

Make Money Online With Affiliate Marketing

Section 1: Introduction



About the Author:

This guide is written by Jonathan Volk, a super affiliate marketer making millions of dollars each year online.

Jonathan Volk also writes a blog on new and upcoming techniques at JonathanVolk.com.

Introduction:

Hey! Congrats on downloading my free guide to making money online with affiliate marketing. Time and time again I am asked how I make money online and if it's possible for someone else. Let me say it now. It **IS** entirely possible to make money online without promoting unethical programs, spamming people, or having to be a programming / design guru. **The methods I will teach in this guide are completely legitimate methods that I have used to make millions in revenue online.**

What This Guide Is NOT:

This guide is not like many of those other systems out there claiming to get you to earn \$xxx/ day working 1 hour per day. It simply doesn't work that way.

There is no automated system. There is no set it and forget it. There is no, "one day of work per month to make \$459 per day." There is no "super guru" secret that you can implement to earn unlimited money with no work. If any person or system is claiming to do any of the above for you, I would estimate that 99 times out of 100, you'll end up not making anything, if not losing money.

Who Am I? What Do I know About Affiliate Marketing?

My name is Jonathan Volk and I am one of those "make money online" guys. I've spent years of my life learning how to make money online and am actively doing it – and doing it every day.

Currently I am president and CEO of Surge Marketing Inc where we generate millions of dollars per year in sales for companies. I have been making a significant income online since 2007 and have been actively trying to make money online since 2004.

I also run a blog on <http://www.jonathanvolk.com> where I have taught tens of thousands of people new techniques and tricks for affiliate marketing. If you would like to get new blog posts delivered to your inbox, you can [click here](#) (<http://bit.ly/cBju3c>) and then enter your email to subscribe to new posts.

My Story (Briefly)

I started out, perhaps like many of you, with nothing. No super awesome websites, no guru email marketing lists, no product to sell, nothing.

I started out trying to make money online in 2004. I failed time and time again. I never gave up because I had (and still have) a passion for trying to make money through the internet and took each failure as a lesson of what not to do.

I failed at business after business from web hosting to automated linking services to arcade websites to proxy websites and more.

It wasn't until I really started to focus on affiliate marketing that I really began to hit some success.

It was March, 2007 (yup, 3 years of failing) that I got to leave my part time job and work at home making money online full time – all via affiliate marketing. This full time promotion allowed me to pour countless hours into making money online and get to the level that I currently am at now.

Now as I write this guide in 2010, I've been fortunate enough to generate millions of dollars per year in revenue online since 2008. **In fact, in just a few short years, I have generated over \$4 million dollars in revenue online!**

Starting 2010, my company's goal is to hit over \$5 million in revenue... and it's entirely possible thanks to affiliate marketing!

Section 2: What Is Affiliate Marketing?

Affiliate Marketing is marketing products or services for other companies in exchange for a commission. You are a virtual sales person of sorts. You don't deal with inventory, customer service, follow up, or anything like that. You simply sell.

When you successfully get a customer to the business and make a sale (or lead), you get paid a commission.

As an example, let's look at Zappos.com. Zappos is an online shoe retailer. Zappos wants as many sales as possible and in order to do so, will pay you a commission if you get someone to buy because of your advertisements. So they give you a special "affiliate" link and when you have people go through your affiliate link and purchase something on the zappos website, you automatically get paid a percentage of the sale.

Now... think if you could find tens of thousands of people actively looking for shoes. You could be placing your special affiliate link in front of them and be making money 24 hours per day.

This is just a simple example of what affiliate marketing is and how it's done; there is a bit more to it all, but all of it will be covered in this guide.

Section 3: What Is An Affiliate Network?

What is an Affiliate Network?

You could try to go and find each individual website you want to promote, try to setup a deal with them and then become their affiliate but that would take a lot of time.

This is where the affiliate networks come in.

Affiliate networks are companies that facilitate the “network” or relationship between the companies and the affiliates (you). Affiliates (*Industry term: Publishers*) sign up for the affiliate network and instantly have access to thousands of companies (*Industry term: Advertisers*) that want you (affiliates) to promote their business. You can pick through any number of these companies to promote.

This instant access to hundreds or sometimes thousands of companies is the true power of being a part of an affiliate network. But... the benefits don't stop there.

You never deal with the individual companies directly. Instead, you always deal directly with the affiliate network. This way you really only have one point of contact.

Finally, the other major benefit of the affiliate network is the payment terms. Affiliate networks usually pay their affiliates way faster than a direct company. Instead of waiting 60+ days to be paid (net 30 or even net 45), you can often get paid bi-weekly or weekly after a small earning threshold. For example, many networks will set you on weekly wires if you start generating \$1000 per week or more in commissions.

So what does the affiliate network get out of all of this?

In exchange for all of this, the affiliate network takes a small percentage from the commissions you generate. Don't worry... it is well worth it!

Affiliate networks are the best places to start in your affiliate marketing career. Even to this day, I still use affiliate networks for a majority of my business because it allows me to leverage my time as best as possible.

Getting Accepted Into An Affiliate Network

It can be a bit difficult to get accepted into an affiliate network (specially for people outside the US) when first starting out. It might seem like a tough process but if you follow the steps below, you should have no problem.

This tough process is due to affiliate networks taking on a ton of risk. In most cases they have to pay bigger affiliates weekly (sometimes even daily) but yet only get paid from the companies net 15 or even net 30! In some cases the companies are late or even fight payment. If a certain percentage of leads for example are not good, then they often don't want to pay for the whole batch of leads.

Risk Factor

To affiliate networks it's all about one thing. How much of a risk are you to them?

Think of the network that has 1000 applications waiting for approval.

Because of the sheer number of scammers joining affiliate networks each day, the only way to stand out is to show them you're not one of them.

If you're an affiliate from a major country, your risk factor is substantially lower but still does not guarantee acceptance... You need to do more than JUST apply.

To be Accepted...

To be accepted into a network, you must get over the fear of talking to real live human beings.

Yup, that means actually calling in. I know... I hate talking on the phone probably as much or more than most of you who would rather pull teeth than talk on the phone but it's a necessary evil.

When you apply for any affiliate network, you must not sit and wait there for approval but you should call them. If you get denied, call them and ask why.

Calling a business removes a lot of the risk factor as a majority of hackers, scammers, and fake lead generators don't want to call. When you're on the phone, the network is probably going to ask you how you plan to promote the affiliate offers, if you have any websites, etc.

Some of the scammers have recently gotten smarter and have begun hiring actors to call the networks. Therefore the networks are going to be asking your specific questions about how you plan to promote their affiliate offers.

Study out **one** of the methods that you will learn about in this guide. Really focus on it and become confident in that single method. That way when it's time to answer some questions about how you plan to promote the affiliate offers, you shouldn't have a problem being accepted into the network.

Application

One common question you will see on the applications for the affiliate networks is what your website is. If you have ANY website, no matter how terrible, put it in. It really doesn't matter that much in the terms of approval.

If you have no website, no worries either. Put something like Facebook.com in the website url if you plan to promote via facebook and explain in the comments section your plans.

Website or no website, explain yourself and promotion methods in the comments section on the application.

Word of Caution! Don't Get Scammed!

More and more affiliate networks are popping up every day. Be wise and stick with the tried and true affiliate networks. Until you have some experience under your belt and know what to look for, do not try to go for just any affiliate network. You don't want to risk not getting paid.

In 2009, I was not paid over \$22,000 from bad affiliate networks. I was fortunate. There were others that lost even more than that.

[You can read about that story here.](http://www.jonathanvolk.com/internet-marketing/22000-in-losses.html) (<http://www.jonathanvolk.com/internet-marketing/22000-in-losses.html>)

Section 4: Recommended Affiliate Networks

Affiliate networks to check out:

Now before I tell you about networks to apply to, I want you to know these are all networks I am a member of and highly recommend.

Also know that by applying to these networks, I will be paid a small referral fee (usually around 2% of your earnings). This ~2% commission is taken from the affiliate network profit margins and not from your actual earnings.

This is one of the main ways that I am making money from this guide and appreciate if you apply using the links below as a thank you to me for writing this detailed guide.

Lastly, if you apply using my links, if you need help getting accepted into a network or get stuck on something, I'll be glad to help you as much as possible.

I recommend you join around 3-5 affiliate networks to start, no more than 8. Otherwise it just becomes too much.



AzoogleAds (<http://bit.ly/a0bmcA>) – AzoogleAds is my personal favorite affiliate network and the one I've made a LOT of money on. I've been quite open about them being my favorite affiliate network for years and they remain my favorite.

The company is on top for a reason: they treat their publishers very well. More than just gifts (like big screen TV's, flights, parties, etc) they also are great at building relationship with their publishers and actually care about how you are doing as an affiliate.

I've had the privilege of working with AzoogleAds since the start of my affiliate marketing career and they have been a large key to my success.

I highly recommend you check them out no matter big or small affiliate. As of recently, they have a whole team designed specifically for the newbie affiliates called the AZN Advisor.

If you're a smaller / newbie affiliate, you get access to this AZN Advisor where you get newsletters, tips, tricks, and more! They are one of just a few affiliate networks to offer this to the smaller publishers and that is just another reason why they are on the top of my recommendation list. Highly recommended!

[Join AzoogleAds Now \(http://bit.ly/a0bmcA\)](http://bit.ly/a0bmcA)



[Elite Clicks Media](http://bit.ly/bt4ktk)

(<http://bit.ly/bt4ktk>) –Elite Clicks Media is a newer network that really has impressed me.

I recommend you join ECM if you're looking to get started with social media affiliate marketing, media buying, or PPV affiliate marketing. They have some top converting offers for those 3 marketing methods.

Besides having a lot of really great offers, the professionals behind Elite Clicks Media is a great team of guys that are set on helping their publishers go to the next level. For example, just recently, ECM held a free webinar on CPV/PPV Marketing. More importantly, they have even more webinars lined up to help their publishers learn! This, to me, shows how they are not just like any other old network.

One unique benefit of ECM is that they have a personal coaching program available to publishers. The goal is to take them to \$1000 per week (and weekly payments), then \$1000 per day, and then to \$100K per month and beyond.

I highly recommend you check out ECM and once you are approved, be open and honest about your goals and intentions and this team will help you to meet those goals.

Last but not least, Elite Clicks Media recently partnered up with Kevin Harrington. You know, the guy who has sold more than \$4 Billion dollars worth of merchandise via television infomercials.

Now that speaks volumes!

