

Insider Report

Making Money Online With CPA Marketing

Using CPA Marketing is one of the easiest and fastest avenues to make serious profits online

Year after year cost-per-action marketing has been evolving with more popularity, higher profits, and ease of use.

As with any business model, money doesn't fall from the sky with CPA marketing, but after just a short time, it sure can feel like it!

CPA (cost-per-action) marketing has been an under-valued way of making money online that has been used by smart marketers to make serious profits for the past couple of years. Although CPA marketing is gaining more and more popularity as year's progress it's still an undervalued way of making a full time income online. There are keys to succeeding with CPA Marketing that will be revealed at times throughout this report.

CPA Marketing is just like any other online business approach – you won't be wealthy right away. One of the major fundamentals of CPA Marketing is re-investing your profits over and over again to achieve the income you desire. With that said, anyone can get involved in CPA Marketing with little or no money to invest. You can start as small, build steadily, and ultimately create a CPA Marketing empire.

All you need to succeed in CPA Marketing is ambition, desire, and the discipline to follow the steps I will outline for you in this report.

What Exactly Is CPA Marketing?

CPA (cost-per-action) Marketing is being paid for having a visitor you generated perform an action and thus becoming a lead for the company. The best way to explain CPA Marketing for people that have never seen or heard of the concept before is giving you a quick example. Ever seen an attractive one page website that says “Compare Auto Insurance Quotes and Save 40% or more..!”

That is CPA Marketing. There is a marketer behind that who will inevitably be paid anywhere on average from \$5.00 to \$20.00 per lead just for having you fill out that form. The “action” depends on the stipulation set by the advertiser, but it usually includes having your visitor fill out a simple 1-4 page form that includes information such as their e-mail, telephone, and other personal information. There are CPA offers that collect credit cards for actual products and free trial offers that pay much more, but we’ll get into those later.

Here’s an illustration of a typical CPA offer: (this one pays \$10.75 per lead)



Compare Auto Insurance Quotes and Save 40% or more ...



First Name:

Last Name:

Zip Code:

Are you currently insured, or have been insured during past 30 days on any policy, for any vehicle? ☐ Yes ☐ No

Get My Quotes



Here's how the process of CPA Marketing works:

- You sign up with a CPA Network
- You pick the offer you are going to promote
- You drive traffic either through your website to their landing page **OR**
you can directly route the traffic to their landing page through your unique link
- You are paid for each lead that fully performs the action (usually filling in the form with their personal information).

CPA Marketers live in the fast lane of marketing. This type of marketing is made for those who like results fast and are willing to analyze current offers and experiment with countless new offers. The great aspect of CPA Marketing is that an increasing amount of advertisers are jumping on board due to the increasing amounts of click fraud that cost-per-click advertising is experiencing.

Quick Note: CPC or cost-per-click advertising is an extremely popular form of advertising utilized by publishers on networks such as Google Adword, Yahoo Search Marketing, Facebook Ads, and MSN AdCenter. Advertisers are increasingly finding that their advertising dollars are not being utilized correctly and many times being wasted primarily because anyone can click the advertisement. With CPA Marketing, an actual “action” such as filling out a form has to be completed before the advertiser is charged, making it a better deal for them and YOU!

Let's get into how you can make serious profits living in the fast lane of CPA Marketing...

Step 1: Join A CPA Network

You must first join a CPA Network to begin promoting CPA offers. It's critical that you join a legitimate and well-known CPA Network as there are hundreds out there who are not as large, stable, and may not be active and paying on-time.

First off you need to realize that joining a CPA Network is not as simple as just creating an account at Clickbank. CPA Networks actually make you fill out a short application and manually approve you into their network.

For this reason, you need to follow the tips below to ensure you are accepted into each network:

- ✓ Indicate that you have experience in marketing
- ✓ Indicate that you have the ability to drive significant amounts of traffic
- ✓ Indicate that you have a website (if you do not have a website for reference you may have to create a free blog at Wordpress.com and write a few blog postings on affiliate marketing, cpa marketing, or some sort of marketing. Make it look real because they will check it before accepting you)

Overall you need to prove to the CPA Network you are not a “newbie” who is just giving this a try as these are the types of people they are attempting to keep away from their network due to the amount of wasted time they would spend on technical support issues.

These CPA Networks want experienced marketers who know what they are doing and are serious about making money. After reading this report you’ll be at their level so don’t worry.

I’ve included a list of CPA Networks I work with that are 100% legitimate, paying on time, and stable.

