

SumUp Merchant Ambassador Programme Guidelines



Introduction

Welcome to the SumUp Merchant Ambassador Programme. We're excited to have you onboard.

This guide will give you some ideas of what social media posts with your affiliate link might look like.

We want to help you make the content as engaging as possible for your audience.

Topics

- The process
- Our devices
- SumUp benefits
- Content tips
- Contact details



The process

01

Onboarding and signup to the Merchant Ambassador Programme.

Access your Ambassador account.

02

Start creating content on your preferred platforms.

Whether it's an Instagram photo, Facebook post or YouTube video, remember to include your Ambassador link when talking about SumUp.

03

Receive €20 for every order made through your link. As well as €10 on top of every order when you've referred at least 10 orders within a given week.

Every link click places a tracking Cookie on the user's browser for 30 Days, meaning you get the sale, even if they leave the page and come back later.

Our devices



SumUp Air

- Connects easily via Bluetooth and App
- Accepts Chip & Pin
- Accepts Contactless payments
- Accepts Apple Pay and Google Pay
- £19



SumUp 3G

- Connects easily via integrated 3G SIM Card
- Accepts Chip & Pin
- Accepts Contactless payments
- Accepts Apple Pay and Google Pay
- £69

SumUp – A better way to get paid.



SumUp benefits

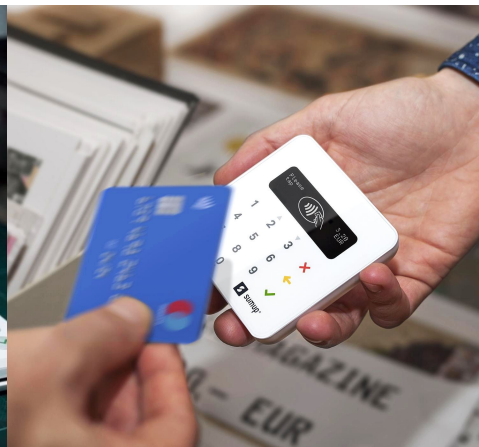
More information that you might want to include in your posts about SumUp:

- 30-day money back guarantee
- 1 year warranty
- Free delivery
- Free dashboard and reporting
- Free telephone and email support
- Accepts all cards
- Send digital receipts
- Create multiple employee accounts
- Fast payout directly to your bank account within 2 - 3 days
- Daily, weekly or monthly payouts

Content tips



This is what your social media posts could look like for Facebook, Instagram or Twitter.



Content tips



This is what you could talk about in your posts.

Don't forget to include your Ambassador link.



You and your business

What are you passionate about?

What makes you smile?

Why is your business special to you?

Issues you faced in your business

What did you have to overcome?

How did SumUp help?

Benefits of SumUp

What does SumUp offer for small merchants?

Why did you choose SumUp?

How could it help other small businesses?

Why would you recommend SumUp?

Who would it be useful for?

We hope that this guide has given you some useful ideas to get started with creating content for the SumUp Merchant Ambassador Programme.

For any further questions about the Programme, please contact, merchant.ambassador@sumup.com.

For any questions about your card reader, or your SumUp account, please contact Customer Support, at support@sumup.co.uk or 020 3510 0160.