[Join Elite Clicks Media \(http://bit.ly/bt4ktk\)](http://bit.ly/bt4ktk)



[QwikMedia \(http://bit.ly/bWkAEu\)](http://bit.ly/bWkAEu) –

QwikMedia is owned by a group of experienced online marketers with specialized experience in pay per click traffic, media buying, and lead generation.

When you join Qwikmedia, you get access to these highly experienced internet marketers. In fact, when you join Qwik media, I would recommend being open and honest about your goals with them, what promotion methods you plan to use and seek their advice on how to best go about your campaign.

I know from personal experience that they will be right there to help you as much as possible.

I recommend you focus on PPC, media buying, or doing any lead generation offer (which, if you remember, are the offers I recommend you start with) when using QwikMedia as these are their specialty.

Many of the offers are exclusive offers (meaning you can't get them at another network) that are doing really well right now in niches like dating, insurance, and more.

[Join QwikMedia Now \(http://bit.ly/bWkAEu\)](http://bit.ly/bWkAEu)



[Tatto Media \(http://bit.ly/cfXX38\)](http://bit.ly/cfXX38) – Tatto Media is an affiliate network run by some highly successful internet marketers. One thing I appreciate about Tatto, is they are a big business that is run very well.

As well as an affiliate network Tatto is an advertising agency that serves tens of millions of unique impressions per month using a proprietary ad server system. Tatto Media is built from people who are highly successful marketers and because of this they only have offers they for the most part have tried and tested themselves.

You don't have 1000 offers of which 950 are making \$0.

The other great thing about Tatto is that many of the offers are their own exclusive offers that they have made and optimized themselves. They have some of the best mobile offers. Mobile offers do really well on social traffic and media buys. If you plan to focus on either of those methods, you should check out Tatto!

[Join TattoMedia Now \(http://bit.ly/cfXX38\)](http://bit.ly/cfXX38)



[NeverblueAds \(http://bit.ly/c0oVie\)](http://bit.ly/c0oVie) –

NeverblueAds was one of the first affiliate networks I joined when I was first starting out and was one of the first networks that I had success on.

In fact within just a few weeks of running on NeverblueAds, I was able to get a campaign going that was making upwards of \$400 revenue per day!

Since then, NeverblueAds has continued to expand the amount of amazing offers they have, including many exclusives. I would especially recommend you sign up for NeverblueAds if you plan on doing social media marketing as they have many good offers to pick from in this vertical.

NeverblueAds is one of those networks that really has established themselves as a great network to use by always paying on time, treating their affiliates very well, running awesome contests, and more. It's because of this that many of the super affiliates run a majority of their traffic with NeverblueAds!

[Join NeverblueAds Now \(http://bit.ly/c0oVie\)](http://bit.ly/c0oVie)



[Affiliate.com \(http://bit.ly/cNjzi4\)](http://bit.ly/cNjzi4) –

Affiliate.com is one of the larger affiliate networks that was started by one of the

largest email marketers in the business, Scott Richter.

If you plan on doing any sort of email marketing, whether it be capturing emails via PPV, PPC, or any other method, I highly recommend you check out the offers at Affiliate.com.

They have a great assortment of offers designed specifically for email. Beyond just email offers, they also have affiliate offers for just about every niche. And because this company is run by a super affiliate, they know the business very well.

Affiliate.com puts it this way, "Our mission is simple. When you are successful– we are successful! We provide a wide variety of benefits you won't find at other networks." So, if there is one thing that sets affiliate.com apart from the rest is their focus on providing affiliate support and I love that about this company. I highly recommend you check out affiliate.com!

[Join Affiliate.com Now \(http://bit.ly/cNjzi4\)](http://bit.ly/cNjzi4)



[CXDigital \(http://bit.ly/9IbrFC\)](http://bit.ly/9IbrFC) – CXDigital is another network that is highly regarded in the affiliate marketing industry by many super affiliates.

CX is a large publicly traded company and an affiliate network with a ton of affiliate offers. Because of the size of this network, you can get just about any offer and get really good payouts at that.

I've used CXDigital for some of my affiliate offers in the past and they have always treated me well and the offers have converted great. Another reason people love to use CXDigital is because of the awesome rewards program.

Every \$15,000 you earn with CXDigital (rolls over month to month) gets you a \$100 prepaid Mastercard! Imagine earning cash for earning cash. :)

[Join CXDigital Now \(http://bit.ly/9IbrFC\)](http://bit.ly/9IbrFC)



[Copeac \(http://bit.ly/atAgwD\)](http://bit.ly/atAgwD) – Copeac is another great network that you can join.

A large number of super affiliates use Copeac frequently because they have a huge number of offers that work really well.

Here is one of the best parts about Copeac. If you hit \$1000 per week in earnings you get paid weekly. While other large networks require \$10,000 per week or more, they only require \$1000.

When you're starting to grow, this is a good network to use as it will help your cash flow quite a bit.

Additionally, if you're looking for free trial offers, Copeac is one of the best places to

look. They regularly have top converting offers in that space.

[Join Copeac Now \(http://bit.ly/atAgwD\)](http://bit.ly/atAgwD)

Section 5: How Does All This Come Together?

Ok, so you now have different companies you can promote after being accepted into an affiliate network. Great! Now what?

What about if you don't have a website to put advertisements on?

The great part about affiliate marketing is you don't technically need a website to make it work. In fact, many affiliates go a large part of their career without ever making a website.

Instead, you can buy traffic (or visitors) from many sources. Buying traffic is the key to having huge success. Instead of having to wait for the visitors to come to a site you're building, you go out and find websites that will allow you to buy ads so you can place your affiliate links! Instantly you can test multiple offers and see if it's going to work for you.

So the general idea for affiliate marketing is buying ads at a low enough cost that you have a difference in your cost and the amount of commissions that those ads generated.

That's the basics of affiliate marketing.

Don't Worry... You don't need thousands of dollars to start.

Buying ads might sound expensive but you can literally start with as little as \$5 dollars. And... I'll be trying to work out some deals to get coupons for all the readers of this guide.

If you are subscribed to my blog's RSS feed (<http://www.jonathanvolk.com>) then you'll hear about it when it comes. If you can't afford to risk at least \$5 on advertisements, then you probably can stop reading this guide and look up a good SEO guide. I hear [SEO Book \(http://bit.ly/aLXJ65\)](http://bit.ly/aLXJ65) is pretty good.

Section 6: The "Pregame"

Things To Know Before You Start Your Affiliate Marketing Campaigns

Focus On One Method:

Now, before you get started, the best advice I can give to you when starting out is to FOCUS. Focus on one of the four methods I teach in this guide and learn it very well. Study this guide on that section and other resources as much as you can.

Which method you pick will be based largely on preference – all of them can make you thousands of dollars per day and more. The main thing is to read the introduction to each marketing section and decide which you think would fit you best. If you've never used Myspace, Facebook, etc, social media is not for you... You get the idea.

It's really easy to get distracted and try to put your hand in every cookie jar so to speak. While this can be done, it's really difficult to juggle successfully. Become an expert at that method first and then if you feel confident in learning another method, go to that.

Picking An Affiliate Offer:

Ok, so now that you've been accepted into an affiliate network, you're probably wondering which of these hundred of offers you should promote. It really can be overwhelming at times having to go through the hundreds of offers that an affiliate network offers.

In fact, one of the most common questions I get is along the lines of wanting to know which offer to promote and how to find the good offers.

After you have decided which marketing method to focus on, finding out which offer to run can be pretty easy. Very often affiliate networks will have spread sheets with top offers for each marketing method and this can be a VERY helpful guide to picking your first offer. Your affiliate manager (or email contact) will be able to provide this type of information for you.

Ask them something like, "Hey, I'd like to know what top offers for <insert marketing method here> you have in your network right now. Thanks."

The thought behind this is that if there is an offer working well, it could work for you as well. Knowing what is already performing well is a great way to begin.

As of recently, you will see more and more "free trial" offers at the top of each promotion method. I would recommend **not starting** with a free trial offer but instead a **lead generation offer or sale offer**. Lead generation offers often can be direct linked to (meaning you don't need a website / landing page) and can be a great way to generate revenue.

Niches That Work (Picking An Affiliate Offer Part 2):

Another way for you to pick your offer is to pick an offer that is in a strong niche. I generally refer to these niches as the "problem solving niches."

These offers are marketed to people who have a problem and are "desperate" for a solution.

These type of offers could include:

Foreclosure

Debt Settlement / Debt Relief

Dating

Physical appearance (acne, weight loss, hair restoration, etc)

Etc

If a large number of people are desperate (so to speak) for a solution, then you have a niche where people will spend money. If you see a newer offer that solves a common problem, or even a niche problem, I would highly recommend trying that offer out. Remember, those needing a solution to a problem is where the money is at.

Success Rate:

The other thing I wanted to talk about is success rates. It's so easy to always read these motivational posts about how so and so is making 6 figures per month or more and think that those guys never fail.

Here is the one thing that they probably don't (or rarely) mention: failing is a part of this business – you won't succeed at every campaign you create. Everyone fails (meaning they are not profitable) and it's going to be a part of your affiliate marketing career forever.

In fact, probably not even 50%+ of the campaigns I try work out. But in the end, the successful campaigns generate more than enough to cover all the small failed attempts.

So keep in mind that when you first start, it can be discouraging if you don't immediately see success. Keep pressing forward and you WILL see success if you continue following both the advice in this guide.

Starting Affiliate Marketing Without A Job:

Having been in the affiliate marketing world for a while now, I've had the privilege of talking to a LOT of affiliates.

I get emailed often from people who are asking me to teach them how to become affiliates because they have lost their job and want to jump into affiliate marketing.

Just like you pay for an education (and a sizable amount at that), there really are things you won't learn unless you pay for them yourself. You need to have a bit of playing money that comes in steadily each month as you attempt to get the ball rolling for the technique that you're trying to learn.

So all that to say, if you don't have a job, I would highly recommend getting even a part time job (at least) FIRST and then trying to work on affiliate marketing. Focus your efforts as much as possible and then go from there.

I wouldn't quit your job until you have almost double what you made at your job coming in profit each month with multiple campaigns.

Don't put your family at risk trying to make it, because the fact of the matter is, starting affiliate marketing takes a bit of work. (Don't worry, it gets easier and easier...)

Section 7: The "Pregame" Pt. 2 - Know Your Demographics

Know Your Demographics

Before you begin starting to focus on one specific method of buying traffic, you should focus on the offer you have picked.

No matter what method you use to generate (buy) traffic, you should always start by thinking about who will be interested in the product or service you want to market.

While there are always going to be exceptions, there is usually going to be one main age group, sex, race, etc that buys (or is interested in) that product or service more than the others. Targeting this group gives you the best chance of finding success.