1. <http://www.Azoogleads.com>
2. <http://www.hydranetwork.com/>
3. <http://www.lidango.com/>
4. <http://www.neverblue.com/>
5. <http://www.cpastorm.com/>
6. <http://www.jarmedia.com/>
7. <http://www.copeac.com/>
8. <http://www.pepperjamnetwork.com/>
9. <http://www.marketleverage.com/>
10. <http://xy7.com/>



ID	Campaign Name	Category	Start Date	Creatives	CPA	Ref	Short
1007	1007TestFundus	Insurance	Today	1	\$1.25	-	-
1008	1008TestFundus	Insurance	Today	1	\$1.25	-	-
1009	1009TestFundus	Insurance	Today	1	\$1.25	-	-
1010	1010TestFundus	Insurance	Today	1	\$1.25	-	-
1011	1011TestFundus	Insurance	Today	1	\$1.25	-	-
1012	1012TestFundus	Insurance	Today	1	\$1.25	-	-
1013	1013TestFundus	Insurance	Today	1	\$1.25	-	-
1014	1014TestFundus	Insurance	Today	1	\$1.25	-	-
1015	1015TestFundus	Insurance	Today	1	\$1.25	-	-
1016	1016TestFundus	Insurance	Today	1	\$1.25	-	-
1017	1017TestFundus	Insurance	Today	1	\$1.25	-	-
1018	1018TestFundus	Insurance	Today	1	\$1.25	-	-
1019	1019TestFundus	Insurance	Today	1	\$1.25	-	-
1020	1020TestFundus	Insurance	Today	1	\$1.25	-	-
1021	1021TestFundus	Insurance	Today	1	\$1.25	-	-
1022	1022TestFundus	Insurance	Today	1	\$1.25	-	-
1023	1023TestFundus	Insurance	Today	1	\$1.25	-	-
1024	1024TestFundus	Insurance	Today	1	\$1.25	-	-
1025	1025TestFundus	Insurance	Today	1	\$1.25	-	-
1026	1026TestFundus	Insurance	Today	1	\$1.25	-	-
1027	1027TestFundus	Insurance	Today	1	\$1.25	-	-
1028	1028TestFundus	Insurance	Today	1	\$1.25	-	-
1029	1029TestFundus	Insurance	Today	1	\$1.25	-	-
1030	1030TestFundus	Insurance	Today	1	\$1.25	-	-



Step 2: Get To Know Your CPA Affiliate Manager

Directly upon signing up most CPA Networks will assign you to an affiliate manager.

This person is critical to your success because they have all the information YOU want!

First off, CPA Networks more than any other networks don't have much of a tolerance for "newbies." Call it discrimination, call it not professional, but it's the reality.

Before you start talking to your CPA affiliate manager I'd recommend reading this whole guide and understand the "lingo" and know what you're talking about.



The first thing I do after signing up for a CPA Network is what I call "getting real"

with my CPA Affiliate Manager. I will say something like this "Hey Joe, I just joined my buddy told me you have some great converting offers here. What offers have been converting best lately?"

After you start talking with him or her more and more you can gauge what you can ask them for and you can even ask them to increase the amount per lead that they are currently paying.

Quick Tip: Always ask your affiliate manager what type of wiggle room they have on the offer you are planning on promoting before you start promoting it. Many times they can payout more than what's advertised on the website.

Your affiliate manager is not there to answer questions on setting up a Google Adwords account, or helping you to develop your new website, or to answer any type of questions not directly related to their network. Use your affiliate manager as a valuable tool and you will quickly see this person is directly related to your overall profits!


Step 3: Selecting a CPA Offer In A Good Market

Picking the right CPA offer is critical to a profitable campaign. You should take the advice of your CPA Affiliate Manager as to which offers are converting well and then perform your own due diligence and research.

One of my favorite ways to decide whether a CPA offer is worth promoting or not is to use Google Adword's Free Keyword Research tool. It's easy to use and always accurate. It's the #1 tool in my arsenal to decide if I'm going to continue on with a CPA offer or not. After all, if there's not enough relevant traffic out there, why would you want to promote the offer?

Let's say you've found a cool offer that gives you \$13.00 for each lead you get to sign up for a ringtone subscription. You want to make sure that people are actually looking for ringtones online.

Let's take a look at what Google is telling us:

Keywords	Advertiser Competition ?	Approx Search Volume: March ?	Approx Avg Search Volume ?	Broad ▼
Keywords related to term(s) entered - sorted by relevance ?				
ringtones		6,120,000	7,480,000	Add <<
ringtones free		2,740,000	3,350,000	Add <<
mobile ringtones		201,000	201,000	Add <<
real ringtones		49,500	74,000	Add <<
polyphonic ringtones		60,500	60,500	Add <<
midi ringtones		18,100	22,200	Add <<
nextel ringtones		49,500	60,500	Add <<
ringtone		4,090,000	4,090,000	Add <<
downloadable ringtones		27,100	40,500	Add <<
phone ringtones		301,000	301,000	Add <<
poly ringtones		4,400	5,400	Add <<
voice ringtones		12,100	14,800	Add <<
cellphone ringtones		18,100	14,800	Add <<
monophonic ringtones		6,600	6,600	Add <<
bollywood ringtones		12,100	18,100	Add <<
lg ringtones		110,000	90,500	Add <<

Over 6 million searches done in March alone for the term "ringtones." Many other close terms received thousands and even millions of searches as well. Looks like a winning market! Another great way to find a solid market to get into is called eBay Pulse, you can go to <http://pulse.ebay.com> to find out what the top 10 searches are on eBay.

POPULAR SEARCHES	
	by number of searches
1.	wii
2.	ipod
3.	xbox 360
4.	iphone
5.	wii fit
6.	coach
7.	psp
8.	bakugan
9.	digital camera
10.	ipod touch

eBay Pulse is a valuable free tool to help you indicate where buyers are purchasing right now!

