

# Welcome to the Roadtrippers Affiliate Program!

*Roadtrippers*

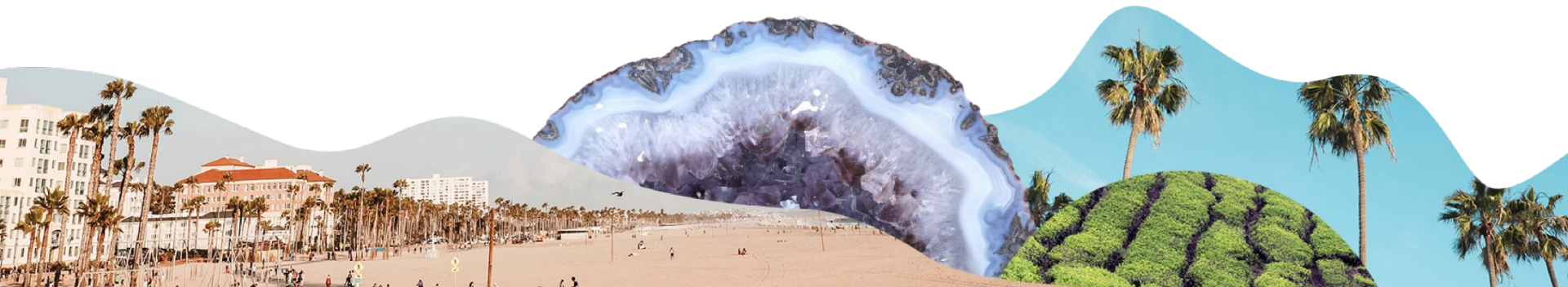


Last Updated: Jan 29, 2020

# What's Inside this Resource Kit

This Roadtrippers affiliate resource kit includes:

- About Roadtrippers
- The benefits of Roadtrippers Plus
- Roadtrippers Affiliate program details
- Roadtrippers Branding & Creative Assets
- How to sell Roadtrippers Plus successfully



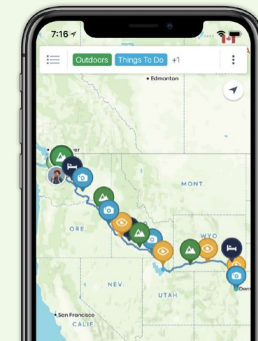
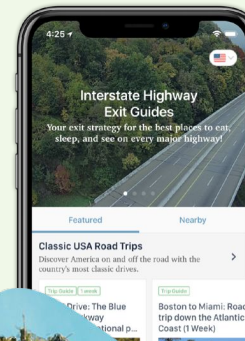
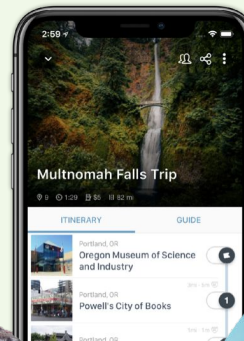
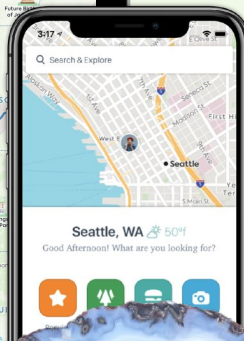
# About Roadtrippers

