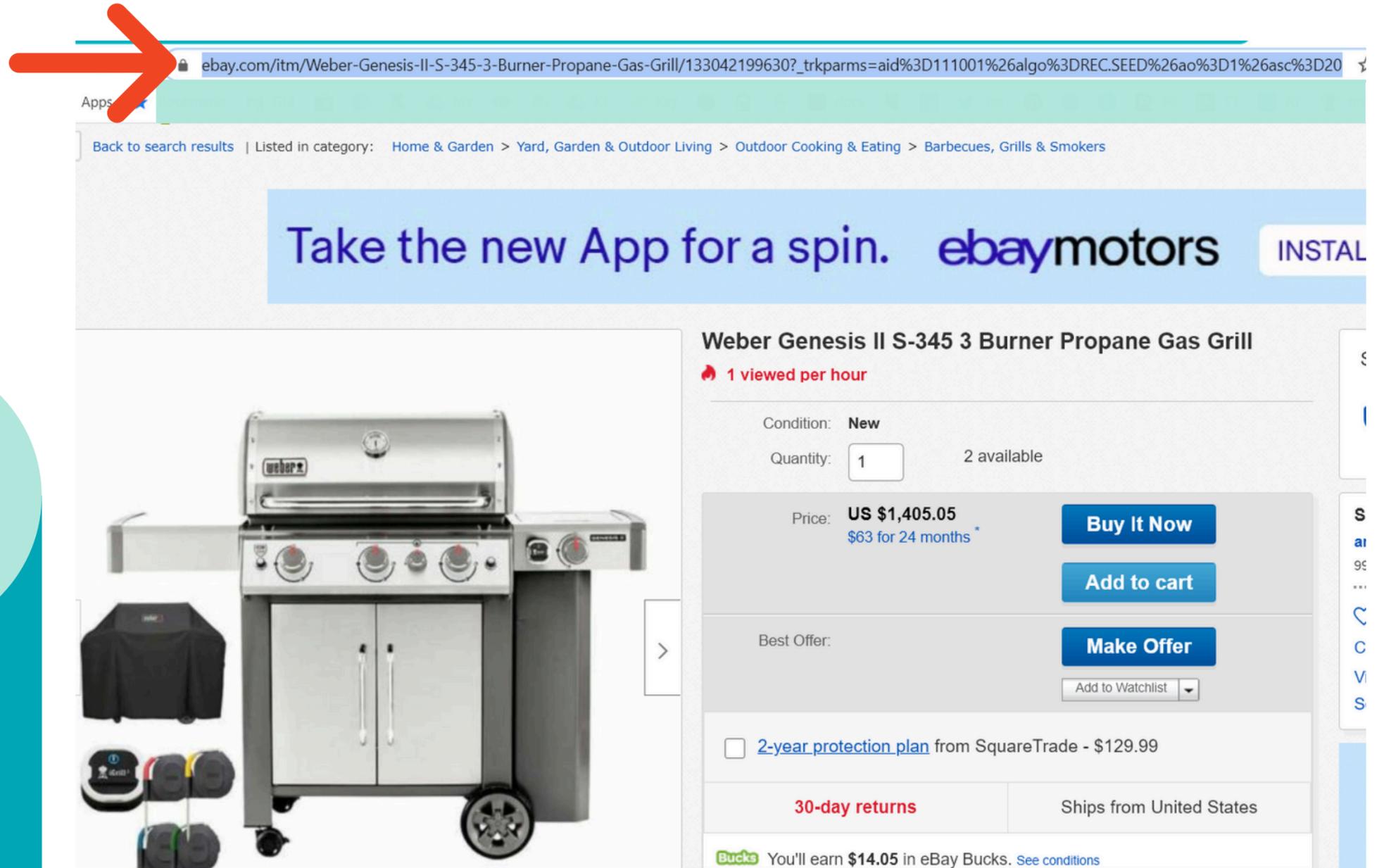
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Click in the Browser Window to Copy the Link
Paste the link in the Link Generator



The screenshot shows an eBay product page for a Weber Genesis II S-345 3 Burner Propane Gas Grill. A red arrow points to the browser address bar, which contains the URL: https://www.ebay.com/itm/Weber-Genesis-II-S-345-3-Burner-Propane-Gas-Grill/133042199630?_trkparms=aid%3D111001%26algo%3DREC.SEED%26ao%3D1%26asc%3D20. The product title is "Weber Genesis II S-345 3 Burner Propane Gas Grill" with a "1 viewed per hour" indicator. The condition is "New" and there are "2 available" units. The price is "US \$1,405.05" with a financing option of "\$63 for 24 months". Action buttons include "Buy It Now", "Add to cart", and "Make Offer". A "2-year protection plan" from SquareTrade is available for an additional \$129.99. The listing includes "30-day returns" and "Ships from United States". A "Bucks" banner at the bottom indicates the buyer will earn \$14.05 in eBay Bucks.