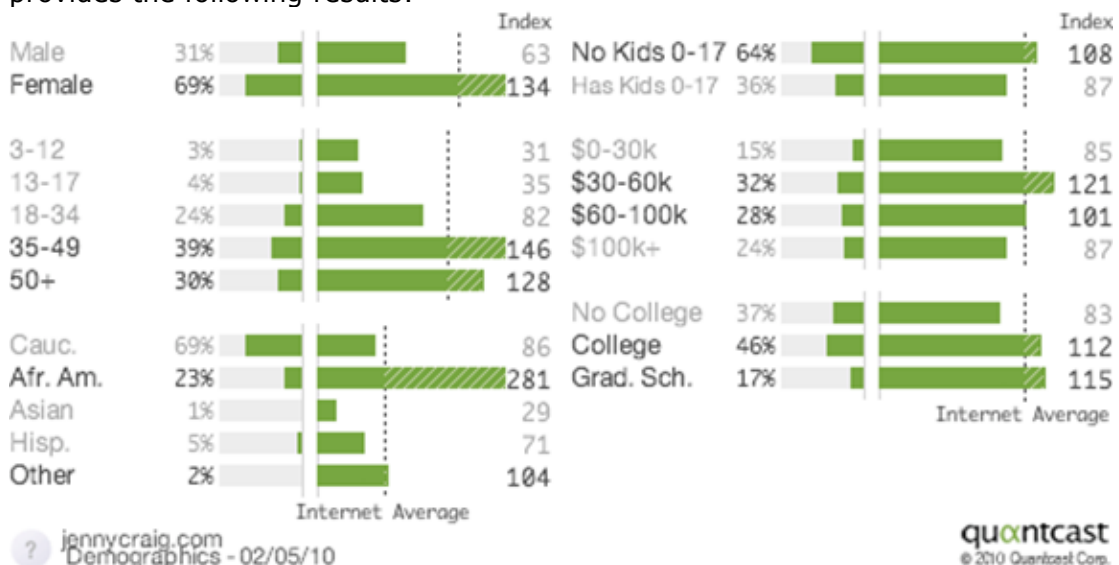
For example, if you've picked out a fashion offer, you should know that generally the demographic you will target is women. Sure, you can argue that there are some men that like fashion but a much larger percentage of women will be more likely to buy that fashion related... More specifically, women between the ages 18-49 are even more likely than women of other age ranges.

How Can You Determine Demographics?

There are some free tools that can help us to determine what demographic to target for each offer.

First there is Quantcast.com. This is my quick and easy method to do a **preliminary** search on the topic.

Go to Quantcast.com and enter the domain name of the offer. Let's say you are going to promote jennycraig.com. Looking at Quantcast's results for JennyCraig.com provides the following results:



As you can see the information that quantcast provides is very helpful in starting your campaigns.

You'll see an index number next to each statistic. This index number is a comparison among the web average. Anything over 100 is above average for that demographic, under 100 is below average.

Another great tool to check out is the Google adplanner. Google Adplanner has a lot more in depth information and research capabilities but is a bit more complicated to use. Using the same method above (using the landing page / offer page URL).

<http://www.google.com/adplanner>

Other Ways To Find Demographic Data:

Another way to find who the target demographic is can be as simple as asking your affiliate manager or email contact. Often times the advertiser will know what demographic converts best and share this information with the affiliate network. While this is the most accurate way to find what converts best, the chances of the network having this type of information is not too common (yet).

Section 8: The "Pregame" Pt. 3 - Setting Up Hosting / Domain Name

Although many of the methods below won't require a landing page (your own website), I highly recommend buying a domain and setting up hosting.

You can get a free domain + unlimited hosting for \$6 bucks a month at [bluehost.](http://bit.ly/cRb67n) (<http://bit.ly/cRb67n>)

But, if you are not setting up a website, why would you need a domain and hosting? There are a couple reasons.

First, although you won't need a website, redirecting through your website will help speed up split testing. For example, without a website direct linking happens like this:

Ad on site -> Affiliate link -> Advertisers page ("the offer")

Now, let's say that you wanted to try a new offer. This means a new affiliate link. Now you have to resubmit new ads, wait for them to be approved, and restart from there. But, with a domain you could do something like:

Ad on site -> Your domain / redirect -> affiliate link -> Advertisers page ("the offer")

Now, when you want to change the offer, your redirect page can be changed without having to submit new ads.

If you're confused, don't worry. It will become more clear as you begin to setup some campaigns.

Another reason for having a domain and hosting is being able to setup free tracking software that will help you to track your campaigns in much greater detail. This tracking software is free at www.prosper202.com. I HIGHLY recommend you get and setup Tracking202 or Prosper202 if you are serious about affiliate marketing.

Section 9: Setting Up A Simple PHP Redirect

Setup Your Redirect: (Simple Method)

First you need a domain - it can be any domain, name means nothing in this case. It can even be laksdjflkasjdfkas.com! You pick.

After you've got all that setup, you will need to make your PHP redirect file. Here is an example of it. <http://jonathanvolk.com/goto/redirect.txt>

You can copy this into notepad, save as index.php (or whatever you want to name the file), and replace the url with your affiliate link. Make sure that the affiliate link ends with SUB= or the variable that equals sub id from your affiliate network.

Now in your ads you will link to your <http://www.YourDomain.com/index.php?sub=1234>. Change the value of sub= to whatever you want so you can track each different ad.

To setup another offer, simply make another redirect file, upload it to your domain, and you're done.

To see what converted, pull a SubId report from your affiliate network, and Bam, instant breakdown of what is working and what is not. Simple enough, right?

This is a very simple method that can work on nearly all traffic sources. If you decide to setup tracking202.com or prosper202.com, you won't need this.

Section 10: The Landing Page

So by now you understand a lot more about how affiliate marketing works, have been accepted into an affiliate network (hopefully), picked your offer, and are ready to start making some cash!

Now before, you go and read about ways to promote affiliate marketing offers I want to touch on the landing page.

A landing page is essentially a website that is a sales page for the affiliate offer. Rather than linking your advertisements directly to the affiliate offer, you are preselling the visitors the idea of buying the service or product through a website you make.

When Should You Use A Landing Page?

I will get into the specific details of when to use a landing page for each specific promotion method.

Some methods such as Social media ads, PPV, and Media buys can be either directly linked to the affiliate offer or you can use a landing page. So, when should you use a landing page instead of direct linking?

The answer is not really simple. There is no set rule of what works best. You have to simply test and see. Sometimes having a landing page can increase conversions a lot. Sometimes having a landing page just doesn't make sense. The simple answer is you have to just test.

Tip: Although your experience may vary, lead generation offers usually can be direct linked to with fairly good success while free trial offers usually need a landing page to work best. Per sale offers can do really well with a review style landing page but can also work well direct linked.

Multiple Offers

One other great thing about landing pages is that you can place multiple affiliate offers on a single landing page!

Just think if you made a landing page about auto insurance. You could also have links to auto warranty offers, car loan offers, etc. Having these extra offers allows you to further monetize traffic that might not have made you money otherwise.

Capturing Email – Drip Method

Landing pages are also great ways to capture emails. When you capture emails you can market to these customers over and over with multiple offers.

Although this method can be a bit more difficult because you probably won't see an instant profit, it can be a great way to build a list that is of great value. Imagine

turning your campaign off and then being able to market to the email list for months after. That's nearly 100% profit right there.

How To Capture Emails

To capture email I highly recommend using an email service called [Aweber](http://bit.ly/c8w9gj). (<http://bit.ly/c8w9gj>)

Aweber is the email service that many affiliate marketers use because of the ease of setting up campaigns, the deliverability rate (meaning how many emails get past the spam boxes), and the great price.

For the price, Aweber has one of the best deliverability rates and is extremely easy to start using.

Aweber is running a special right now where you can get the [first month for \\$1 here](http://bit.ly/c8w9gj). (<http://bit.ly/c8w9gj>)

Section 11: Affiliate Marketing Methods (Basic Overview)

In this section, I will discuss four different methods you can use to generate revenue via affiliate marketing. While there are quite a lot more than four methods, I will be covering the main four methods that many people use to generate huge incomes online.

Basic Overview:

The four main methods I will be discussing are:
Social Media Marketing (Recommended starting point)
Pay Per View Marketing (Recommended starting point)
Search Engine Pay Per Click Marketing
Media Buying

What is Social Media Marketing?

Social media marketing is marketing ads on facebook, myspace, and other social media sites. On facebook, these are the small little ads you see on the right side. On myspace it is the ads you see scattered throughout the site.

The great thing about social media marketing is that these sites are among the easiest to get started in and can have great potential to make some good money. In fact, I personally make 6 figures in revenue per month using social media marketing. It's one of my favorites for sure.

The main problem with social media is that the campaign longevity is generally not very long because as soon as a campaign becomes large, many people jump on the bandwagon and copy everyone else's ads. The competition drives down the profit.

What is Pay Per View Marketing?

Pay per view marketing (also known as CPV Marketing) is becoming more and more common in the affiliate marketing world. PPV Marketing is essentially advertising via popups.

These popups are triggered by adware (not to be confused with spyware) on a users computer. These users allow the adware on their computer in exchange for things such as games, premium content, etc.

The great thing about PPV marketing is that you can either direct link or use a landing page. This traffic type is really starting to increase in popularity which means that if you become an expert here, you have no place to go but up!

What is Search Engine Pay Per Click Marketing?

Search engine pay per click marketing is when you advertise on different keywords in a search engine and pay each time someone clicks on your advertisement. The price you are willing to pay (along with a few other factors) determine your position in the sponsored results.

In the major search engines (Google, Yahoo, and MSN) you can see these ads on the right hand column when you search.

The major search engine advertising platforms can deliver a huge amount of traffic and result in some major profits.

The downside to these search engine pay per click sites is that it is nearly impossible to have a campaign work without a landing page. While it is possible, many of the search engines have banned direct linking for affiliates. Therefore in order for you to have a long term and successful affiliate marketing campaign on these search engines, you're going to need a landing page.

What is Media Buying?

Media buying (also referred to as display advertising) is simply a fancy word for purchasing banner ad space on a website, a network of websites, or an ad exchange network.

Media buying can be as simple as buying banner inventory on a website directly from the website owner or buying banner ad space through an ad network that provides you access to very high traffic websites.

Section 12 - Social Media Affiliate Marketing Guide

What is Social Media Marketing?

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Social Media Advertising Sites:

Facebook Ads (<http://www.facebook.com>, login, click advertising) – This is my personal favorite of all the social media advertising platforms. As facebook grows to 400 million+ users, the advertising continues to get better and better.