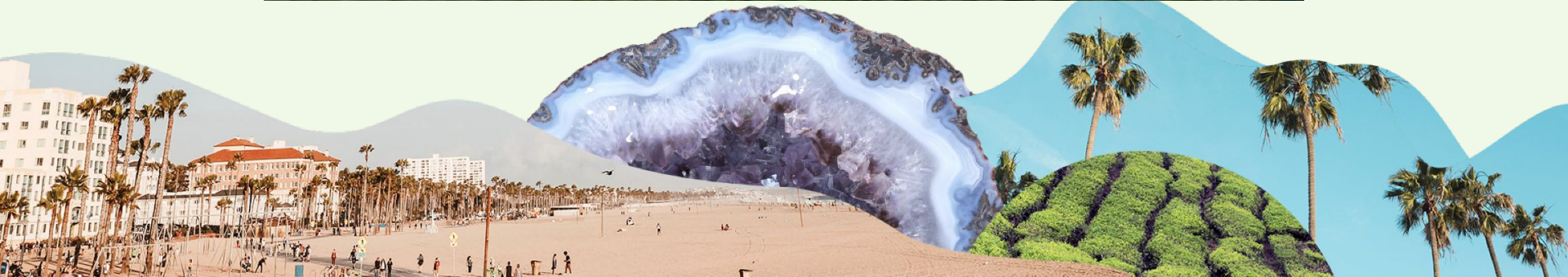




# Helping travelers discover new places and experiences

Whether you prefer to plan in advance at home or make it up as you go while on the road, our award winning application has tons of features to help you create the roadtrip of a lifetime.







# We meet travelers at every step in their planning journey.

INSPIRATION

## Where To?

Explore thousands of weird, offbeat, unexpected, and wonderful places you can't find anywhere else.

TRIP PLANNING

## Build Your Route

Tell us what you're into and Roadtrippers will help you find the best stops along the way.

ON THE ROAD

## Hit the Road

Navigate with turn-by-turn directions between all the amazing places on your trip.

POST TRIP

## Relive the Memories

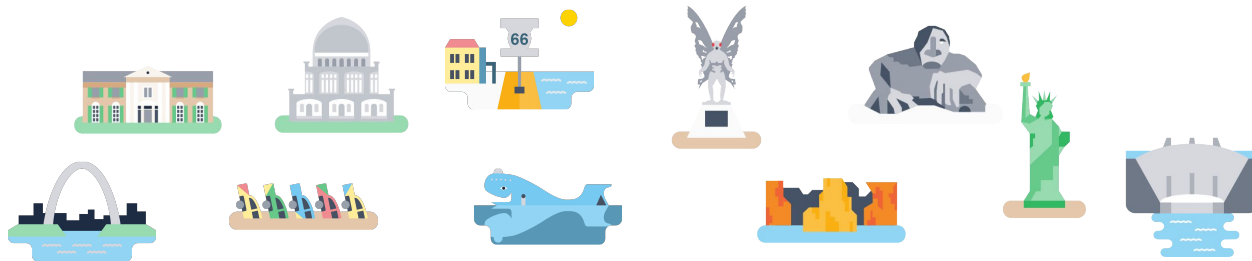
All your past trips are saved in one place, easily accessible to retake or simply remember.



# Extraordinary Places

Of the millions of places on Roadtrippers, how does someone know what the REALLY great ones are? Introducing **Extraordinary Places**!

An Extraordinary Place is any place that we, as road trip experts, have been to and feel like everyone in the world needs make a detour to visit. There are hundreds of Extraordinary Places hidden all over the map.



P.S. How many of the above can you name?



**20 Million**

Annual Users



**25 Million**

Trips Planned



**7 Million**

Points of Interest

**16.9 BILLION** miles of trips planned





# Inspiration

- With millions of places in our database, you are guaranteed to find something worth a trip.
  - Explore thousands of weird, offbeat, unexpected, and wonderful places you can't find anywhere else.
  - Select from our list of categories—like “Outdoors & Recreation” or “Camping & RV”—to find exactly the places you're interested in.
  - Read reviews and see photos from your fellow roadtrippers.
  - Find helpful information about places, including opening hours, accessibility, WiFi availability, and whether your furry friends are welcome.
- Read stories written by travel journalists and experts out on the road to get inspiration for your next trip.
- Copy our curated trip guides to your account and adjust them to fit your plans.
- Save your favorite places so you can add them to a trip later, or share them immediately with your friends and followers.
- Not sure where to start? Our list of Extraordinary Places contains thousands of must-see spots handpicked by our team.

