

CPA MARKETING REVEALED



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CPA Marketing Basics

With regular affiliate marketing, your site visitor actually has to buy the product in order for you to get paid. The beauty of CPA marketing is that while sales conversions do apply in some cases, your visitor usually has to take a much lesser action in order for you to get paid.

A person generally has to perform one of the following:

1. Simply click a link
2. Provide a zip code
3. Provide an email address
4. Provide a name and email address

Or any other combination of contact details. In an age where online security is at the forefront of peoples' thinking and most internet users are both jaded with advertising and savvy to spurious offers, how do you get your site visitor to part with her jealously guarded information?

You show her how easy it is just to enter a zip code. And there's only one way to do that...

You must provide her with an enticing reason – one she can't resist. You must let her clearly see that the benefit of giving up her email address or zip code is five times greater than not. (And part of this involves getting her to trust you.) And it should feel totally natural, like it's the next logical step (*the only logical next step!*)

Usually, you only have to inspire your reader to perform a single action – she doesn't have to buy anything.

Let's take a closer look at the different types of CPA offers...

Finding The Right CPA Offers

You can get involved in CPA marketing through several different types of offers. As you begin testing the waters with CPA marketing you may find that you feel really uncomfortable with certain offers and perfectly happy with others.

This is perfectly normal.

You only want to get behind offers you feel 100% comfortable with.

Types of CPA Offers		
Email lead captures	Usually requires your site visitor to “enter your email address for more information” (or a free eBook, etc.)	Average Payout: Anywhere from 85 cents to \$1.20 per lead
Free Product Offers	Where your site visitors get something concrete in return for submitting their information (e.g. free sample, gift card, discount coupon for restaurant, etc.). This type of offer can generate a high click-through rate, but note that you are usually only paid if a sale results	Average Payout: Anywhere from \$17-45
Lead Generation	Involves capturing a little more than just an email address – usually first and last name, address, and perhaps even phone	Payment varies
Pay-Per-Sale	High end products with large commissions These are the CPA offers that can make a real difference to your income – but this is basically affiliate marketing	Best Payout: \$60-300
Zip Code Lead Captures		Payout: \$1 per lead

The Next Crucial Step

Before throwing yourself wholeheartedly into a certain type of offer, take the time to actually enter and check out the competition. Run searches in Google for words like “insurance + review” or “free gift card” to find blog sites that contain CPA ads.

One thing that will strike you straight away is the many results that come up exposing “scams” connected with these CPA offers. That is why it’s crucial you check out these offers yourself, before rushing off to build a site around them.

And why it’s a good idea only to find offers through reputable CPA networks.

CPA Networks And How They Work

The first thing you have probably already realized is that there are a lot of shady companies out there and you don't want to work hard to gain someone's trust just to send them to a company that doesn't deliver what it promises – worse, is out to scam her!

One way to protect yourself, and your prospect, is to join a reputable CPA network.

Unfortunately, it's hard to tell what benefits each one offers, until you've signed up and tried them out.

3 highly reputable companies to start with are:

1. Clickbooth
2. Pepperjam
3. ShareaSale

Later on, after you've got the hang of CPA marketing, you might wish to try a few more.

Here is a sampling of better-known CPA networks:

- Adfish
- Affiliate.com
- Azoog
- AZN Network
- Clickbooth
- Hydra
- Linkshare
- Max Bounty
- Neverblueads
- Offerweb
- Ourfreestuff
- ROI Rocket
- ShareResults

Getting Your Foot In The Door

The first thing you'll discover is a short waiting period, while the CPA network you've selected considers your application.

Sometimes, your application is rejected – and sometimes, there's no indication why. If this

happens to you, don't waste any time worrying about it. Move on, and try another.

Here are some solid tips as to what CPA networks are looking for – and what will often make them unhesitatingly reject an application:

What CPA Networks Like	What CPA Networks Dis-Like
- Experienced marketers	- Obvious “newbies” or amateurs
- Established websites - Websites already set up and optimized for the product	- Marketers who don't have a website (or one that is properly focused on the offer) - Marketers who don't know how they're going to promote the product
- Wordpress blogs hosted on your own site, with a properly focused keyword as your .com domain title	- A blog or website hosted on a free site
- Full contact information (<i>especially</i> a phone number where you can be reached during business hours)	- Any indication that you're not a “real person” - Incomplete contact information (<i>especially</i> no phone number)

2 Critical Factors About CPA Networks

To understand what's going on here, you must realize that CPA networks are 100% responsible for results to their advertisers – *the guys who are paying them big bucks*.

