

# Astra Promotional Guide

This promotional guide comprises of:

- Facts and stats
- Social media post ideas
- Email marketing templates
- Blog post topics with outlines

**Note** - You can use most of these resources directly, however, we recommend using them as inspiration for creating your own content aimed specifically at your target audience.

## Facts and stats which you can use,

Here are some facts and figures that you can include in your blog articles, social media posts, email campaigns, and other resources to enjoy improved affiliate conversion rates:

1. Astra is the most popular WordPress theme available, with more than 1.5 million active users and over 5,000 five-star ratings.
2. Astra is a [Brainstorm Force](#) product. Brainstorm Force has crafted many popular products and solutions that include but are not limited to Astra Pro, Schema Pro, Convert Pro, Ultimate addons, among many more.
3. Big businesses and brands like NASA, Stanford University, Bob Jones University, Liquid Web, LearnDash, and many others, trust Astra and Brainstorm Force.
4. Astra is fully compatible with all major page builders like Gutenberg, Beaver Builder, Elementor, Brizy, Visual Composer, Divi, etc.
5. Astra perfectly integrates with WooCommerce, LearnDash, Lifter LMS, and other popular plugins and services.
6. Making websites with Astra is fast and easy. Astra comes with a pre-built library of over 150+ starter templates. It also has an easy-to-use customizer and a drag-and-drop header and footer builder, making it easy to turn ideas into designs!
7. Astra Starter templates plugin is now the most extensive library of lightweight, responsive, and professionally designed Gutenberg templates and 100s of block patterns.
8. The starter templates plugin recently crossed 1 million active installations. You can refer to this [post](#) to learn more about it.

## Social Media Post Ideas

### Facebook Posts:

Here are a few Facebook posts you can utilize to promote Astra. Don't forget to replace the general link included in these posts with your affiliate link. You can get the affiliate link from your affiliate dashboard.

#### Post Example-1:

Top reasons why Astra is the most-recommended theme for your WooCommerce store



#3 Astra is highly-customizable and offers code-free customization tools to effortlessly change the appearance and structure of product pages, checkout, and catalog pages. Making edits to any other themes without these tools can be tedious!

#2 Astra is built for speed ⚡. Astra is designed to load quickly on any device, providing a positive user experience from the moment they land on the page. It is also an SEO-Friendly WooCommerce theme with built-in schema support.

#1 Astra is a mobile-friendly, fully-responsive, and 100% translation-ready theme. It comes with a number of pre-built eCommerce starter templates you can use to make websites quickly and effortlessly.


Learn more: <https://wpastra.com/woocommerce/>

Cheers!

#wordpress #woocommerce #ecommerce

## Post Example-2:

A fast loading website offers:-

- Better user experience
- Better performance in SERPs 
- Better average session durations and reduced dwell times

Here are the basics you need to get spot-on to build a speedy WordPress website



- Use a lightweight theme like Astra that is perfectly optimized for speed and performance. (Ref:- <https://wpastra.com/>)
- Use a quality hosting service and select a data center nearest to your target visitors. If your target audience is spread throughout the world, we suggest using a CDN like Cloudflare or BunnyCDN.
- Compress your images correctly, and resize them to optimal sizes. We also recommend using modern image formats like .webp

Get these basics right, and you can effortlessly build a high-performance website.

Best Wishes :)

## Post Example-3:

Building your next dream project? Wondering what to look out for in a new theme?

Here are some essential factors to consider while deciding on that perfect theme:-

- Select a theme that is mobile-friendly, responsive, and is optimized for speed and performance. Selecting a theme that uses vanilla Javascript is your best bet.
- Ensure your theme is compatible with plugins and page builders. If you're going to use Elementor page builder, you want your theme to be compatible with it!
- Developer support and documentation is another vital factor to consider. A theme that has comprehensive support and documentation will make your life so much easier.

I recommend Astra. It's fast, responsive, compatible with all major page builders, and perfectly integrates all popular WordPress solutions like Woocommerce, Gutenberg, Yoast SEO, LifterLMS, LearnDash, and many more!



Download Astra here: <https://wpastra.com/>

#### Post Example-4:

Here is a shout-out to Brainstorm Force, the company behind the famous WordPress Astra theme.

They built an excellent theme for someone like me who doesn't know how to code. I only know the basics of HTML and CSS, but the codeless customizations offered by Astra lets me do anything!

The drag-and-drop header and footer builder, the fast loading customizer with tons of design and editing options, I just love it!

Using Elementor and those pre-built starter templates provided by Brainstorm Force and the Astra team, I can now build a perfect website within hours.

Download your copy of Astra at <https://wpastra.com/>

Much ❤️ for Brainstorm Force and Astra theme!

Cheers!

#### Post Example-5:

I have been building websites for years and I personally feel that building multilingual websites is a pain. From the translation of strings to SEO structuring, there are tons of things that need to be handled simultaneously.

Astra has made this so much easier! It is translation and RTL-ready and integrates perfectly with WPML, my favorite multilingual plugin for WordPress. You can translate Astra in your language with .po and .mo files in no time and with very little effort.

Just my type of WordPress theme!

Download it here: <https://wpastra.com/>

## Twitter Posts:

### Post Example-1:

Why use the Astra theme for your next WooCommerce store? 🛍️:

#3 Astra offers tons of code-free customizations.

#2 Astra is built for speed ⚡.

#1 Astra is a fully responsive theme with lots of pre-built eCommerce templates.

Get it here: <http://wpastra.com>

### Post Example-2:

Astra is a lightweight theme that is perfectly optimized for offering better speed and performance. It is one of the few themes that utilize modern vanilla javascript.

