Affiliate Marketing in Kenya

Earn a commission by recommending products — no stock, no shop.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

How it works

1. You join a shop's affiliate program for free.
2. You get a personal link or code.
3. Someone buys through your link → the shop pays you a commission (a percentage of the sale).
4. Returned or cancelled orders are not paid, so recommend products you trust.

Programs to look at

Program	Notes
Jumia (KOL / affiliate program)	Large product range; commission depends on category. Check the program site for current rates and payout rules.
Kilimall affiliate	Kenyan marketplace with an affiliate program; check current rates in the dashboard.
Local businesses	Ask shops you like for a referral code: KES per sale or a %, agreed in writing.
Digital products	Some course and eBook creators pay higher commissions; check they are legit first.

Rates and rules change often — always read the program's current terms before you promote.

Where to share your links

- WhatsApp status and groups (where allowed — do not spam).
- TikTok, Facebook and YouTube: review or "unboxing" style content, link in bio.
- A simple blog or Facebook Page with "best phones under KES 15,000" type lists.

Content that converts

Content	Example
Honest review	"I used this blender for 2 weeks: the good and the bad"
Comparisons	"3 budget phones compared for students"
Deals	"Black Friday deals worth it (and ones to skip)"
Problem → solution	"How I fixed my slow Wi-Fi at home"

Rules and trust

- Say clearly that you use affiliate links ("I may earn a commission").
- Never fake reviews or results.

- Do not post links in groups that ban promotions.
- Track which links earn and focus on those products.