It's critical that they produce the results they've promised the advertisers. Their reputation rides on using marketers like you who present a professional appearance in every aspect of their business.

In other words, they have as big an investment in you as you do in their network. It's just not monetary, in the strict sense of the word.

That is why you need a professionally developed website or blog to lead them to. Your blog should have original content and a focused approach. And you need to avoid questions or omissions that will mark you as a “newbie” – or worse, an amateur marketer who is not serious about getting targeted, profitable results.

The second thing you need to know up front is that providing them with a phone number is absolutely crucial! Most legitimate CPA networks will phone and “interview” you. This is a safety precaution from their end – and the fact that they need one is a good sign for you. They want to check out that you are who you say you are and that you have a grasp on CPA marketing.

You don’t need to be intimidated by these “interviews”.

The big question they will ask you is probably: **“How do you plan to market this product?”**

If you’ve done your market research properly, you’ll probably already be brimming with ideas (and we’ll get to some suggestions shortly!)

About Your Website

There are 2 ways to go when setting up your CPA offer website:

1. Using an old site you own and revamping it to suit the product or purpose (CPA networks like websites with history.)
2. Setting up a brand new one with a generic, but subject-appropriate domain name.

For example, if your offer is a zip code submit for the popular Free iPhone Offers, you might register a domain like: “FreeSmartPhones.com” or something similar.

Static Sites vs. Blogs

It doesn’t really matter whether or not you choose a static website or a blog – the important thing is that it should look professional and have a good design.

There are many great mini-site templates and blog themes for sale (and free) on the net. Don't think you're stuck hiring expensive web designers to get started.

Choosing A Strong Domain Name

It’s getting harder and harder to find good keyword-based .com domain names that have not been snapped up by companies hoping to bleed people of hundreds of dollars by selling them, but here are some tips to help you get around this:

Just add these words to your main long-tailed keyword:

- Best
- Reviews or review

- Solutions or solution

What To Do if There Are No (.com) Versions of Your Keyword Available?

If all else fails, go for a .org extension. Many experts will tell you not to do this, but due to the nasty practice of “domain-snapping”, sometimes it becomes the only viable alternative.

The old convention about .orgs being only used for non-profit organizations seems to have been chucked firmly out the window.

In short, you will now see “.org” as a common extension on many blogs.

Many marketers quietly resort to this alternative and experience solid success with it – if they’ve taken the time to make sure all other elements of their site are well-researched and set firmly and professionally in place.

Yes. You can start out with one website add more, if your CPA offers differ.

CPA Examples

What does a CPA offer actually look like? With the most skillfully placed ones... you may not even realize that’s what you were seeing.

Let’s take a break here and have a look at some random samples...



Example 1:

Zip Code Submit (Payout: \$1)

Required Action:

Visitor enters zip code

Example 2:

Email Submit (Payout: \$1-3)

Required Action:

Visitor enters email address



Example 3:

**2 Page Submit
(Payout: \$9.50 to \$15)**

Required Action:

Visitor enters zip code and completes form on next page.



Example 4:

**Credit Card Submit – Trial Offer
(Payout up to: \$60)**

Required Action:

Visitor enters credit card info and agrees to pay monthly fee.



YOUR AD DESIGN

As you might have picked up from the samples, one of your most important strategies in improving your click-through rates will be to make your CPA ads blend in with your site's content.

One way is to remove ad borders and literally blend the sign up box into the page if possible. The last thing you ever want to do is make your CPA offer stick out like a sore thumb, by amateur mistakes such as:

- Using completely different colors from your site headers, subheads, link colors, etc.
- Using contrasting background colors
- Using screaming “in-your-face” colors or flashing animations
- Using heavy borders

Let's compare the right way and the wrong way to integrate CPA ads into your site's page...



FIGURE 1: The Right Way

With the above example, you barely even notice the CPA ad on the right. Entering your email address and getting a quote just seems to be a service of the site.

But what happens if the site owner presents a CPA offer that is:

1. Out of context (not related to the subject being discussed)
2. Jarringly different from the theme colors and design scheme

Well, then it might look something like Figure 2 below:



FIGURE 2: The Wrong Way

Think about it... even if you personally like screaming neon colors, which ad would you be inclined to click? The one that is a natural continuation of the burning subject on your mind – finding a safe vacation spot - that just requires you to quickly fill in your email address?

Or the unrelated offer that screams “ADVERTISEMENT!” and is totally out of place?

“Is This Really for Me?”

At this point, having checked out typical CPA offers and given a thought to design, you’ll either be feeling interested at the least, excited and eager to get started at the most.