Get it here: <http://wpastra.com/>

[#WordPress](#) [#wordpressthemes](#) [#WordPressDesign](#)

### Post Example-3:

[#wordpressthemes](#)

Astra is the most customizable WordPress theme in 2021!

It offers tons of code-free customizations, a drag-and-drop intuitive header and footer builder, and is optimized for speed and performance.

Learn more: <http://wpastra.com/>



Post Example-4:

#wordpressthemes #WordPress

Need to complete a website by the weekend? Astra can help!

Use Astra theme with the pre-built starter template of your choice and build a fantastic website in hours!

Learn more: <https://wpastra.com/starter-templates/>

Post Example-5:

#wordpressthemes #WordPress

Building multilingual websites with WordPress is now easy. Use the Astra theme combined with WPML to build a fantastic fully functional multilingual website.

It is free and 100% translation-ready.

Download it here: <http://wpastra.com/>

## Email Marketing Templates:

Email-1:

This email template can be used to promote the recent review/YouTube video you did about Astra

Subject: An open confession: I have a secret crush on Astra

Hello {FName},

I trust you are doing well?

I want to tell you about my new crush.

I am talking about the Astra WordPress theme. It is the most popular WordPress theme around, with over 1 million active installations. My experience with using Astra has been just incredible!

Here are the three things that I love most about Astra:-

- {Insert Point-1 here, talk about the features you love the most}
- {Insert Point-2 here, talk about the features that save time or your dependence on writing code.}
- {Insert Point-3 here, talk about the features you desire in your old theme but were missing there}

I have written a detailed Astra review on my blog. You can read it here: {Insert Link here}

I am currently in love with Astra. Which theme are you currently using? Have you tried Astra before? (P.S. You can get it [here](#)) {Insert Affiliate Link here}

If you have any questions regarding Astra, I would be happy to help!

Cheers!

{Insert Signature}



Email-2:

This email template can be used to promote the active deals on the Astra theme

Subject: Good deals like these don't last forever!

Hello {FName},

I trust you are doing well?

I have some exciting news to share with you. My favorite theme Astra is available at {Insert discount here}% off for the next few days!

*P.S. It's not just my favorite theme; more than a million people trust it. ❤️*

Astra is a theme built for speed and performance. It is compatible with most drag and drop page builders and WordPress plugins, including my personal favorite {insert page builder/plugin name here}

It's a theme you can trust.

As you are an avid reader of my email newsletter, I felt you would be interested in checking out Astra and taking advantage of this great opportunity to get it at such a low price.

You can learn more about this offer here: {Insert Affiliate Link here}

If you have any questions regarding Astra, I would be happy to help. **Remember, good deals like these don't last forever!**

Cheers!

{Insert Signature}



## Blog Post Topics (With Outlines):

Here are a few topics affiliates can use to write articles promoting Astra:

### Topic-1 : XYZ Theme Versus Astra Theme

Theme comparisons are a great way to educate the audience about the reasons why Astra stands out in the market above other themes.

Here are the points writers can cover in this topic:

- Key features
- Pricing and support available
- Documentation and ease of use
- Customizer options and availability of code-free customizations
- Pre-built templates availability
- Speed and performance
- Schema and SEO
- Compatibility with other plugins and software
- Reviews and ratings

### Topic-2 : Astra Theme Review in {Year} : Is it worth it?

Here are the pointers, writers can cover in this topic:

- Key features (For e.g. drag and drop header-footer builder, availability of starter templates, schema integrated & SEO optimized, speed, integrations with other popular plugins like LifterLMS, LearnDash, WooCommerce, etc)
- Pricing and support
- Documentation and ease of use
- Customizer options and availability of code-free customizations
- Pre-built templates availability
- Speed and performance
- Schema and SEO
- Compatibility with other plugins and software (Talk about LifterLMS, LearnDash, Yoast SEO, WooCommerce, Elementor, Beaver Builder, toolset integration depending on the context of the article and your target audience)
- Reviews and ratings
- Is it worth paying for Astra?

### Topic-3 : Theme Listicles

Topics like - “30+ Fastest WordPress Themes 2021”, “20+ Best WooCommerce Themes 2021”, 15 Best Themes for your Next WordPress Project, etc. can be covered under this category.

A good theme listicle should not only be limited to listings. We recommend offering insight and opinion on every theme in the list and why it's there.

### Other miscellaneous topics:-

- How to build a great website using Astra and Elementor
- Writing about new features/updates like: *How Astra's Header Footer Builder feature is a game-changer* or *Astra 3.0 Updates: What's inside the magic box*
- Astra's Starter templates: Pro tips for saving time, money, and effort
- Vanilla Javascript and WordPress Themes: The Future

### Reference articles/guides:-

Here are a few articles and videos from our high performing affiliate partners that help them make the best affiliate conversions:

- [Astra WordPress Theme Review: Why Astra Got 5-Star Rating?](#) (Theme Review)
- [Astra Theme Review: Is This Free WordPress Theme Any Good?](#) (Theme Review)
- [OceanWP vs Astra vs GeneratePress vs Neve: Which Is Better?](#) (Comparison Post)
- [28 Best WordPress Multipurpose Themes \(2021\)](#) (Listicle Post)
- [How To Make a WordPress Website](#) (Video Tutorial)
- [Full Astra Theme Tutorial - Learn How To Use The Astra Theme To Make A WordPress Website](#) (Astra Theme Tutorial)

These articles are a perfect blend of value and marketing. Treat them as your source of inspiration while preparing your next affiliate resource.

All the best :)