Step 4: Analyze the Competition

First off, you must understand that when marketing CPA offers there is practically ALWAYS going to be competition. Your job is to experiment with and find the markets where you can survive, thrive, and profit. The more CPA offers you experiment with the better you will get at identifying what markets, offers, and techniques are best for making the most profits.

What I first like to do is type in the actual keyterms I'm going to be bidding for in Google's search bar and see if there's any sponsored advertisements active.

For example purposes, I'm going to show you what came up when I searched **"downloadable ringtones."** →

The screenshot to the right shows plenty of competition just as I suspected. Competition is not bad because there's plenty of strategies you can use to gain your share of the market and beat out your competitors. Also, this screenshot on the right JUST signifies the competition for Google Adwords (pay-per-click marketing). There are hundreds of other ways to promote your CPA offers that we will get into later in this report.

Ideally your best success is going to be from niches that are receiving a constant and a good flow of traffic but does not have a lot of competition. If you find a niche like this you should make it top priority and really try to work with the niche and turn it into a profitable venture for you. Again, competition is not a bad thing but if you can find a niche with little or no competition there's a huge opportunity for you to make a lot of consistent profits. Much of your initial time should be spent on this step to really look at your niches demand, competition, and overall possibility for bringing YOU profits for your money and time.

Ringtone Downloads

Find Your Favorite **Ringtones** and Sound Effects. Keep for \$9.99/mo

RingGrabber.com/RingtoneDownload

Downloadable Ringtones

Hot New **Ringtones** From Top Artists. Over 60,000 **Ringtones** - \$9.99/month

www.SendMeMobile.com

Ringtones - 100% Free

Download Ringtones Instantly Get Your Free **Ringtones** Here!

UnlimitedRingtonez.com

Downloadable Ringtones

Top Tunes & Tones For **Ringtones** Check Out These Offers First

RingoPhone.com

Free Ringtones

Get Hot New **Ringtones**, 9,979+ **Tones** to **Download** w/\$9.99/m subscription

DownloadRingtonez.com

Georgia

Free Ringtones

Tons of **Ringtones** to Rock Ur Phones Get Your Tone Now, 100% Free!

www.free-ringtones.ie

Free Ringtones

Directly Send **Ringtones** To Phones, 100% Free **Download**. Over 1,000,000

www.CoolFreeRingtones.com

Step 5: Picking The CPA Offer That Pays Out BEST!

This step is extremely important because it influences your bottom line, overall profits. Let's say you've decided to create a huge review site on the best ringtone services out there. Now, you immediately find a CPA offer that pays out \$12.00 per lead. What if a different CPA Network had the exact same offer for \$15.50 per lead? Why would you want to use the network that pays \$12.00 per lead?




Many CPA Marketers are leaving thousands of dollars on the table every single month simply because they don't know about this free tool. All you simply have to do is type in the name, category, or domain of the offer and you will instantly have results from practically all the major CPA Networks.

<http://www.affspy.com>



For this purposes of this example I'm going to show you the results our handy free tool AffSpy came up with for the category "ringtone."

Results 1 - 20 of 31 for Ringtone

Image	Name	Description	Network	Payout ▾	Details
	RINGTONES.NET www.ringtones.net <small>click to preview</small>	Traffic Allowed: Email, Search, BannerCan not be IncentivizedSpecial Exclusive offer from Ringtones.net! Get cool text service...	Available on 4 networks	\$8.00 to \$20.00	View details »»»
	Funmobile - Complimentary Ringtone uslandringtonetimes.net <small>click to preview</small>	HOT Ringtone	Available on 1 network	\$4.25 to \$14.00	View details »»»
	[Exclusive] Funmobile - Premium Carriers www.ringtonecoupons.com <small>click to preview</small>	This offer features an exclusive brand - Ringtone Coupons - that is ONLY available at CX Digital! NO SOCIAL MEDIA TRAFFIC ALL...	Available on 2 networks	\$1.40 to \$14.00	View details »»»

31 results for ringtone offers! I like to immediately click "Payout" and get the rankings for the offers from the highest to the lowest payouts. Keep in mind that since this tool is still in Beta it does not

include every single CPA Network online, but it includes many of the major ones. Always keep in mind that just because a CPA Offer pays out more than another one that it doesn't always necessarily mean it's a better offer for you to promote. Besides the payout you need to investigate aspects such as the landing page, company, reputation, and determine that actual EPC (earnings per click).

Step 6: Decision Time!

It's now time to decide a very important step in developing your overall business. You have two options when routing your traffic. You can create your OWN landing page to route the traffic to or you can route the traffic for each CPA offer directly to the advertisers landing page. There's pro's and con's to doing both that we will go over in just a moment. This decision is important because it's fundamentally the "model" of your business so you need to take some time to really think about it before you get fully involved in CPA Marketing.



A landing page is simply creating your own webpage or blog and routing all of your traffic directly to it. It can be a review page (most popular), squeeze page, or some type of blog. Now, the great thing about having your own landing page is that you are in FULL control of the traffic that comes to it. You can collect their e-mail addresses to build a list around the niche, you can promote all types of different offers, you can make instant changes, and you can work to really build a business that will never go away. Sure, it takes effort, work, and time but the bottom line is that you are in control of the traffic and you are going to have a website that's there forever.

or...