Myspace Myads (<http://advertise.myspace.com>) - This is another system I have used and had some success on. Although myspace is declining in traffic, there is still a TON of traffic on their site and that means a lot of money to be made.

Other Social Media Sites You Can Advertise On:

http://en.wikipedia.org/wiki/List_of_social_networking_websites

Here is a great up to date list of social networking websites. While many of these social networking websites do not have their own self-serve advertising platform, I'd be willing to bet that nearly all of them offer advertising in some shape or form.

There is a ton of money to be made on these other websites because for the most part, they are fairly untapped when compared to the facebook and myspace advertising networks.

PlentyOfFish Ads (<http://ads.pof.com>) - This is another "social media" type website but is mainly a free dating website. Some of the campaigns that work on facebook and myspace will work on POF. The main campaigns that do NOT work most of the time (on POF) are the low commission items.

Things like \$3 and below are very difficult to get to work. The great thing about POF is they have so many targeting options it can really make even more profit than other social media platforms.

How To – Facebook Ads

We're Over the Moon



Over 30 million people play Café World, and we're over the moon! Design your own café, cook, and feed your friends. Play now.

 Like

So let's get into the how to of social marketing on the most popular platform, Facebook Ads.

Before you read the how to, please make sure you read the "Know Your Demographics" section.

Knowing your demographics is key before starting your social media campaigns. This is because people who are on sites (such as facebook) are not actively seeking anything except for entertainment of being on the site. Therefore your ads need to be very targeted to your demographics in order for you to be able to make things work.

Also, before you start, I recommend you read the section from the chapter before that discusses how to setup a domain and hosting for redirection.

The reason for this is that with facebook ads, if you want to test a new offer (like two different auto insurance offers for example), you normally would have to make new ads and wait for them to be approved. With this setup, you will be able to test multiple offers simultaneously and see which is making you the most money instantly. While this is not required, it is HIGHLY recommended.

Ok – so now you’re all setup, have your offers picked out, and are ready to make ads, you need to sign up for facebook ads.

If you’re one of the 400 million people that have a facebook account, you’re already done and can start making facebook ads. To start click the Advertising link and then click “create an ad.”

Offers to Avoid in Facebook:

Before you start your facebook ads campaign, be sure to check out their advertising policy guidelines. http://www.facebook.com/ad_guidelines.php

Doing so could help save you a bunch of time so you don’t go through all the trouble of making a campaign that simply is not allowed on facebook.

Tracking Facebook Ads Profitability:

Before you setup your campaign, I highly recommend you use a method of tracking. Tracking with facebook is super easy and does not require any sophisticated software.

What you can do is use the subids in the affiliate links to track each ad via a number ID. Then put that number id in the Ad name.

This way you can pull up a subid report in the affiliate network and see which ID numbers are converting. Compare those sub id reports with your ad titles and you instantly begin to optimize.

Ad Research:

The way most people seem to do research on ads is to look and see what else is running. If you can find an ad that is running a similar offer, you can get ideas of how to structure your ad.

Warning: Do not copy the ad. Doing so can lead to copyright lawsuits. Many times people own the copyright to the images they use and will sue you if you use their image without having the permission to use it. A good way to search for these images is to find sites that offer royalty free images such as photos.com. You don’t want to copy ads. Making your own ads can lead to longer term profits and a competitive advantage.

Getting Your Ads Approved:

1. Remember, facebook ads are approved by facebook employees. These employees can (and often do) make mistakes when marking your ad for disapproval. In fact, a large part of the approval process is subjective to the approver. If an ad is disapproved, read the reasons for disapproval. Try to fix it if possible and then try to resubmit it again. If it gets disapproved again, submit it again.

Recently, I tried submitting a weightloss ad that was 100% compliant with facebook’s guidelines. It got denied over and over. I talked to my rep at facebook rep, and was told the ad was compliant.

So what was the issue? There was none. The subjectivity of the approval process lead to getting the ad disapproved. Some niches are harder to get approved than others. It can simply just take hard work to get approvals.

2. The facebook ads approval times range from minutes up to hours. It really depends on how many ads need to be approved in the entire system. Ad approval times seem to slow down on holidays and weekends but still are fairly quick. There is nothing you can really do to speed this process up.

3. Read the ad guidelines (www.facebook.com/ad_guidelines.php). Read and follow these guidelines and your ad will be approved eventually. If you have trouble still getting your ad approved, email affiliates@facebook.com and they might be able to give more detail on why your ad is being disapproved. If you believe your ad is compliant with the guidelines the issue is probably your image. Images are subjective and some reviewers might pass an image through that others would not allow through. (Hence the possibility of needing to submit an ad multiple times)

4. The facebook approval teams can sometimes be international (meaning outside of the USA). Therefore if you have a campaign that redirects international traffic (some affiliate networks automatically do this), you will need to link directly to the affiliate offer (via your PHP redirect) during the approval period. After the ad is approved, you can change the direct link back to your affiliate link in your PHP file.

If you need help setting up a PHP redirect, I explain how to do this in the previous chapter.

Impressions/Clicks/CTR/CPC:

1. The first few hours of a new ad will pretty much determine the performance of your ad going forward. If you have a low click through rate, your ads will start to see less and less impressions until they stop receiving impressions all together. If your ad has less than 0.01% click through rate, you really need to work on creating a better ad.

2. Your click through rate is one of the most important factors for the entire campaign. The higher your CTR, the cheaper your cost per click will be. The image and title have the biggest impact on your CTR so as you begin to test, focus MOSTLY only those two items.

3. So you don't blow a ton of money, start your facebook ads with a low daily budget and using the CPC (cost per click) price model. Only after you have a successful ad campaign do you switch to CPM bidding... at least when you're first starting out.

4. Split up your ads into groups based on who you want to target (age ranges, male/female etc.). This means smaller volume but the ability to target better. By having more specific targets, you will be able to find specific demographics that make more profit (and you can bid more on) and certain demographics that make less money.

5. Once you find an ad that works well, make sure to try to find another variation. (Read more about the WHY you need multiple ads in the section called Banner Blindness below)

Bidding:

Facebook allows you to do both CPC (cost per click) and CPM (cost per 1000 impressions) advertising. The major difference here is obviously the CPM model does not guarantee that your ad gets any clicks and yet you still have to pay. The upside to the CPM model is that you can get clicks for cheaper if you have an ad with a good

click through rate.

A good way to get a starting place for your bids (specially if you are direct linking) is to ask your affiliate manager or affiliate contact what the EPC of an offer is. This EPC (earnings per click) is the estimated revenue you make for each visitor to the page. If an offer has an EPC of 45 cents, you might start your cost per click bids at 20 cents or so.

Important: Facebook really doesn't like you to lower your ad bids. In fact most of the time that you lower bids you end up getting 0 impressions on that ad. Therefore you should always start your ad bids low and move up.

Scaling Your Facebook Ad Campaigns To The 6 Figure Per Month Mark:

Here are some really helpful tips on scaling your Facebook campaigns up to the six figure per month mark like I have:

1. **More Ads** – Making more ads with little changes can have a big impact. With Facebook, you can run literally hundreds of very similar ads at the same time, going to the same offer. This can really help to get more traffic to successful campaigns.
2. **Targeting** – Targeting on Facebook is where you need to be creative. In fact, if you've found a small profiting campaign, chances are, your targeting is actually pretty broad.

In my experience, most newbies target very little. So, target more specific things.

Remember, people in one place in life might convert differently than another. People at one workplace might convert differently than another. Test them all... ages, geographical location, sexual preference, etc. People at x might convert different than Y.

Most people group them all into one large lump of demographic targeting. If the ad is not profitable, you kill entire sub-sections, which might have been profitable.

This might take time, but it's worth the effort. You can put a small budget on each test to maximize your testing efforts. (See the tool below for making these ads more efficiently)

3. **Images** – Images are well known as the main factor in producing a maximum click through rate. The higher your click through rate, (usually) the more frequent your ads get shown.

It's simple enough to know that you should be testing multiple images. If you find a new image that has a much higher click through rate, you've instantly scaled your campaign.

Test as many images as you can afford. Some images are so odd but work amazingly well. Some images you think would work great, yet perform poorly. I find images that look like a "facebook friend" would have taken perform well. Professional photos generally perform not as well.

4. **CPM bidding** –Think about it... Facebook is trying to maximize revenue. If they can get an advertiser to promise to pay a set amount regardless of clicks

for 1000 impressions, they have just reduced a lot of risk on their part.

Therefore, if you have a good ad, switching to CPM based models really can help you increase your traffic flow. Facebook favors the lower risk ads.

Daily Budgets:

Your account will start with a small daily limit (around \$50). If you are constantly hitting your daily budget, facebook will raise your allowed spend up to \$1000 per day automatically in increments of \$250 or so.

This is only a maximum spend limit, so don't worry that you'll have to spend \$1000 per day every day to keep a good limit.

If you need more than \$1000 per day in spend, this can be raised after a little history and an email to affiliates@facebook.com. Building history to your facebook account is important so you might not be able to get a big raise in daily budget until you have a bit of history with the company.

With a good account history, you can have an extremely high limit per day. My limit, for example, is \$50,000 per day.

My Secret Weapon To Facebook Ads: Facebook Ads Manager Tool

I'm always looking for ways to make the most of my time. Whenever a process can be sped up or automated, I'm all for it.

Facebook's ad system can be very tedious, and to resolve that problem, I have been using a tool called Facebook Ads Manger extension for Firefox. [You can view my review of this tool here.](http://www.jonathanvolk.com/facebook-ads/facebook-ads-manager-tool-review.html) (<http://www.jonathanvolk.com/facebook-ads/facebook-ads-manager-tool-review.html>)

I've used this tool over the past year or so and it has literally redefined how I look at facebook as an advertising platform and has helped me to make hundreds of thousands of dollars.

Facebook Ads Manager allows you to automate much of the tedious ad submission process saving you an innumerable amount of time. You can setup the toolbar to make 1000's of ads and leave it running all night. Come back in the morning and you're set!

To find out more about this ads manager tool please go to my [blog post](#) about the tool. Or you can check it out on the [Facebook Ads Manager website.](#) (<http://bit.ly/cOmk9J>)

What is Banner Blindness?

Banner blindness is when an ad is ignored or rendered ineffective due to the fact that it has been seen many times by the same demographic.

Ads that once worked really well can lose their effectiveness all together. Click through rate drops, CPC prices increase, etc.