Or you’ll be starting to realize this really isn’t for you?

Whatever you decide, go with your gut instinct. There are plenty of marketing methods out there and it’s important to find one that’s comfortable. But just remember, there are also

multiple ways to promote your CPA offer too.

If running a review blog doesn't appeal to you, you might want to try some other method, such as email promotion, article marketing or video creation.

Ways To Promote Your CPA Offer

The major question you may be asked by your chosen CPA network concerns how you plan to showcase and promote your CPA offer. It doesn't really matter what you answer; that is, what method(s) you choose – as long as it makes solid business sense.

When filling out applications for CPA networks, select:

- Text Links
- PPC
- Banners

You can always add more types of ads later on, once your website or sites are up and running and you've gotten the hang of CPA marketing.

If you don't want to answer questions about PPC from the rep who calls, don't select "PPC." But selecting Text Links and Banners gives you an easy way to tell the CPA rep who calls that you plan to integrate these into your site, supported by quality content and matching color schemes.

Choosing CPA offers

You'll notice both similarities and differences with CPA networks. You can either start off slowly by concentrating on one or two until you've got your "method" under control, or you can sign up for several, and later drop the ones that don't suit your style.

The differences lie mostly in the way they pay you. Some require you to rack up "points" before you can redeem either a physical reward or cash. Others deal strictly and straightforwardly with cash compensation.

You will also notice that there are certain types of offers that seem to be huge converters. The thing to be aware of when dealing with these categories is that this also means there is huge competition.

1. Debt
2. Mortgages
3. Insurance

4. Credit
5. Ringtones
6. Anti-Aging Skin Care
7. Weight loss

They may not be the most exciting of niches (and competition is fierce) but they're worth considering because their payouts are usually relatively high. Don't just copy what others are doing – think up fresh ways to promote each offer.

(Hint: Study your competition. See what works for them – and then see if you can identify anything they're missing in their strategy and introduce it in yours.)

If you're a new marketer and don't have a list... a signup form for your list will be absolutely essential (not just for your CPA offer). You'll need to offer a compelling reason for site visitors to sign up. You could offer a free report, video or eBook on the subject they're searching.

If you're new, a PPC ad campaign will move you rapidly up in Google's ranks, more quickly than any other strategy. But only use this if you follow these tips: (setting a daily limit, daily tracking of clickthroughs, using a short term campaign, etc.) – otherwise you could end up losing more money than you make!

CPA Website Optimization

The first thing you need is content!

It's important to populate your blog or site with at least 12 articles or pages of really interesting, unique content – material that your particular prospect will find:

- Rewarding
- Interesting
- Exciting
- Useful
- Exactly what she needed!

This accomplishes 3 vital functions:

1. It's great for Google SEO
2. It quickly builds reader trust
3. It makes the reader much more inclined (now that she trusts you) to click on your CPA offer

Just don't let him down by sending him to a fraudulent or "scammy" offer! Do remember to check your CPA offers out personally, before building a site around them (without violating any

“don’t click on your own ad” rules).

Some suggested ways to increase reader interest (and content value):

- Be specific. Don’t write generic material – seek out valuable, concrete tips. Look for material no one else has covered.
- Make it interesting. Use stories and examples. Use action words and verbs.
- Use lists.

Believe it or not, people love data laid out in simple list format. Articles or posts with titles such as:

1. “10 Tips for...”
2. “Features included...”
3. “7 Mistakes Not To Make”

Are all proven eye-catchers!

If you’re not a writer, use PLR (private label rights articles) – but remember these are generally written in a generic manner. Add juicy, specific details yourself, and rewrite at least 60% of the content (100% is better.)

If this feels too wearisome, don’t forget, you can always outsource. Hire a ghostwriter.

But whatever you do, never insert PLR “as is” into your sites or blogs. Not only will your content be too boring and generic, your reader is likely to feel ripped off for being “lured” to your site – not a good way to get him to click through! And, of course, you risk having your site dropped from active indexing by Google, who will brand it as the dreaded “duplicate content”.

Types of Ads You Display

In addition to Text Link ads and Banner ads, you can also present CPA offers through:

- Email
- Newsletter
- Popups

You can encourage people to click purely by simple physical placement on the page and with design. In some cases, this really will be all you need – especially if your content is highly relevant.

A Word of Caution

Don't let your friends and relatives click on the ads multiple times. If you're running a PPC campaign and they click on your PPC ad, it will cost you! And you risk being penalized and dropped – just the same as with Google AdSense – for any artificial clicks. (And CPA networks can track and tell.)