You can choose to directly route the traffic to the advertiser. This means for every PPC campaign, article submission, video submission, etc. you will be directly routing the

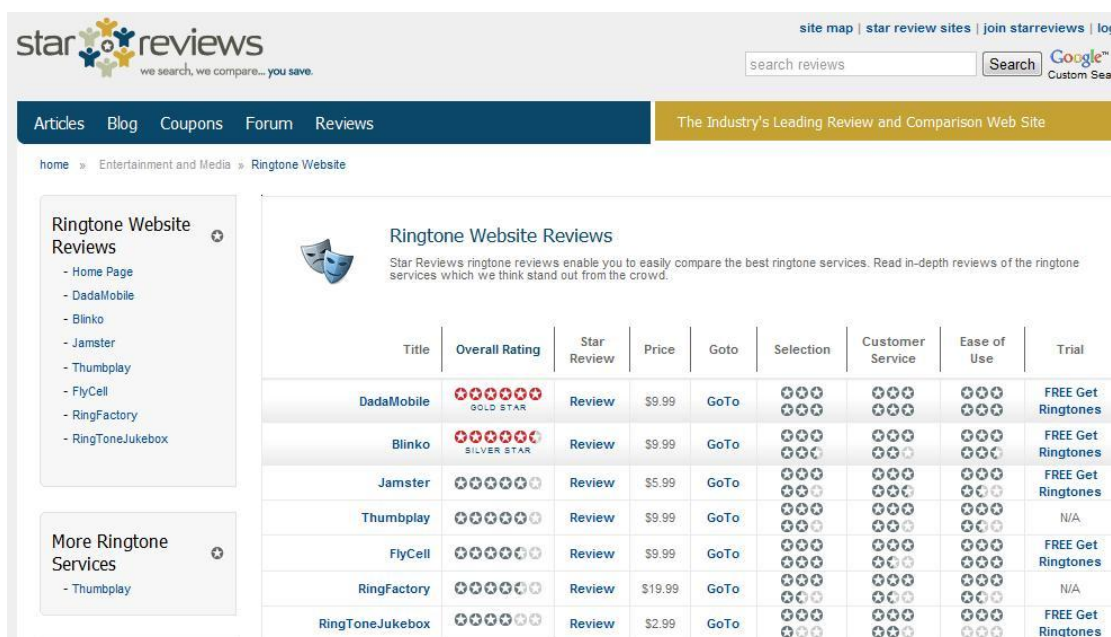
traffic to the advertisers landing page through the link they give you. The result is you will make more profits due to the fact that the visitor is going directly to the advertisers landing page which will mean a higher amount of your traffic filling out the offer.

If you are planning on doing I recommend researching how to “cloak links” and actually registering your own domain to cloak the links so that you are in full control of the traffic. This method is much quicker and will result in slightly more immediate profits but it’s not possible for you to build an e-mail list, business, or anything that has any future profit potential. Essentially you route the traffic and then it’s gone forever. With your own landing page you can capture the traffic for future profits through a mailing list, word of mouth, and other ways.

Which way would I choose?

I’d choose creating my own landing page **9 times out of 10**. The reason being is as competitive as internet marketing is getting today I prefer to constantly build a business, e-mail list, and virtual empire of websites over earning a slight bit more of immediate profits. Sure, it takes more work to build a landing page, increase your page rankings, and generate long term traffic, but anything in life takes work, right?

Here’s an example of an excellent landing page that has been developed for the ringtone niche:



The screenshot shows the Star Reviews website, which is a platform for comparing services. The main content area is titled "Ringtone Website Reviews" and features a table of reviews for various ringtone services. The table includes columns for Title, Overall Rating, Star Review, Price, Goto, Selection, Customer Service, Ease of Use, and Trial. The services listed are DadaMobile, Blinko, Jamster, Thumbplay, FlyCell, RingFactory, and RingToneJukebox. Each service has a corresponding star rating and a link to its review page.

Title	Overall Rating	Star Review	Price	Goto	Selection	Customer Service	Ease of Use	Trial
DadaMobile	★★★★★ GOLD STAR	Review	\$9.99	GoTo	★★★★★	★★★★★	★★★★★	FREE Get Ringtones
Blinko	★★★★★ SILVER STAR	Review	\$9.99	GoTo	★★★★★	★★★★★	★★★★★	FREE Get Ringtones
Jamster	★★★★★	Review	\$5.99	GoTo	★★★★★	★★★★★	★★★★★	FREE Get Ringtones
Thumbplay	★★★★★	Review	\$9.99	GoTo	★★★★★	★★★★★	★★★★★	N/A
FlyCell	★★★★★	Review	\$9.99	GoTo	★★★★★	★★★★★	★★★★★	FREE Get Ringtones
RingFactory	★★★★★	Review	\$19.99	GoTo	★★★★★	★★★★★	★★★★★	N/A
RingToneJukebox	★★★★★	Review	\$2.99	GoTo	★★★★★	★★★★★	★★★★★	FREE Get Ringtones

Now, if you have chosen to create your own landing page before directing your visitor to the CPA offer I will now go into some information you need to follow. If you have decided to directly route your traffic to the CPA offer landing page then feel free to pass the next couple of pages.