Home Campaigns Reports Tools

Link Generator

Create trackable hyperlinks to send traffic to eBay item pages, search results pages, stores and more.

Generate any link on eBay into a promotable link where you can insert anywhere you would like to promote eBay. We make the process easy by letting you choose three different link types that you can quickly paste to your website. You can learn more by reading our [Quick Start Guide](#).

Campaign Name or ID Custom ID

Select a campaign

eBay URL address

https://www.ebay.com/example-page

Generate Link

- All tools
- Bookmarklet Tool
- Link Generator
- Smart Links
- Smart Placements
- Smart Share
- Dynamic Feed Generator
- eBay APIs
- Creative Gallery

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Campaign Name or ID Custom ID

Select a campaign

eBay URL address

https://www.ebay.com/example-page

Generate Link

**Paste the link
Generate Link, Copy & Paste to
Post**

Home Campaigns Reports Tools

SNAPSHOT May 25 2020 - May 31 2020

Clicks	Actions	Payouts	Sale Amount	Conversion Rate	EPC
0	0	\$0	\$0	NA	\$0.00

MESSAGE CENTER

- eBay Partner Network: We have encountered a reporting issue NEW
- eBay Partner Network: Issue Resolved: Mobile Links NEW

View All

RESOURCES

- Apply for business model
- Network Agreement
- Privacy Notice

CREATE A PROMOTABLE LINK

Select a campaign

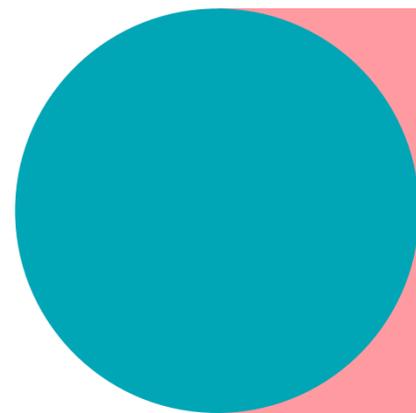
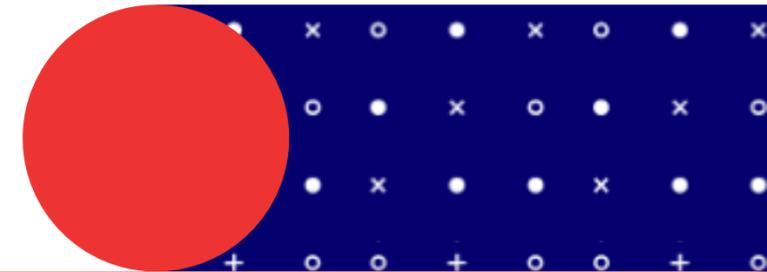
Featured Events