# Trip Planning

- Once you determine where your trip starts and ends, tell us what you're into and Roadtrippers will help you find the best stops along the way.
- We're always working on new features to make the trip building process simple. Here are just a few that are already in place:
  - Add a place to your trip with one click.
  - Rearrange your stops in any order and our system automatically optimizes your route.
  - Turn your one-way trip into a round trip with one click.
  - Choose to avoid highways and get off the beaten path.
  - Copy your trip and try out a different route by adding or removing stops.
- See how long each leg of your trip is and how much gas you'll use based on your vehicle.
- Book hotels with just a few clicks.

## On the Road

- Need some inspiration while you're out on the road? The Roadtrippers app immediately shows you the best places nearby.
- Your trips are automatically synced between your computer and phone or tablet so you can hit the road without any added steps.
- Navigate with turn-by-turn directions between all the amazing places on your trip.
- Print your route and all the details for each stop to use off the grid.



## Post Trip

- Add personal notes and dates to each stop to keep all your travel details in one place.
- Add pictures and commentary to any trip to make your own in-depth travel guide.
- Easily share your past and future trips with friends and family.
- All your past trips are saved in one place, easily accessible to retake or simply remember.

# What is Roadtrippers Plus?

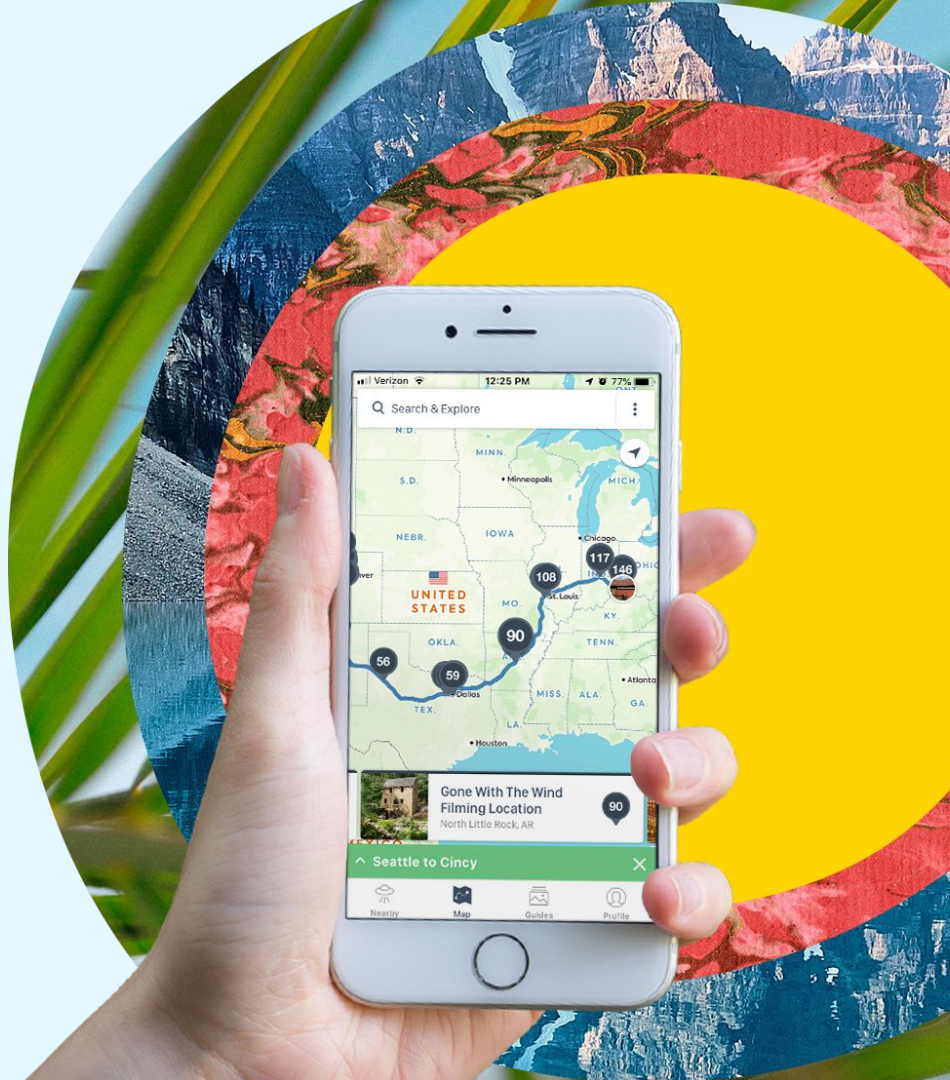


*Roadtrippers*



# Plus

**Plan longer trips, collaborate with friends, and go ad free for the most epic road trip experience.**

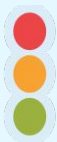