1. Registering a domain and purchasing hosting



Registering a “catchy” domain name is extremely important. You need to be sure that your domain is directly related to what you’re going to be talking about.

A great domain name for the ringtone niche would be something like

“BestRingtoneSources.com, Top10RingtoneDownloads.com, BestRingtonesToday.com”

Something that makes your visitors WANT to click your website when they see it in the search engines. After you register your domain you then want to find a reliable place to actually host your domain. A great place I’ve used for year is HostGator.com they are reliable, cheap, and the most well-known hosting company online today.

2. Design and fill in your landing page

Designing and filling in your landing page is an essential part to being successful with the offer you are promoting. While I can’t give you a full course today on web design and writing content I will point you in the general direction of where you can go and what you need to be worried about the most.

First off, if you’ve never designed or worked with web design before there are two great programs I like to use, Microsoft Frontpage and Macromedia Dreamweaver.

These programs are both inexpensive, easy to use, and will help you to create great and appealing webpages. If you are not good with web design I highly suggest acquiring a cheap graphic designer from places like the Digital Point Forum, Warrior Forum, or eLance to create a nice “minisite” or “header” graphic for you to use on your website. Good graphics are key to having a website that gains your

visitors trust and makes them want to stay on your webpage. After you have your graphics setup and you're actually ready to write the content and add the CPA offer links on your webpage you should now worry about the following aspects to make sure that your new visitors will stay on your website and inevitably go to the CPA offer you are recommending:

- **Headline** – You have an estimated 3 seconds to capture your new visitors trust and keep them on your webpage. You need to work to immediately capture their attention through a headline. Here are a few examples of good headlines you can use on your landing page:
“Finally Revealed – The Top 5 Best Places To Get Free Ringtones”
“Can YOU Really Get Unlimited Ringtones For Free? Keep Reading to Find Out...”
“The Top 5 Ringtones Sites Are Finally In – Keep Reading To Find Out Who Won Our Award”
- **Clear landing page with a PURPOSE** - You need to decide what is your landing pages purpose. Is your landing page there to review different CPA offers? Are you there to provide free information for the niche? Are you there to bash other CPA offers? What do you want to GIVE your visitor? Make your landing pages purpose clear and concise so that there is NO confusion whatsoever.
- **Call to ACTION!** - You need to TELL your visitor what to do. People like to be told exactly what they should be doing.
Say phrases like: “Ready to get your free ringtones? Click here now!”
“Tired of the same old ringtones? Click here to get new ones!”
- **Scarcity!** - The #1 tactic that has been used by online and offline marketers that still works like a charm today is SCARCITY. By scaring your visitor into believing your offer is only valid for a limited time, for the next 24 hours, or for the next 15 visitors you will see your conversion rates shoot through the roof! Add scarcity into your landing page and watch the results soar!

Step 7: Research and Planning Time!

Okay, so now you have the niche and offer picked out, you have a landing page, and your links are up and ready to be used! The next step in the process is researching and planning for which keywords you will be targeting. Researching and planning is essential to a good marketing campaign. In step 8 we are going to discuss the various ways of marketing your CPA offers, but in this step we are really going to get into what you need to do to RESEARCH exactly which keywords you will be targeting. No matter what promotion method you choose you will have to choose specific keywords. Without knowing what keywords to target it's just like going on a car trip without your directions. You must research and plan for exactly what keywords you will be targeting. Here are some great tools you will be using. You want to look for the keywords that would most likely turn a visitor into a sale. For example, "buy ringtone" would convert much better than "free ringtone download" for the simple fact that the person typing in "buy ringtone" is already expecting to pay for something while the person looking for "free ringtone download" is most likely just looking for a 100% free download.

General keyword research tools:

1. Free Keyword Suggestion Tool From Wordtracker

URL: <http://freekeywords.wordtracker.com/>

This tool gives you the top 100 search results. I've been using this for years to do general keyword research on what are good keywords to look into for any niche I enter. It's not advanced by any means, but it's free and gives you accurate results for the top 100 searches.

ringtones

75,615 searches (top 100 only)	
Searches	Keyword
8646	free ringtones
5597	ringtones
4109	christmas ringtones
2930	download free ringtones
1905	free nokia ringtones
1750	free ringtone downloads
1726	free christmas ringtones
1706	verizon ringtones
1705	free verizon ringtones
1162	free sprint ringtones
1155	free mobile phone ringtones
1111	ringtone

2. Google Keyword Tool

URL: <https://adwords.google.com/select/KeywordToolExternal>

What better place to get keyword ideas from than Google itself!

This tool gets more in depth as to what's actually happening in your niche.

Google will display related keywords, advertiser competition, the approx search volume for the month prior, and the approx average search volume you can expect. This type of information can really give you insight as to whether or not a keyword is worth targeting or not.