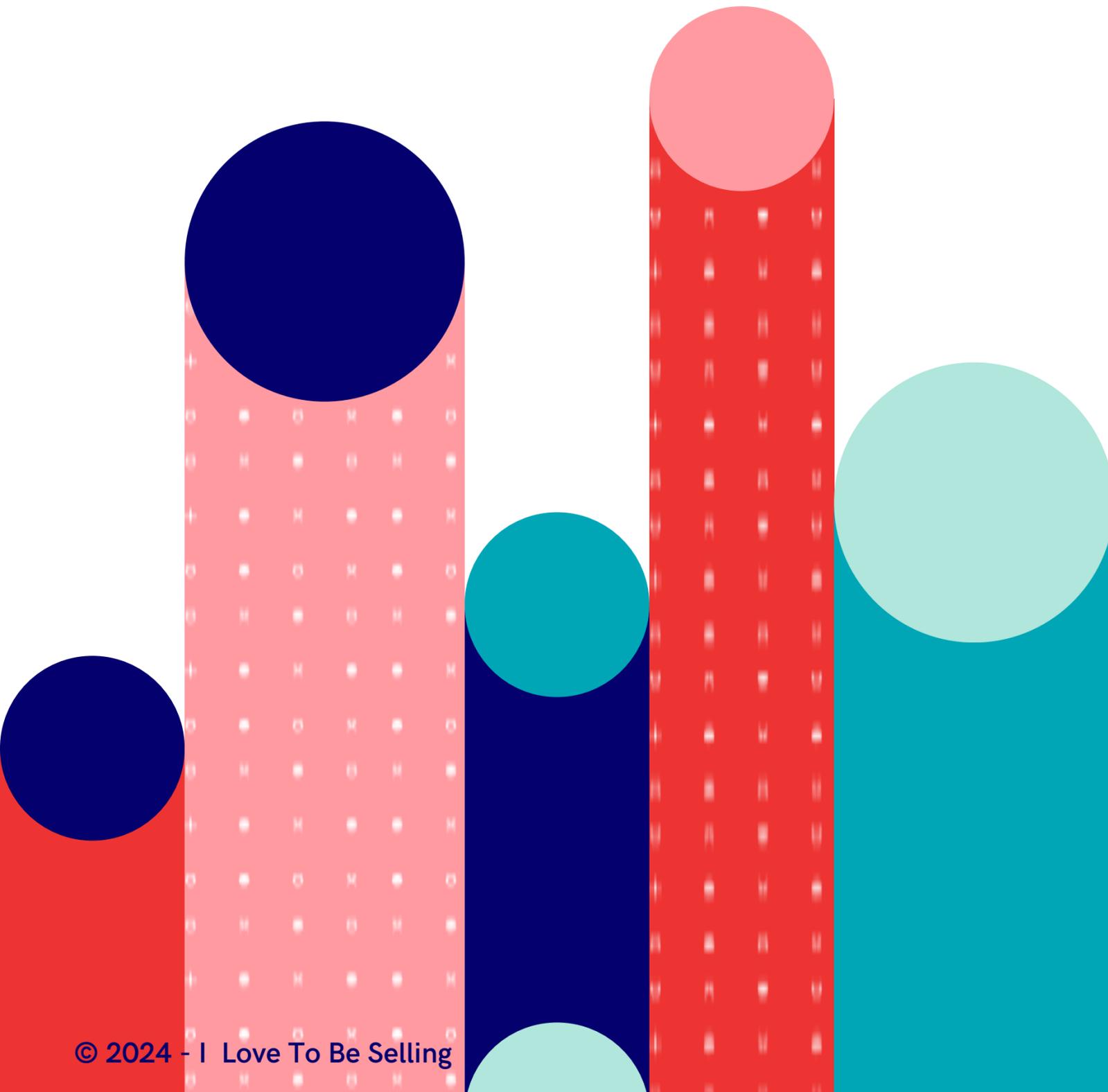
bags of mo...png

Show all



Link Generator on the Home Page of EPN



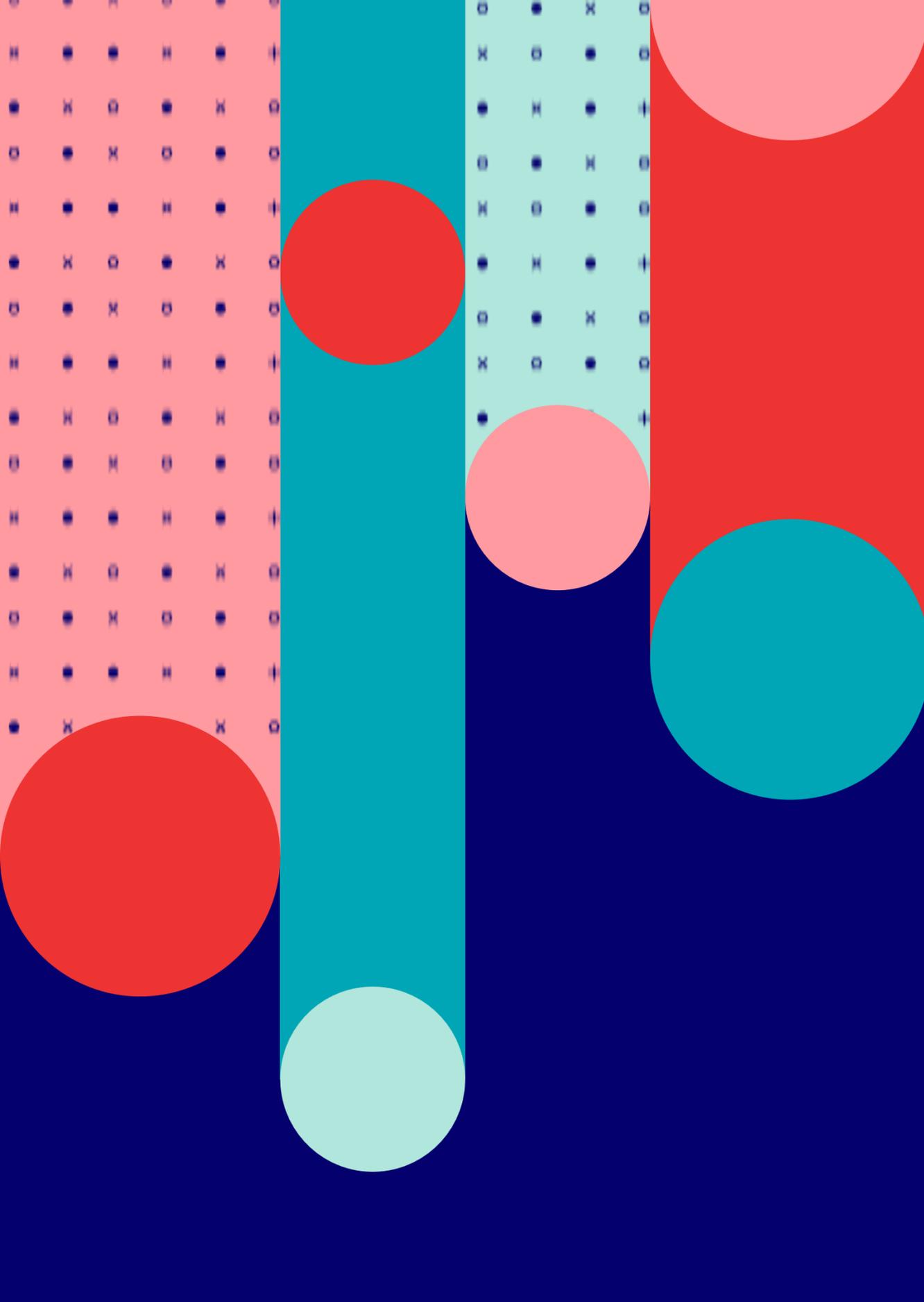


Once again, state FTC legal by including a disclosure re: your Affiliate link. You can also include the hashtag #ad. Affiliate marketing via EPN in a nutshell!

Remember, when you share your eBay listings via social media using EPN links, one of two things happens when a shopper clicks on your affiliate link, then buys within 24 hours:

You earn a commission on anything that shopper buys on eBay within 24 hours of clicking on your link.

For details regarding commission structure, check out EPN's [Global Rate Card](#) and [download rate cards](#) by country.



In Summary

It pays to use affiliate links from eBay Partner Network, so take advantage of EPN. To make the most of eBay's own affiliate marketing program, follow these guidelines:

Only promote products worth the time you're investing in them

- Write clickable posts targeted at your ideal customer, with eye-catching images and lively text
- Include a clear call to action (CTA)
- Adhere to FTC guidelines
- [Track your EPN campaigns](#) so you know what's working best
- Use [EPN's reports](#) to interpret your results

Finally,

I'm always looking to make your eBay life easier and more profitable!
Download and print your copy of my [eBay EPN Fast Track Cheat Sheet!](#)
Use it as a quickie reminder as you write winning eBay/EPN social media posts!

Be sure to [Monitor and optimize your EPN performance](#) to earn even more free Final Value Fees and/or commissions.

Here's wishing you a profitable affiliate marketing experience with [eBay Partner Network!](#)

About the Author