## Plan Longer Trips

Add up to 150 stops to your epic road trips.



## Live Traffic

Check traffic conditions while on the road.



## Go Ad Free

Plan your trip without interruption.



## Offline Maps

Explore even when off the grid.



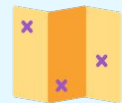
## Collaboration

Build incredible journeys with a little help from your friends.



## Amazing Deals

Special discounts from our travel partners.



## Map Styling

Go lighter or darker depending on time of day.



## Exclusive Content

Access our award winning books at no extra charge. \*

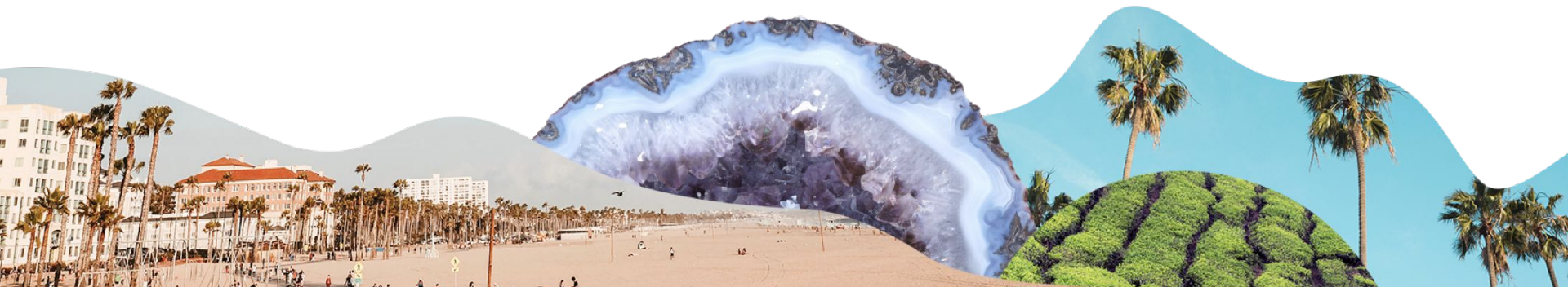
\* Coming in Summer 2020

# Roadtrippers Affiliate Program Details



## Affiliate Program Details

- We currently have 3 tiers
  - Earn \$5 per referral between 1-250 referrals
  - Earn \$8 per referral between 251-1000 referrals
  - Earn \$10 per referral for all referrals after 1000 referrals
- We use a 30-day tracking cookie.
- You get a \$5 off Roadtrippers Plus promo code to share with your audience.
  - To receive a custom promo code, please [email our team](#).
- You can track your performance in your [refer.roadtrippers.com](https://refer.roadtrippers.com) dashboard at any time.





## Collaborative Reels

Once you are a Roadtrippers affiliate, we would love to work with you on collaborative Instagram reels! We share collaborative reels most Wednesdays on @roadtrippers Instagram account.

### Content requirements:

- Video must show footage from a road trip in the United States or Canada that you planned with Roadtrippers OR must demonstrate how you used a Roadtrippers feature before or during your trip.
- Video must include royalty-free audio.
- Video must not include any profanity, or inappropriate language/visuals.

To get on the schedule, [email us](#).