Let's take a look at the top results for the keyword ringtones:

Keywords	Advertiser Competition ?	▼ Approx Search Volume: March ?	Approx Avg Search Volume ?
Keywords related to term(s) entered - sort by relevance ?			
ringtones	<div></div>	6,120,000	7,480,000
ringtone	<div></div>	4,090,000	4,090,000
ringtones free	<div></div>	2,740,000	3,350,000
free ringtone	<div></div>	1,220,000	823,000
ringtones for	<div></div>	823,000	823,000
ringtones for free	<div></div>	550,000	450,000
phone ringtones	<div></div>	301,000	301,000
ringtones download	<div></div>	301,000	301,000
mobile ringtones	<div></div>	201,000	201,000
phone ringtone	<div></div>	201,000	165,000
download ringtone	<div></div>	165,000	201,000

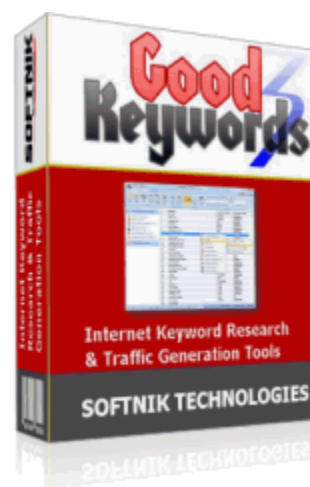
Besides the high level of competition you can see there is a healthy level of constant traffic in this niche.

With this tool you should be able to get some great keyword ideas and really start to add to your list on which keywords you will be targeting.

3. Good Keywords

URL: <http://www.goodkeywords.com/products/gkw/>

This keyword targeting software has a free and paid version. This software really analyzes each keyword to determine site popularity, link popularity, and really works to give you good keyword search suggestions and related terms. This program also displays misspelled versions of your keyword which is very important considering around 10% of all search queries online are misspelled.



Now, let's get into actually looking at spying on your competition's PPC keyword bids!

PPC Keyword Search Spying Software:

1. SpyFu

URL: <http://www.spyfu.com/>

Cost: Around \$30 per month

SpyFu is quite simply the best tool out there when it comes spying on your competition. It will show you exactly what keywords your competition is bidding on, how much their ad budget is per day, their organic keywords, top organic competitors, top ad competitors, individual keyword pricing, and more. I've used this service for a long time and have been very happy with the results and edge it has given me over my competition that does not utilize it. The service is pretty self-explanatory for any level of user so simply head over to their website to learn more.



2. Keyword Spy

URL: <http://www.KeywordSpy.com>

Cost: \$89.99 per month

Keyword Spy is another great tool out there that allows you to find which keywords your competitors are using. It has a lot of the same options as SpyFu and displays everything in an easy-to-read text and graph format. This tool also shows you your exact market share compared to your competitors. A bit pricey but definitely worth it if you're looking to get serious in CPA and internet marketing.



After using the four tools I've just listed you should have compiled a keyword list that you are going to start using for your marketing campaign. A good marketing campaign should have free and paid traffic. In the next step I am going to show you exactly how you can use your keyword list you have created to create an all out aggressive marketing campaign that is sure to bring in CPA leads and sales quick!

Step 8: Time to Market!

We are now at the most important step of the book. This is where the money ultimately comes from, good marketing! You can have the best niche, best CPA offer, best landing page, and best keyword list but if nobody ever sees you it's going to be impossible to ever make any money. I always stress creating a balanced marketing campaign that has a good balance of free and paid traffic. The free traffic is generally traffic that is long term and will help you to really build a presence in your niche while the paid traffic is instant traffic that you will bid for. As you begin to start your marketing campaigns it's essential that you strive to create a good balance and really spend time tinkering with your settings, keywords, and bids to make sure you are getting the most out of your marketing efforts. Let's get into the various ways you can market! We will first go over the paid methods.

1. Google Adwords

URL: <http://www.google.com/adwords>

I know you've heard of this one! Google has a PPC platform called "Google Adwords" that is extremely popular, competitive, and easy to use. Now don't be scared because it's competitive as there is still plenty of room for money to be made by you. Just as pictured to the right your objective will be to get your advertisement displayed in a favorable position every time a person types in a specific key term. Every time a person clicks on your advertisement you are charged the set rate for that click (usually ranging from \$0.20 - \$2). The key is to find a good group of keywords that bring in constant profits for your business on a daily basis. Google Adwords is a very fair platform but you must realize that they do give favorable positions to those advertisers who have established websites, good pageranks, and good account standing. Get in there and make a name for yourself starting today!

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2. Yahoo Search Marketing

URL: <http://sem.smallbusiness.yahoo.com/searchenginemarketing/>

Yahoo Search Marketing is another great solution to gaining inexpensive and quality paid traffic. Yahoo Search Marketing doesn't bring in anywhere close to the amount of traffic that Google brings in, but it's still a great solution that is overlooked by many marketers. Yahoo's platform is extremely close to how Google's works. The only major difference you'll find using Yahoo is less competition between marketers but also far less traffic.

Quick Tip: Many times I've found that my advertising PPC dollars are better used with Yahoo Search Marketing due to the simple fact that there's much less competition between marketers. If you can make an advertising campaign profitable and cost effective on Google Adwords then chances are it will work even better on Yahoo Search Marketing. Don't overlook this method, it definitely works!