Kathy Terrill is here to help you crush it on eBay!

Kathy is a New York-based professional actress with more than 25 years of experience in brick-and-mortar retail over 6 years as an on-air product presenter for QVC, the shopping channel. She has been selling on eBay since 2002.

Kathy started her eBay selling in a small way: She sold items from her apartment in Manhattan, NYC, while caring for sick family members. Since then, Kathy's business on eBay has grown. She is now a Top Rated Seller as well as a leading eBay sales and social media consultant.

Kathy coaches eBay sellers of all levels to increase their sales via practical advice gleaned from her extensive retail, on-air, and online selling experience.



eBay advertising





You'll find Kathy on Facebook as the founder of the seller groups [eBay Selling Nothing But eBay Selling](#), and [Online Selling Nothing but Online Selling](#).

In addition to being a highly respected eBay Influencer, Kathy is in demand as a speaker and private sales coach. She also has an exclusive eBay selling membership group, [Love2BeSelling Insider](#). She loves to share her expertise at eBay and ecommerce events all across the USA and speaks nationwide about selling on eBay.

In 2017, eBay Inc. chose Kathy from among more than 600,000 members of their Small Business Ambassador Program as the winner of the company's Small Business Advocate Award. In 2023, Kathy was appointed to the prestigious eBay Ads Advisory Board, She also has appeared on Fox News and NY1 as a small business expert.

Kathy offers popular eBay selling guides and proven tips for increasing online sales on her ecommerce website, [ILoveToBeSelling.com](#).





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