# Roadtrippers Branding & Creative



*Roadtrippers*

---

## Branding & Creative

*Roadtrippers*



[Link to full assets folder](#)

# How to sell Roadtrippers Plus successfully

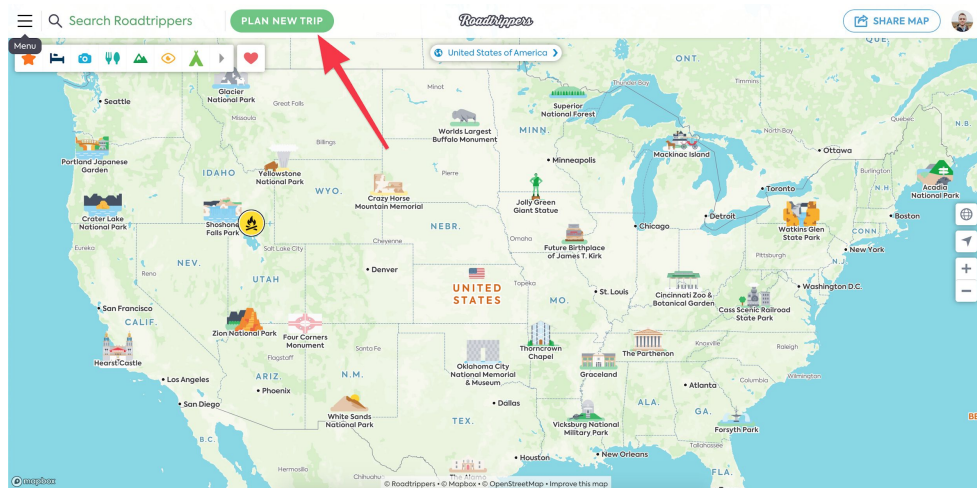




# Create new trips for your audience

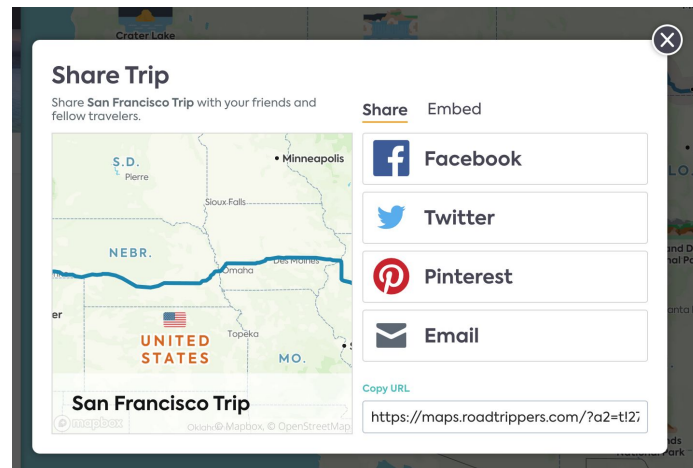
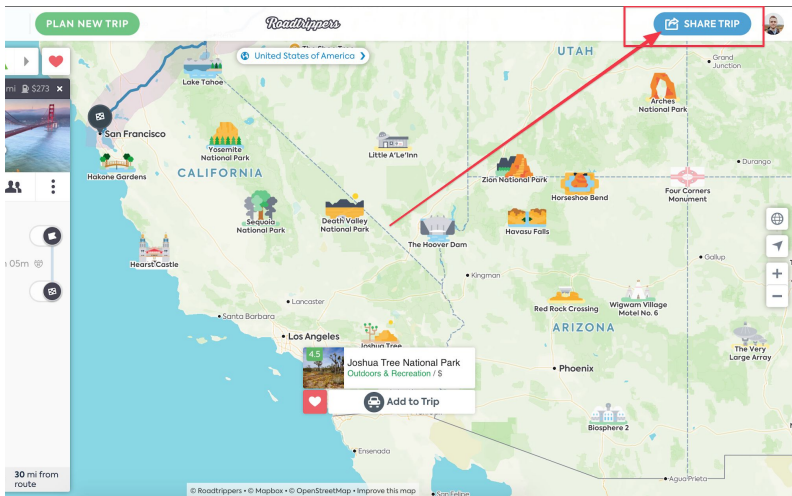
1. Feel free to hop into our intuitive desktop experience and try planning a trip for yourself.
2. For more detailed information about planning trips, visit this support doc with more screenshots & details:

<https://support.roadtrippers.com/hc/en-us/articles/200632079-Planning-a-Trip>



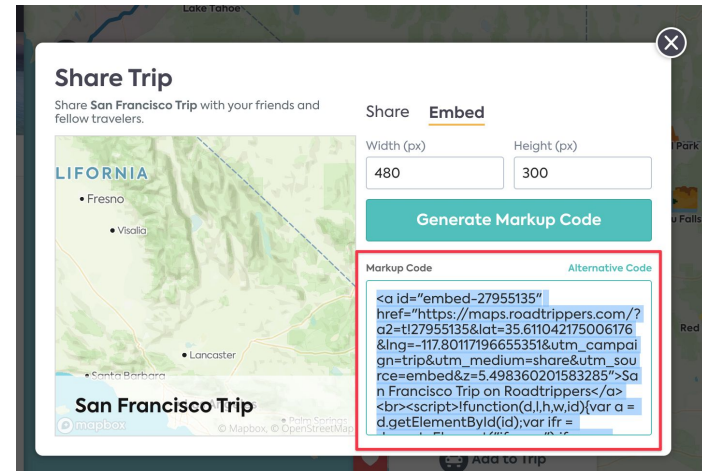
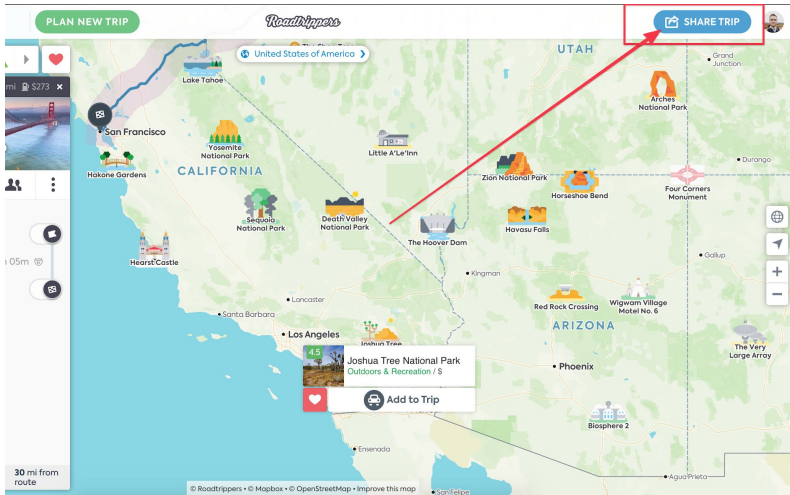
# Share trips on social with affiliate links

1. Create a road trip and click “Share Trip” on desktop
2. Click “Embed” to get your code, and drop the code into an embed block on your website/blog.
3. Add your affiliate parameter to the link before sharing.



# Embed Trip Maps in your website/blog content

1. Create a road trip and click “Share Trip” on desktop
2. Click “Embed” to get your code, and drop the code into an embed block on your website/blog.
3. Add your affiliate parameter to the Roadtrippers maps link for tracking.



## Roadtrippers Plus In-Depth Review

1. We've found one of the best ways to sell Roadtrippers Plus is actually through an in-depth, honest review of the platform. This tactic is simply writing a well-informed review of the app.
2. Things to Highlight:
  - a. Extraordinary Places - did you visit any Extraordinary Places thanks to our recommendations? Or did you add some new ones to your bucket list?
  - b. Did we make it easy to plan your road trip?
  - c. Did we help you find the coolest stops along your route?
  - d. Did we make it easy to filter to find certain types of spots? I.e. campgrounds, hotels, etc.
  - e. Did you enjoy looking at place reviews from other roadtrippers?



## Helpful Links

- [Facebook: @roadtrippers](#)
- [Instagram: @roadtrippers](#)

## Sign Up

<https://refer.roadtrippers.com/signup/4629>