Banner blindness can set in rather fast on Facebook. I've seen ads move from profitable to unprofitable in a single day by not implementing the correct protocols (featured below). This happens especially fast when targeting smaller numbers of people.

Overcoming Banner Blindness

Overcoming this banner blindness is a huge struggle as a facebook advertiser.

To overcome banner blindness, my team has tried numerous techniques. Here are a couple techniques that can help you to overcome this banner blindness and increase your facebook ads profitability.

1. **Put a border around the image ad** - In Photoshop you can easily add a red border around your currently high converting image to create a bit more attention to an ad losing it's effectiveness.
2. **Try changing the headline to something 100% different.** Often, changing the headline to something completely different can have a good effect on your ad conversions.
3. **Always run more than one ad variation.** If you run more variations of ads, your ads lose effectiveness slower. Even if one ad is less profitable, it's worth running to keep your higher profiting ad running for longer. This is one of the best techniques – highly recommended.
4. **Of course, switch out the image.** Easiest and simplest trick in the book, but it works.

By using some of these techniques, you should be able to overcome banner blindness to some extent.

Facebook Representative

After you start spending more money in Facebook, you will eventually be assigned an ad representative that will be able to help you with ad approvals, etc.

The great thing about Facebook is that no matter how much you spend, you can always email affiliates@Facebook.com and get relatively similar responses.

Facebook Ads Conclusion

So now you have a huge head start with using Facebook ads and should be able to make a successful campaign if you follow these guidelines and keep pressing through the failures!

Facebook is a big traffic source that can be difficult at first but once you have it down, you can make huge money. So get going already! ;)

Blog Posts on Facebook:

I've done quite a few posts on Facebook at my blog and on other blogs. These posts are worth checking out to do some more research:

<http://www.jonathanvolk.com/facebook-ads>

MySpace Ads – How To

Really, if you read the above, many of the techniques, research, etc applies to myspace. The thing that I have experienced with myspace is that the quality of traffic is usually lower.

The good thing about that however is that the traffic is generally a bit cheaper making up for the lower quality.

All that being said, I highly recommend trying out myspace myads. They are a bit more lenient than Facebook for some things and this can result in good profits.

Section 13 - Pay Per View Affiliate Marketing Guide

Pay Per View Marketing

Pay per view marketing (also known as CPV Marketing) is becoming more and more common in the affiliate marketing world. PPV Marketing is essentially advertising via popups.

These popups are triggered by adware (not to be confused with spyware) on a users computer. These users allow the adware on their computer in exchange for things such as games, premium content, etc.

You can trigger the popup when a user is on a specific website or by keyword. So let's say a user is on plentyoffish.com, a popular dating site. You could set a target to popup to an affiliate offer such as eharmony.com. When they visit the website plentyoffish.com, eharmony would popup over the website where the user could either fill out the eHarmony offer or close it and continue on with the plentyoffish.com website.

PPV is a great way to start in the affiliate marketing world! The reason why it's great to start in is because it takes no landing page (no website) and is still fairly untapped in a lot of the smaller niches meaning big potential for profit!

Compared to PPC and other major mediums, PPV is not as competitive.

Before you read the how to, please make sure you read the "Know Your Demographics" section in the previous chapter. Knowing your demographics is key before starting your PPV campaigns. This is because when you know who you are targeting will help you to understand where (websites and keywords) to target. Know the who before the where is the simple rule here. Your ads need to be very targeted to your demographics in order for you to be able to make things work.

Also, before you start, I recommend you read the section from the chapter before that discusses how to setup a domain and hosting and setup prosper202.com or tracking202.com. Tracking your PPV campaigns is a bit more technical and requires more than a simple PHP redirect. Although you might be able to make PPV work without tracking, you won't be able to have it last too long.

Featured PPV Networks:



[DirectCPV](http://bit.ly/c8PF19)

(<http://bit.ly/c8PF19>) -

DirectCPV is the **best place** to start your PPV

Campaigns. The reason for

this is because they have a low barrier to get in (just \$100 deposit) and the traffic quality is good! If you are just starting with PPV, this is the network I recommend you use. For the readers of this guide, I have a special \$25 in free advertising dollars when you deposit \$100 or more! **Enter the code SMI25 when signing up!**

With DirectCPV, you can direct link and do email capture methods and the results are pretty good with both (although I recommend email capture for best results).

[Click here to join DirectCPV now.](http://bit.ly/c8PF19) (<http://bit.ly/c8PF19>)



Adon Network (<http://bit.ly/9MCZBR>) –

Adon is a little bit smaller of a PPV ad network that gets their traffic from people who have installed the My Geek shopping

toolbar.

Make campaigns with a lot of targets to make up for the lack of traffic and you should be set.

Although you can't make tens of thousands of dollars per day on a network of this size, you can make a couple hundred, which is great because many of the big guys just don't go after the "couple hundred a day" type of campaigns. For newbie's, this might be a good way to start a consistent income!

[Check out Adon Network Now!](http://bit.ly/9MCZBR) (<http://bit.ly/9MCZBR>)



MediaTraffic (<http://bit.ly/dnekyw>) – Media Traffic is a great place to start as well because they have a low initial deposit (\$200) and there is a medium amount of competition.

With Media Traffic you want to run highly targeted campaigns. Don't do the broad targeted or RON campaigns unless you have a profitable offer you want to scale (even then, it's better to scale just by adding more targets).

With Media Traffic offers that work can be targeted to a bit of an older demographic. You can use both direct linking lead generation offers as well as email capture methods.

[Check out Media Traffic Now!](http://bit.ly/dnekyw) (<http://bit.ly/dnekyw>)



Traffic Vance

(<http://bit.ly/bSALA6>) – TrafficVance is a referral only, higher entry PPV network. You can get into trafficvance only if you are referred in by someone who is actively spending money on trafficvance.

They also have a minimum \$1000 deposit to start and refills are \$500 minimum. This means that there are less advertisers than other PPV networks but the quality at trafficvance is rated among the highest quality of any PPV networks.

Although I have a trafficvance account, I have been told that I have to be able to vouch for anyone I refer. If you need a referral and are actively spending in another CPV network, hit me up and I'll try to help you.

[Check out TrafficVance Now!](http://bit.ly/bSALA6) (<http://bit.ly/bSALA6>)

Starting out with PPV Campaigns:

Before you start trying to build your PPV Campaign, you should know that there are certain offers and promotion methods that seem to work better than others for PPV.

Here are two really popular ways to promote offers via PPV:

1. Sending traffic to a short, easy to fill out lead generation form. No landing page required, just directly linking to the offer.
2. Capturing email leads and then emailing the leads products and services. (Drip method)

I would say that method 1 is probably the most popular, but I will be going over both methods.

Direct Linking With PPV:

When you are direct linking with PPV, make sure the campaign is a lead generation short form. Dating, insurance leads, education, etc. These are all huge campaigns that just require a lead to make money.

When you direct link in PPV, the idea is to make sure the offer page is very eye catching and simple. If it's overly complicated, your profits will start to go down.

Email Capture Method With PPV:

Capturing emails is one sure fire method to make money off customers over and over. In the section before this one, I explain email marketing a bit. I highly recommend you use [Aweber](http://bit.ly/c8w9gj) (<http://bit.ly/c8w9gj>) for all your email marketing campaigns.

With email capturing on PPV, you use a simple page and a captivating headline to draw people into giving their name and email.

Enticing them with free stuff, like an ebook, works wonders. If you're aiming for a younger crowd (20-something and below), try something besides an ebook... be creative.

Once you have their email, you can set them up (using Aweber) on an automated course of emails. Just think... you could send them multiple related offers each week.

Although you won't see profits as instantly as you will with directly linking, this method can result in some great long term profits.

Just think... having a slow day? Email your list... You paid for them already, so why not?

Building Your PPV Campaign:

When you begin to build your PPV campaign, I recommend you start just with URL bidding. URL bidding is a lot more precise than using keywords and makes it a bit easier to earn a profit.

To find URLs you can use many methods.

You can Google search a topic such as "auto insurance" and then get the top 50-100 results and copy the URL into your campaign. This can be a highly effective method.

As people begin to search for auto insurance, each time they click a result, they will also see your page. This can lead to some great results.

Other methods for getting URLs to bid on include using sites such as Quantcast, Alexa, and Google Ad Planner to find websites that have the demographics you are looking for.

How Many Targets Should You Start With?

I recommend you start with at the very least 20 – 100 for most campaigns and expand from there.

Optimizing Your PPV Campaigns:

The best way to optimize your PPV campaigns is to use Prosper202 (self-hosted) or Tracking202 (web hosted version – simpler).

You can optimize your PPV campaigns using the 202 software fairly easily but first you will need to either install prosper202 or setup a free tracking202.com account.

There is a lot of documentation about installing and setting up the 202 software, so I won't be covering it in this guide. If you have questions, you can visit the 202 software forum: <http://prosper.tracking202.com/forum/>

Bidding For PPV:

When you bid on PPV keywords / urls, a very common strategy is to shoot for position 1 by outbidding the top place by the minimum amount allowed. So let's say the top bid is \$0.011. You should bid \$0.012.

Having your tracking setup, you can then track and see if being in the top spot for that domain or keyword is worth it. Adjust down based on conversions and go from there.

PPV Landing Pages

When you try using a landing page on PPV networks, there are a few methods you can use.

The first is to buy or make a landing page that is simple. Essentially everything on the website should be focused on getting the user to click through to the affiliate offer or enter their email.

If you make your landing page, try making the landing page look exactly like the merchants page. Doing so will get the user clicking and not even notice that they are going from one site to another (your landing page to the affiliate offer).

If you're looking to buy a landing page, a great place to check out is the [LPDesigner](http://bit.ly/cV5AbM) (<http://bit.ly/cV5AbM>) website. This is an amazing website where you can buy a pack of 16 templates for \$20!

Each month there is a new set of landing pages released and it's well worth the money for the caliber of landing pages. Many of these landing pages are perfect for email capturing and other popular PPV landing page methods!

Need Help With PPV Campaigns?

If you need help with PPV, I highly recommend you check out [PPV Playbook's Coaching Forums](http://bit.ly/9nGxXs) (<http://bit.ly/9nGxXs>).

The coaching forums are a monthly subscription service where you get access to an unbelievable amount of content. I am a part of this forum and I love it. There are many step-by-step guides on how to set up specific campaigns. If you're looking to get into PPV, this forum is a MUST.

Also, by joining the PPV Playbook coaching forums, you will gain access to the tools I talk about below, called AffPortal, for FREE (\$37/dollar month value!). That alone is well worth the value!