3. Facebook Ads

URL: www.facebook.com/advertising/

It seems like today that EVERYONE has a Facebook. All my friends, many colleagues, family members, and acquaintances all around me have created Facebook accounts to catch up with family, friends, and old school buddies. The fact is that with Facebook enormous user base, this represents a golden opportunity for marketers to take advantage of. Facebook Ads was created with marketers in mind. The platform closely resembles Adwords and Yahoo Search Marketing except for one major difference. Facebook Ads allows you to perform something called "profile targeting." This means you can target users base on age, gender, demographics, interests, and much more. This gives you a huge edge because you can narrow

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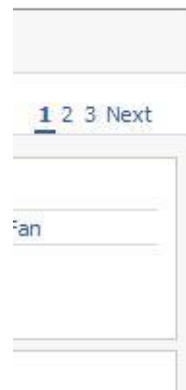
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down Facebooks user database to users who are actually more likely to fill out your CPA offer. After all, if you were trying to promote a CPA offer that requires you to fill in a credit card it wouldn't do much good to have a 13 year old guy on Facebook click on your advertisement, would it?

4. MSN AdCenter

URL: <https://adcenter.microsoft.com/>

MSN AdCenter only has about a 2-4% traffic share as compared to Google who controls 90% of all search traffic. But 2-4% can still mean hundreds or even thousands of cheap clicks for you per day. Just like Yahoo, don't overlook MSN. They are always looking for new advertisers and will personally help you get started in advertising with them. If you're new to the PPC game and want to try it out with an inexpensive, low competition, and team that is there to help you this is the search engine to go with! Their platform for setting up your campaign is very similar to Google's and Yahoo's. While you shouldn't solely rely on MSN as a traffic source since it is the smallest, it's definitely one to add to your overall CPA Marketing arsenal!

Okay, let's get into the free and long term traffic methods!

1. Article Marketing

Article market is one of the best, most inexpensive, and long term free traffic methods out there. There are many marketer who have solely relied on building their empire of websites from article marketing and have a six figure a year income to show for it! The key to article marketing is persistence and getting every ounce of traffic out of every article. To do this

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you need to follow a couple of important aspects in planning for, creating, and distributing your articles.

Keyword Research

Keyword research is extremely important. When people search for certain key terms in Google, you NEED to show up! You should find many long tail key terms that have low competition. Be sure to review the section on Step 7 that goes over keyword research, it's very important!

Putting Together A GOOD Title

Good article titles is what turns searchers into visitors (free traffic for you).

Let's look at the difference between a good and bad title:

Bad title for an article: Download Ringtones – The Places To Get Them

Good title for an article: Download Ringtones – The Cheapest and BEST Places To Get Unlimited Ringtones!

See the difference? Descriptive, hype, and makes the person seeing it WANT to click on your article over every other article out there!

Writing A Good Article!

Whether or not you are writing the article or outsourcing the whole process you NEED to ensure that the article written flows, is easy to read, and really keeps the visitors interest. Otherwise your readers eyes will never see your resource box which means you will never receive much traffic from your article marketing efforts!

Writing A Good Resource Box!

Writing a good resource box is extremely important. Your resource box needs to create urgency, interest your reader, and ultimately make them click the link to your website.

Let's look at the difference between a good and bad resource box:

Bad resource box: I can show you how to download ringtones at <http://www.YourWebsite.com>

Good resource box: Looking for the best unlimited ringtones? Learn about the top 3 places to get unlimited and free ringtones at <http://www.YourWebsite.com>

Getting Maximum Exposure!

Maximum exposure is the key to a good article marketing effort. After all if you can't ever get anyone to see your articles, how are you going to make any sales? While many marketers have different theories on what is the best way to market articles, my theory is to get the articles distributed to enough high ranking article directories on the internet as possible. In my eyes, duplicate content is not an issue and is mostly a myth.

	<u>URL</u>	<u>Alexa Rating</u>	<u>Google Pagerank</u>
Listed to the right is the highest ranking article directories online today. I'd suggest submitting to the 10 highest ranking article directories online along with some mass submission services. Mass submission services allow you to submit your article one time and have them re-distribute it to thousands of other article directories for a low fee.	1. ezinearticles.com	208	6
	2. ArticlesBase.com	1,027	5
	3. buzzle.com	2,309	6
	4. webprnews.com	3,330	6
	5. goarticles.com	5,577	6
	6. searchwarp.com	6,692	4
	7. pubs.acs.org/hotartcl	7,110	7
	8. articledashboard.com	7,971	6
	9. articlealley.com	9,020	5
	10. articlesnatch.com	10,118	2
Here are the links of the best mass article distribution services out there today: http://www.iSnare.com http://www.ArticleMarketer.com http://www.SubmitYourArticle.com	11. amazines.com	10,152	3
	12. ideamarketers.com	13,188	3
	13. isnare.com	13,233	4
	14. articlecity.com	19,973	6
	15. articlecube.com	23,367	5
	16. web-source.net	23,884	5
	17. submityourarticle.com	24,592	2
	18. free-articles-zone.com	26,670	4
	19. articlerich.com	26,916	4
	20. site-reference.com	28,441	5
	21. articlesfactory.com	29,275	5
	22. upublish.info	29,684	4
	23. a1articles.com	29,720	4
	24. article-buzz.com	31,243	3
	25. articlegarden.com	31,829	4

2. Video Marketing

Video marketing is getting larger and larger by the day. Create some informative videos either through a camcorder or through Camtasia's on-screen recording program. I've seen marketers create the most low budget and outright dumb videos that turned out to get thousands of views

and bring in thousands of dollars in sales. The more videos you create the more you'll learn and actually enjoy creating them.