[Check it out now. \(http://bit.ly/9nGxXs\)](http://bit.ly/9nGxXs)

PPV Tools To Automate Gathering URL Targets:

The more you do PPV, the more you'll realize how tedious it can be to pull together a list of URLs or keywords.

I highly recommend that you use a toolset called AffPortal. AffPortal is a set of PPV tools that will help you to reduce the time it takes to build out your PPV campaigns down to half the time it would normally take.

Take a look at some of the awesome features you get in this toolset:

- SMART Scraper - the PPV game changer that cuts campaign build time by 50%. Submit your offer root url and get back kw & URLs instantly.
- URL Scraper - mines as deep as 50 pages in the search engine results and optimizes the URL results to maximize your keyword traffic with filter.
- Site Extractor - pull all indexed pages from a specific website in two seconds flat.
- URL Shrink - retrieve a list of root URLs from a long list of webpages.
- Alexa & Quantcast database - quickly compile lists from the top million websites listed on Alexa and Quantcast.
- Social Media URL Scraper - new tool that is UNIQUE to AffPortal.com to datamine social based websites.
- URL Chopper - slices your url list into mistyped lists in two seconds flat.
- Monster Keyword Permutator - keyword mashups & US census data.
- DEEP & WIDE Keywords - comprehensive keyword list generator with search data included. Builds list in both directions very quickly.
- Adwords Sniper - Pulls top AdSense sites with ease.
- AOL Bootleg Database - over 22 million AOL user search queries.
- English Brainstorming Database - an additional keyword database with over 44 Million english keywords to expand your list.
- Tutorials and Videos - ever expanding library of video, audio and pdfs.

Check out [AffPortal \(http://bit.ly/bu5XIU\)](http://bit.ly/bu5XIU) now. If you plan to get affportal, I highly recommend you check out the coaching forums I talk about above. For just a little bit more you get access to both the coaching forum and affportal! Awesome!

If you're interested in the two combined, check it out [here. \(http://bit.ly/9nGxXs\)](http://bit.ly/9nGxXs)

Section 14 - Pay Per Click Affiliate Marketing Guide

What is Search Engine Pay Per Click Marketing?

Search engine pay per click marketing is when you advertise on different keywords in a search engine and pay each time someone clicks on your advertisement. The price you are willing to pay (along with a few other factors) determine your position in the sponsored results.

In the major search engines (Google, Yahoo, and MSN) you can see these ads on the right hand column when you search. The major search engine advertising platforms can deliver a huge amount of traffic and result in some major profits.

The downside to these search engine pay per click sites is that it is nearly impossible

to have a campaign work without a landing page. While it is possible, many of the search engines have banned direct linking for affiliates. Therefore in order for you to have a long term and successful affiliate marketing campaign on these search engines, you're going to need a landing page. We will discuss the landing pages in a bit. First let's look at the major search engines that offer pay per click sponsored ads.

Google Adwords - <http://Adwords.Google.com> - Google Adwords is by far the biggest search engine and thus delivers the most traffic through their advertising system. The upside is the huge traffic. The downside is the difficulty in running an affiliate marketing campaign. Of all the systems discussed in the manual, this is the most difficult and is not recommended until you have some success under your belt.

Yahoo Search Marketing - <http://searchmarketing.yahoo.com> - Yahoo Search marketing is a great platform that can deliver some traffic. In comparison to Adwords, the traffic is much less but being able to run a campaign is much easier. You don't have as rigorous of a process to get your ads approved to run and because of that I recommend you start with Yahoo.

MSN Adcenter - <http://adcenter.microsoft.com> - Microsoft Adcenter is a great system that delivers high quality traffic. By that, I mean the traffic generally converts very well in comparison to Yahoo. The downside however is that Adcenter has a much smaller market share than Yahoo and Google and therefore provides much less traffic.

Other Pay Per Click Engines:

While the major three are what I use most, there are many other 2nd tier search engines that have their own pay per click advertising engines. These can be a great source of cheap traffic and can result in huge profit margins. The traffic from these PPC engines are almost always lower quality than the major search engines but the cost can offset this reduced quality.

Here is a list of places you can advertise:

[7Search](http://bit.ly/dwRJRL) (<http://bit.ly/dwRJRL>)

[Miva](http://bit.ly/9Opfmj) (<http://bit.ly/9Opfmj>)

[SearchFeed](http://bit.ly/cfosFV) (<http://bit.ly/cfosFV>)

[ABCSearch.com](http://bit.ly/dbuZkW) (<http://bit.ly/dbuZkW>)

[Ask.com](http://bit.ly/a4gDRJ) (<http://bit.ly/a4gDRJ>)

[Business.com](http://bit.ly/91edXm) (<http://bit.ly/91edXm>)

[LookSmart.com](http://bit.ly/cN2v17) (<http://bit.ly/cN2v17>)

[Bidvertiser.com](http://bit.ly/b49IwC) (<http://bit.ly/b49IwC>)

Media / PPC:

The below PPC engines often fall into the "media buying" category, but really they are PPC engines. If you decide to look into running on these advertising networks, I highly recommend you familiarize yourself with media buying as well. I teach about media buying towards the end of this guide.

Adsonar.com (Huge traffic)

Pulse360.com (Huge traffic)

[Adbrite](http://bit.ly/9oOxXw) (<http://bit.ly/9oOxXw>)

Offers To Stay Away From:

Most major search engines have banned the free trial / rebill offers. Putting those

offers into the engines will almost always result in the campaign being slapped or the entire account being banned.

There are exceptions so you should contact the website individually to make sure your campaign is compliant if you plan to run free trial offers.

Running Pay Per Click Campaigns

Build A Quality Website:

This is one of the most important parts of running your PPC affiliate marketing campaign. Years ago, you were allowed to slap together a single page website, put ads all over it and then put it into all the pay per click engines. Now, it's different. Google wants to enhance their user's experience so the users will come back to use their services again.

Now website small sites with the sole purpose of directing traffic to an affiliate offer get a very low quality score. They call these bridge pages. Low quality score means you will have to pay way more money (almost always unprofitable) for your ads to show or your ads won't show at all. In fact, if your page is blatantly a bridge page, you risk the chance of getting your account suspended.

Therefore, you need to take the time to build a quality website. This is going to take longer than the other marketing methods, but the rewards can be great since many people have left the PPC platforms after the changes.

To have the best potential of having a good quality score, you're going to want some / all of the following:

Unique Content:

You should have content that is unique to your website. By this, I don't mean you need ground breaking, revolutionizing content. Just content that you either wrote yourself or paid to have written for you. This unique content adds value to the visitor's experience and thus gives you a better score (usually).

This content should not just be a single article you wrote up. You need to have multiple pages.

(Quick tip: You can get unique content written for you using a freelance site such as elance.com)

NOTE: Google's TOS says that you can not have a "bridge page" meaning that the only purpose of your site is to get users to go to the affiliate offer.

If you don't have enough unique content, you are not going to be able to run your campaign for any length of time.

Search Engine Optimization

When you make a website, it is important that you optimize your website to be as search engine friendly as possible. Now, this is a whole guide in itself so I won't be going over the specifics of search engine optimization. By having a search engine friendly website, your quality score should be better because the pay per click quality checker will be able to tell what your site is about.

If you need more information on how to SEO a site, the most popular SEO book (and commonly accepted as THE book on SEO) is called [SEO Book](http://bit.ly/aLXJ65) (<http://bit.ly/aLXJ65>) By Aaron Wall.

Design

If you are looking for an affordable way to make your website, I highly recommend you check out Affiliate theme (<http://bit.ly/bXwrDR>). Affiliate theme is an amazing theme set based on wordpress. Wordpress is great because it is very SEO friendly and when you put affiliate theme on top of that... it's perfectly designed for affiliate marketers looking to run campaigns in Google Adwords.

If you are able to tweak things a bit, you can always search for free CSS Templates on Google or check out LPDesigner (<http://bit.ly/cV5AbM>).

In fact, I made over \$1.5 million dollars using a FREE template I found on Google. I made a post about this very thing on Shoemoney's blog as a guest found here (<http://bit.ly/dBLzzW>). The point here being that you don't need a \$10,000 design for the website to make money.

Keyword Research

Keywords are the words you bid on to trigger your ads to show. If you have screensaver software you are trying to get people to download, you might bid on keywords like "screen savers," for example. Now, the more keywords you bid on, the more exposure your advertisement gets.

Keyword Research Tools

Keyword research tools can be very effective for helping you to expand your PPC campaigns and find new ideas. Although these are not required at all, many people have used these tools very successfully.

There are a ton of tools that are on the market right now but here is a list of keyword tools I have personally used before and recommend.

The keyword tools I have used and recommend include:

[PPC Bully](http://bit.ly/ayfHsJ) (<http://bit.ly/ayfHsJ>)

[Keyword Spy](http://bit.ly/dbKr37) (<http://bit.ly/dbKr37>)

[iSpionage](http://bit.ly/c857bc) (<http://bit.ly/c857bc>)

The main way I generate keywords for my PPC campaigns is by using the seed and expansion method.

Seed And Expansion Method

The seed and expansion method is pretty simple. You start with a bunch of main keywords that are broad. These are called the seeds. Let's take a dating campaign for example.

Seed keywords could be:

dating

date

singles

...

The above are all very broad keywords that are probably overrun with direct dating companies that will make it difficult for us affiliates to compete. So instead of trying to compete with the big companies we add these keywords called expansion keywords. These expansion keywords are added onto the end of each seed keyword to create a more specific keyword.

Some expansion keywords could be:

African American

Asian

San Francisco

New York

Online

...

Just from this short list, you can begin to think of numerous keywords that could be possible just for this campaign.

Once you have the two lists, there are multiple tools that will combine the two lists together. You'll end up with a list like:

Dating African American

Dating Asian

Dating San Francisco

...

Singles online

Keyword Matching Options

Now that you have your keywords, there are four different variations of these keywords that you should know about. These are referred to keyword matching options.

You can read about the keyword matching options on Google's website

(<http://bit.ly/cEwj80>)

When you're first starting out as a newbie to pay per click, using the exact match keyword type only is a great place to start. It can help you to really focus your keywords only to highly relevant traffic.

Adgroup

Adgroups are the grouping in your pay per click advertising campaign. The way you group your advertising campaign is very important. Ideally each adgroup should have a central theme. Taking the keyword examples from the previous sections, you could basically make an adgroup around each Seed keyword.

So you would have an adgroup for Dating, an adgroup for date, an adgroup for singles, etc.

Ad Creatives

Ad's are one of the other very important factors when it comes to making your PPC campaign successful. A significant portion of your quality score depends on the click through rate of your ad versus the other ads that display. This means that the better your ad is (meaning a lot of people click it), the more your ad is shown and ultimately, the cheaper your clicks become.

Therefore for each adgroup, I highly recommend you make at least a few ads that are completely different from each other. Let that run for a little while so you have a statistically significant sample size.

Once you start to see which ad performs best of the few ads you made, pause the others. Then create a copy of the best ad and change one aspect of that ad slightly. This could be changing the title of the ad for example.

Do this a few more times until you have an ad that is performing really well.

Tip: Try changing capitalization. You can capitalize the first letter of each word in the ad. This Can Have A Good Effect On Click Through Rates. ;)

Ad Copy

Your ad copy should always reflect your adgroup's main theme. If your adgroup is about singles, you should try to include singles in your ad.

To get good ideas for your copy, you should search (but don't click!) for ads that might be similar to what you are promoting. Again, don't copy the ad exactly. Instead use it as a template and make it your own.

Bidding

Bidding on keywords is another very common question I am asked. It's hard to know where to start bids for any campaign. As a general rule of thumb, I ask what the EPC of a campaign is and based on that, I set the bids at around 1/3 or so of the EPC.

The difficult thing is that although the EPC can give a good estimate of where you should start your bids, your quality score will be a huge factor in determining what your bids should be.

Search Network Only

When you're first starting out, I recommend you use search network only. In the options of the campaign you can go in and disable content network and search network partners. Doing so gives you the highest possibility of having success because you're dealing only with direct search engine ads (which have the best conversions).

If you later want to try Google content network, I highly recommend (and Google recommends) that you make an entirely separate campaign for that. At the end of this section I will talk more about making a content campaign.

Also note that if you plan to get heavily into the Google content network, you should also read the section on media buying towards the end of this guide.

Optimizing PPC Campaigns

To optimize your PPC Campaigns, I recommend you use one of two methods.

The easiest way to optimize your PPC campaigns is to use the Google Adwords conversion pixel. You setup the conversion pixel in your Adwords account and then send the pixel code to your affiliate manager (or email contact). Then the pixel is placed on the offer page via your affiliate manager. When you get a lead or sale, this pixel notifies Google Adwords which keyword the person used to get to your affiliate landing page and ultimately which brought in money.

The great thing about this conversion pixel is that after you get 15 or more conversions, you can have adwords begin to automatically optimize your adwords campaign.

This automatic conversion optimization is quite impressive to say the least. It worked extremely well in the testing I have done on it.

I have a case study about the adwords conversion optimizer where I increased my campaigns profit margins by over 100% and because of the increase in profit, I was able to make way more money by bidding to get higher ad positions. [You can read the case study here. \(http://www.jonathanvolk.com/internet-marketing/conversion-optimizer-case-study.html\)](http://www.jonathanvolk.com/internet-marketing/conversion-optimizer-case-study.html)

The bad thing about the adwords pixel (and the Yahoo / MSN pixel) is that they are not always 100% accurate. In fact, expect the number of conversions to be a bit lower than what you see in the affiliate network... it's normal.

Prosper202 / Tracking202

This is free software that is just amazing. Although setting up T202 or P202 can be time consuming and a bit tricky, the data that it can give you will help you to optimize your PPC Campaign like crazy.

Tracking202 is hosted on the tracking202 server and is easiest to install. Prosper202 is the same software but hosted on your own server. Although the tracking202 team does not use or look at your campaign data, some people feel it's just too much data for them to have on their servers.

I won't go over the details of using this software (because it is well documented and they have a forum - <http://prosper202.com/forum/>) but I can say that this is unbelievably good software that will help you to make more money if you put the time into using it.

Scaling PPC Campaigns To The 6 Figure / Month Mark:

I have a great video interview that I did with Wes from Tracking202.com on scaling PPC Campaigns to the 6 figure per month mark. It's a bit of a longer interview but this is a great interview that I recommend you check out.

<http://tv202.com/video/jonathan-volk-interview>

Good Keyword Tip:

Some of the highest converting keywords are actually URLs. Some people still search the url instead of typing it into the address bar. You wouldn't believe the amount of traffic that some of the higher traffic sites have typing in the domain into the search bar instead of the address.

Therefore you can often capitalize on this type of traffic with very little competition.

NOTE: Some search engines do not really allow this much anymore, but some still do. :)

Making A Content Network Campaign

Content network is where you advertise directly on websites that have partnered with Google's advertising platform AdSense. This allows Google to read the websites content and show contextually relevant ads to the visitors.

When you bid on the keyword "bikes," for example, instead of showing up in the search engine results you show up on websites that are bike related. Because these are two entirely different types of traffic, you should always split your search network campaign and content network campaign into two different

campaigns.

Here are some rules to follow when building out your content network campaign:

1. Build a central theme for your campaign. You want your content campaign to have one main theme that is evident to you. The way you build this central theme is by having cross referencing keywords and adgroup themes.

Let's say for example, you are building a campaign for a spyware remover program. You could have multiple adgroups such as "spyware removal" and have keywords based around that as well as "adware removal." Doing so helps to build a central theme that tells Google exactly where you want to show your ads and to what type of audience.

2. Only use the BROAD keyword matchtype. Don't use exact or phrase keyword matchtypes for content network campaigns.

3. It's ok to have duplicate keywords. For your content network campaigns, it's perfectly ok to have duplicate keywords. In the example above, I would include the keyword "spyware removal" in both adgroups. This helps tie the two adgroups together into a central theme.

4. When you are building a content network campaign, you can use image and flash ads. I highly recommend trying some image and flash ads to see if you can increase your click through rate. Some websites only allow image ads and because of this you can gain more exposure for your campaign by uploading image ads. (Read up on the media buys section for more tips on creating effective image ads)

Other things to know about content network campaigns:

1. Content network campaigns are always going to have lower click through rates than search campaigns. Not to worry, Google content network click through rate is separate and does not affect your search campaign click through rate.

2. Content network campaigns are generally slow in starting out and increase slowly. Traffic starts very slowly and ramps up over the course of a month or so. It all goes back to Google figuring out what your central theme is. Once they have the theme and your campaign has run for a bit, your traffic levels will continue to increase.

Expanding Your Content Network Campaign:

Expanding your content network campaign takes a bit of intelligent research. Here is how I do it.

1. Look through your referring URLs. You can do this in the adwords report tab and click on performance report. These are the websites that have your ad on them. You can now see others who are advertising on the same type of website.

2. With those URL's look through each one and try to find some competition. Try to find someone as close to your advertising model as possible...

3. Google search: www.sitename.com (Yup, you're searching for your competition's actual domain)

4. Look through CACHED results as well as current results to see where their ad comes up.

5. Based off Ad copy, try to come up with new adgroup ideas. If some of their ad copy has some keyword you may have not thought of... you've just found another

potentially profitable keyword / adgroup that you can use.

6. Build that adgroup and ... Profit...

Automating Building Of PPC Campaigns

Building your PPC campaigns can be a bit of a challenge and take some work. Making the keyword lists, ads, landing page, etc can take a lot of time to do manually.

There is this great program that I use to personally build 90%+ of my campaigns for search engine PPC called [SpeedPPC](http://bit.ly/96RRNp). (<http://bit.ly/96RRNp>)

SpeedPPC is a program that is unlike any other in it's ability to create campaigns for you in literally minutes and provide amazing quality scores.

Here is how it works...

You enter your seed and expansion list into SpeedPPC. You then select which type of keyword matchtypes you want (Broad, phrase, and/or exact). After this, you make ad templates. After you have all these items, you click build and SpeedPPC builds the campaign for you and outputs files you can then upload to Google, Yahoo, and Msn... all at once.

In addition to helping you to automate the building of your campaigns, SpeedPPC helps to increase your quality score. And they PROVE it with a video. The quality score of a campaign built by hand compared to the quality score of one built with SpeedPPC is amazing. SpeedPPC's quality scores were way better.

It might sound too good to be true but check out [this video](http://bit.ly/96RRNp) (<http://bit.ly/96RRNp>) of them building out a campaign. Of any tool, this is definitely the one to have if you're going to be doing any level of PPC affiliate marketing.

Need A Landing Page?

One of my favorite cheap ways to launch a PPC campaign is using wordpress. Wordpress is a free (very SEO friendly) platform that can make launching a content rich site easy and quick.

Although there are a lot of free templates for wordpress, most will take a bit of tweaking to make just right for your affiliate campaign.

I also recommend you check out [Affiliate theme](http://bit.ly/bXwrDR) (<http://bit.ly/bXwrDR>). Affiliate theme is an amazing theme set based on wordpress. Affiliate theme is designed for affiliate marketers that can not code but want a custom looking website with the power of wordpress.

Another great place to check out is this [Landing page designer website](http://bit.ly/cV5AbM) (<http://bit.ly/cV5AbM>). This is an amazing website where you can buy a pack of 16 templates for \$20!

Each month there is a new set of landing pages released and it's well worth the money for the caliber of landing pages.

Need Help With PPC Campaigns?

If you need help with your PPC Campaigns, I highly recommend you check out [PPC Coach](http://bit.ly/bwMODX) (<http://bit.ly/bwMODX>). PPC Coach is a great service that gives you direct access to an entire community of people who are willing to help you with every detail of your campaign.

It also includes 3-4 direct lessons which include sample campaigns that you can run each month.

For more information on PPC Coach, check out my [PPC Coach review](http://www.jonathanvolk.com/how-to-make-money-online/ppc-coach-new-review.html).
(<http://www.jonathanvolk.com/how-to-make-money-online/ppc-coach-new-review.html>)

Section 15 - Media Buying Affiliate Marketing Guide

What is Media Buying?

Media buying (also referred to as display advertising) is simply a fancy word for purchasing banner ad space on a website, a network of websites, or an ad exchange network.

Media buying can be as simple as buying banner inventory on a website directly from the website owner or buying banner ad space through an ad network that provides you access to very high traffic websites.

These media buys are usually paid for on a CPM basis. CPM means cost per 1000 impressions. An impression is simply one view of the banner on the website.

There are many huge benefits to media buying. First, the amount of traffic you can get from media buys is phenomenal. Second, many of the restrictions you would see on larger ad platforms (such as Adwords, Facebook Ads, etc) are not problems on media buys.

The downside to media buying is that it can be very costly. If you use a large ad network, you will most likely spend thousands of dollars before you even make a profit.

Now before you stop reading because you think you won't be able to afford media buying, let's talk about the more affordable ways to do media buys.

Starting Out In Media Buying

When you're first starting out in media buys I recommend you start buying directly from websites or using ad exchange websites. Buying directly from websites allows you to spend either a flat rate or generally a smaller amount than the large ad networks.