3. Give Content to Others

Giving content to others is one of the best ways of generating traffic for free. Many people have seen what I have done and personally invited me to help them write certain chapters of a book using my expertise on a subject. When you help others out not only will people see that you are an expert subject expert but will want to buy your products and/or service. Create an account on message boards and contribute to postings helping others out. This is another great form of contributing content.

4. Allow the Use of Your Articles on Other Publishers Sites

If you write excellent articles you will definitely get noticed. You can allow other publishers to use your articles on their site to add content as long as they include your resource box in the content. This will spread your site all over the internet completely free of charge.

5. Give Away Free Viral Reports

When a visitor comes to your site you can have them enter their email address for a free report and they can also give this report away for free to their visitors. The report can be about anything related to your niche. All you need to do is put your website name and publisher information in the report. This is just like an article for example, but it is portable and can be given away over and over again.

6. Create RSS Feeds to Your Content

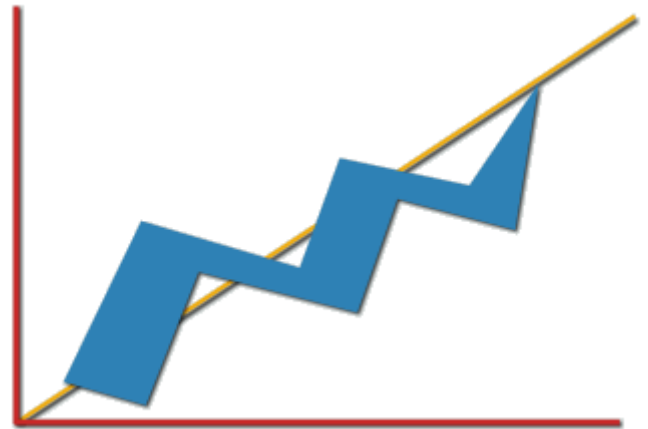
RSS stands for "Real Simple syndication" and it is a great way to share web content. Publishing your own RSS feed is a great way to get your content out on the net. If your RSS feed is great, others will use it linking your content to your site for free!

7. Present Testimonials

Offer testimonials to publishers that have great products. When you give your testimonial you need to include your website address and your name. People will see these testimonials and go to your site.

Step 9: You Must TRACK!

In CPA Marketing tracking is extremely important. If you do not track then you are going to lose a lot of money and never know where your actual profits are coming from. For those of you who do not understand tracking, let me better help you to understand. Imagine that you've put together a list of 10 keywords to use in Google Adwords. Now, your CPA offer is running and you're making around 15% ROI on the offer you are promoting. You want to know EXACTLY which keywords are bringing in the profits and which ones are not performing well. This way you can get rid of the "bad keywords" and pump more advertising dollars into the "good keywords." Tracking is more important in CPA Marketing than any other type of marketing because everything moves so fast. You should know day-by-day exactly what keywords, method of advertising, landing pages, and more of what is working and what's not working.



When tracking in CPA Marketing it's important to track all of the following:

- Ad Groups
- The Traffic Source
- Which Keywords Are Converting
- Type of Advertisement (text or image ad)
- Which CPA Offer Converts Best
- Which Landing Page Converts Best

- The Ad Group
- The Ad Variation (Conversions and CTR)

The most important item to track is your PPC (pay-per-click) advertisements. In these days there are many advanced free tracking programs provided by Google, Yahoo, and MSN

to help you track your conversion and CTR rates. Google Analytics is the most popular and it works very well to help you decide which ads, keywords, and more is working best. All you need to do is get the conversion tracking codes from the tool your PPC account and ask your affiliate manager at the CPA network to have the advertiser place the code on the advertiser's success page. They will be happy to do this for you. Most



marketers new to CPA do not bother to track results until they finally learn the hard way about how important it really is to track where your converting and profitable traffic is coming from.

Step 10: Rinse and REPEAT!

The CPA Marketers who make a lot of money every single month are those who promote multiple CPA offers. Once you finely tune your first CPA offer, move on to the next one, then the next one, and keep going! The more income streams you can bring in the better. You are going to find the golden eggs where you make a ton of money and you're also going to find those that just don't work out. Keep persistent, keep learning, and never give up! The CPA industry is evolving at a rapid rate and looks like it's here to stay. Learn from the ground up and become an advanced CPA marketer!



Final Thoughts

I didn't to where I am today by waiting for someone to change my life. It took me getting out there in the trenches and learning for myself. Although I've just given you a step-by-step process that really would work to bring in thousands of dollars consistently it's really up to you to put the plan in action. My advice to you is to never let one setback or disappointment hold your business back. Get out there and do whatever it takes to make the amount of income you and your family deserve. It's the ACTION you take that decides your ultimate future and outcome.