Where an ad network would require a \$10,000+ commitment, you can find direct websites that will charge as little as a few bucks per month.

Now, before you go trying to find sites, I recommend you read "Know Your Demographics" in the previous chapter. With media buying it's VERY important to know who your demographics are for a particular offer.

Another thing to know before you start out is offers that pay a low commission (\$5 bucks and under for example) will be very difficult to make a profit on. I recommend the higher paying offers such as lead generation offers or free trial offers.

Research Websites For Your Direct Buys

Ok, so now you have a good offer and you know your demographics. There are a couple methods you can use to find good sites for media buys.

- Using Google Ad Planner research tool, you can find websites that have the demographic that you're looking for. Enter your demographics in the adplanner and begin researching out the list of websites that ad planner shows you. Sort the results by comp index. This comp index is the highest relevance sites based upon the demographics you have inputted. I would recommend targeting the higher comp index websites.
- On Google, Yahoo, and MSN you can search for keywords that are related to the offer to find the top 50 websites in Google. Depending on how competitive the niche is you can find some good websites.

This method can be especially effective if you know of keywords that are converting for paid search engine traffic. The idea here is you go search for websites and do your media buys on the natural organically ranking websites for the keywords that convert well for paid search.

-
- Use Quantcast ad planner. (<http://www.quantcast.com/planner>) Similar to Google Ad Planner – another source to look through.
-

Things To Look For On The Websites:

I always recommend looking for sites with adsense or some other forms of ads on the site. This shows that the website owner is looking to monetize and your offer will generally be well received by them.

When you are looking for a website, if you find a site with banners on it already, I highly recommend only buying banner space that is above the fold. Above the fold means the banner is visible without having to scroll down on the website.

If the banner is below the fold, I would only pay for it if the banner was extremely cheap and I don't recommend this for first time buyers.

Contacting the website

You can then contact the owner of the website and ask them to purchase ad space on their website using the template below.

To get their contact information, you can use the whois (I use www.whois.sc to check) or the regular contact page on the website. Either way, you should be able to find some sort of email.

To Whom It May Concern:

I'm interested in purchasing banner inventory on your website, <INSERTWEBSITEHERE>. I am a direct response advertiser based from the US and based upon my research, I believe your website would be a perfect fit for some of our latest marketing campaigns.

I would love to begin a direct advertising relationship with you. We are flexible and are looking to make things mutually beneficial. If you could, please email me back with your pricing at your earliest convenience.

If you have any questions please feel free to email or call me at XXX-XXX-XXXX

Thank you very much for your time.

<Yourname>
<Company Name>

Not every website is going to reply back to you. In fact, if you get more than 1 or 2 out of 10 people to reply, you'll be doing great. That's why it's important for you to email a bunch of people.

If they do not reply to your email and the site is valuable to you, try checking the whois database for their phone number. Try calling them... Maybe they were just too busy to reply and a phone call will get them to give you the focus you want.

Finally, if they still don't reply, try Facebooking them. I know it seems a little creepy, but Facebook is like the new "email" so to speak. People often check Facebook more frequently than email and this could be a great way for you to reach that webmaster.

Tip: If they have Google adsense on their website and never reply back, you could always try making a Google adwords "placement targeted" campaign targeting that domain name. Just make sure you are in compliance (no free trial offers for example) before you put it in adwords.

Negotiate the Price:

Direct media buys like this can often result in huge profit because you can negotiate crazy good rates.

Whatever price you are given, no matter how good, I always try to negotiate. Everything is negotiable and often asking can reduce your cost by 10% or more. A great way to negotiate price down is by offering more money up front in exchange for a cheaper rate.

Also, I always recommend starting the smallest buy they will allow you to do. When you get prices, if it's too high for you to risk, then you could ask them for a test buy first and see what they do.

The key to this is that if you are honest with the website owner and say it's too expensive for you (rather than trying to act like a big shot), they'll be willing to work with you on things more frequently.

Insertion Order:

After you have negotiated the price a bit, you will need an IO (insertion order). An insertion order is basically a contract going over all the terms of the agreement (price, time period, etc).

In the insertion order, make sure that you have the following: 24 hours out clause, even clause, demographic targeting, day parting, and frequency cap.

24 Hours Our Clause:

This is a simple clause that allows you to get out of the media buy within 24 hours if you are not happy with the results. This gives you a bit of a safety net if the media buy is just a complete bomb.

This 24 hour fat clause does not mean you get all your money back. Instead you can get all of it minus the 24 hours cost.

Even Clause:

An even clause is really for larger media buys but basically states that ad delivery will be distributed evenly each day. This is to prevent you getting all your traffic in one day.

Let's say for example that the website you're buying ad space from has many banners rotating on the site. Now you decide to get out of the buy via your 24 hour out clause. What some sites could do is put your banner up a majority of the time so they spend nearly all of your money in the 24 hours. That way they only have to refund as little as possible. An even clause would prevent problems like this.

Demographic Targeting:

This part of the IO is simply explaining which demographics if any you want to target. Most of the times this will be GEO targeting based on IP.

Day Parting:

Day parting is when you want your banner ads to only show during certain hours of the day. This can really help your profit levels if you find that you generally have lower profit margins at a certain time of the day or week.

Frequency Capping:

Frequency Capping is the amount of times your banner is shown to the same IP address in a 24 hour period. The recommended capping rate differs depending on who you talk to. Somewhere around three times per 24 hours seems to be pretty standard for bigger buys. For smaller buys, I don't use frequency capping at all.

Focus on Optimization Of Your Banner:

Ok so now you have your media buy running. If you're paying a flat rate or CPM rate, you should be optimizing your banner as much as possible to get the best click through rate.

The more clicks, the better chance at profit you have. I recommend using at least 5 or 6 banner variations for each size banner you have.

Here are some tips to get a better click through rate on your banner:

Split test 5-6 variations of each banner size.

Increase CTR by changing headlines, use shocking images, use blue underlined links, use fear and pain, and test with a white bg color.

Always highlight benefits not features ([common mistake](http://www.jonathanvolk.com/internet-marketing/benefits-vs-features-the-key-to-selling.html) - <http://www.jonathanvolk.com/internet-marketing/benefits-vs-features-the-key-to-selling.html>)

Try using images of people in the banners.

Try using testimonials in the banners.

Try using an all text banner.

Try to use blinking arrows.

Try to use gradient backgrounds for banners.

Media Buying Through Ad Networks:

Media buying ad networks are generally very large groups of high traffic websites.

The upside about the ad networks is that the potential to make tens of thousands or even hundreds of thousands per day is there. The downside is that if you are trying to do a media buy through a large ad network, you're going to need to spend thousands of dollars (tens of thousands) before you optimize your campaign to a profit (most of the time).

You really need to have a significant cash flow before entering into these networks. And before you get to a profit, expect to lose money...

Relationship:

When you are doing large buys from these networks, it's important that you develop a great relationship with your manager. These are the people who will help you to optimize your campaign. Much of the campaign success relies on this manager making optimizations for you.

If your manager is not responding right away to your needs, it's time to request a new manager. Seriously, it's that important.

Ad Networks:

TribalFusion.com

Zedo.com

BurstMedia.com

Valueclick.com

Media Buying Questions?

Do you have any Media buying questions that I didn't answer? Need someone to help you start out in your first buys more? A good place to check out is [Media buys coach](http://bit.ly/adoIFx). (<http://bit.ly/adoIFx>)

Media buys coach is a monthly subscription service where you can take lessons on Media buying and also ask experts questions directly. It's well worth getting if you're starting in Media buying and want the option to ask about every little detail of your campaign.

You can read my [review on Media buys coach here](http://bit.ly/adoIFx). (<http://bit.ly/adoIFx>)

Section 16 - After Your Campaign Is Ready to Launch

Everything Is Negotiable

When you start out in affiliate marketing, one thing you should know is that everything is negotiable. Payouts are almost always set to a low level and as you begin to grow your revenue, don't be afraid to ask your manager or affiliate network contact for an increase in pay. Sometimes it will happen, sometimes not.

If you're open and tell them you're having a hard time keeping an offer profitable for example, they generally come back with a bump in payment or suggest another offer that might work better for you.

Tip: When negotiating try not to make the negotiations about you. If you complain and whine, networks are less likely to work with you. Instead saying something like, "Hey, I really want to keep running X offer with you but I'm having a lot of troubles keeping it profitable. Is there anything you can do to help? Thanks."

This keeps the focus back on the network a bit more than just making it entirely about you. Being in a network is essentially a partnership so you want to make sure you work with them and not against them.

How Much Should You Spend On Testing?

Another very common question I am asked over and over again by people starting out in affiliate marketing is how much money they should spend on a test campaign before they determine if it is a failure or not.

For me, I usually spend a few times the commission before analyzing the data. Lets say for example you are running a lead generation offer. I would probably spend 30-50 dollars on advertisements before really analyzing anything.

This is another reason why I recommend starting out with lead generation offers. Often these lead generation offers pay just a few dollars. For those of you on a budget, you only need to risk 10-20 bucks before you have data enough to begin looking at how you're doing.

If At First You Don't Succeed

Campaigns don't always start out profitable right away. Sometimes you have to work at the campaign to get it to work. Set your daily budget to a level you can afford to lose and work hard at optimizing your campaigns until you are seeing a profit.

A personal (recent) example:

I had a campaign that was losing around \$20-30 dollars per day. I decided to retest a different landing page and I began making around \$20 bucks profit per day! I then began to optimize the keywords (this was a search campaign) and double the profit margins! Then I began expanding the campaign and got it to almost \$10,000 profit per month.

Just think... ~\$10,000 profit per month that I would not have had if I had just given up. It's really all about testing and optimizing your campaigns.

Section 17 - Conclusion

Why Am I Giving This Guide Away?

For years now, I have been blogging about how I make money online at www.JonathanVolk.com. Making money online is something I am passionate about and I wanted to compile a useful resource that many people can use to generate online incomes as well.

Affiliate Marketing Interviews

Are you interested in reading about successful affiliates? I've started a weekly interview series called Friday Affiliate Interview on my blog.

You can read the archived interviews here: <http://www.jonathanvolk.com/affiliate-interviews>

So far, this interview series has been extremely successful and many readers have

told me it's one of their favorite days to look forward to.

More about me:

You can read more about me on my blog's about page:

<http://www.jonathanvolk.com/about>

Thanks:

Thanks for reading my guide! I hope you enjoyed it! Feel free to [contact me](#) (<http://www.jonathanvolk.com/contact>) and let me know how you liked the guide!