And speaking of tracking... for absolute, basic starters, make sure Google Analytics is installed on your site. Paste the code at the bottom of your HTML, immediately before the `</BODY></HTML>` tags.

Next, use a tracking program that tracks clicks as well as sales. One that merely tracks sales won't be much use to you.

There are plenty of commercial tracking programs, but you can also start off with Statsrobot, which is free. One reason Statsrobot works so well is because it's designed to keep track specifically of CPA network stats.

10 Tips for Effective CPA Promotion

1. **Pre-sell** your CPA offers by blogging about them.
2. **Suit your CPA offer to your subject.** For example, if your CPA offer is for a free sample of a skin care cream, make sure your accompanying articles deal with skin care. Elementary, you may think – but people forget!
3. **Fill out the entire application.** Don't miss a single box – this is the #1 cause of applications getting rejected. Write or fill in something – even if it's just "N/A" or "0"
4. Check out Affiliatetips.com - There are many great leads and resources at this site.
5. **Even the smallest tweak can make a difference.** Don't just let your pages sit. Try different headlines and subheads. Rearrange elements on your page. Use different words.
6. **Use Social Networking** to drive traffic to your CPA site articles.
7. **Have a mix** of high-paying and low-paying CPA offers. While it's great to have high paying CPA offers, usually it's more difficult to achieve conversions with these (for one thing, there are more steps the reader must take – which increases the chance of your reader aborting the process). Low-paying CPA offers are usually much simpler and easier. *A mix is the best way to start.*

8. **Use viral videos.** These are a great way to drive people to your CPA landing pages.
9. **Check with your CPA Network** or company regarding how long they plan to have the product or offer available. It's happened before – people have put tons of effort into a CPA offer only to find out it's being pulled from circulation the very next week!
10. **Study your CPA offer's landing page**, if one is provided for you. Make sure it has a strong headline and call to action, as well as ZERO distractions such as external links.

Your CPA Checklist	
What You Need to Have...	What You Need to Do...
1. A Target Customer	Remember... First, market research. THEN keyword research.
2. A Domain Name	Register your new domain with a good domain registrar company – avoid the \$1.99 per site ones, if you can help it.
3. Web Hosting	A reseller account is ideal, if you are planning to create multiple domains.
4. A Website	Can be a static site, or a WordPress blog
5. A Privacy Policy	Privacy Policy Plugin if you're using a blog. Standard <i>Privacy Policy</i> if you have a static website. (<i>This is absolutely essential, to comply with the new FTC guidelines.</i>)
6. A Sitemap	Sitemap plugin, if you're using a blog. XML Sitemaps.com, if you have a static website - (<i>Really helps with SEO.</i>)
7. Dedicated Email Address	For each site
8. Phone Number	Where CPA network reps can reach you
9. Answers Ready For CPA Rep Questions	“Tell me about your website” “Will you be using PPC ads to promote it?” “How will you promote our offer?”

CPA Marketing Revealed

Just remember, the hardest part is likely to be getting accepted by CPA networks! (And also remember, once you become a top producer, there are rewards that you just won't get within the confines of regular affiliate marketing.)

CPA marketing isn't for everyone – and you do have to be very careful not to promote fraudulent or spammy offers (you should research each offer as thoroughly as you research your unique target customer before deciding to promote one) but if CPA “clicks” with you (no pun intended), it can bring in a very nice second stream of income.

Best of success to you!

Here's a great resource for learning the “ins and outs” of CPA marketing:



DIRTYCPA
PLAY TO WIN WITH CPA'S

Play Dirty And Win With CPA's
www.DirtyCPA.com

**Step By Step Dirty Tactics
Designed To Make You More Money
*FASTER***

CLICK HERE TO GET STARTED NOW

The advertisement features a man in a dark suit and light shirt standing with his arms crossed next to several stacks of US dollar bills. The background is dark with a red and yellow gradient.

[Highly Recommended CPA Resource](http://www.DirtyCPA.com)

“How To Make This Report Your 24/7 “Digital Sales Machine!”

I hope you enjoyed this free report and picked up your copy of [Dirty CPA](#)

Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...

Would you like to get paid a commission when the people you share this report with also buy [Dirty CPA](#)?

If so, then all you have to do is rebrand this special report with your affiliate ID before sharing it with others. That's it. You can then post it to your blog, share it on Facebook and Twitter, or even use it to build your list.

And here's the best part...

Your readers will also receive “giveaway rights” to this report. Which means, if they give it away *without* rebranding it (*and many will*) you'll get paid commissions on ALL of their referred sales as well. Example: Let's say “Stephanie” downloads your report, but *does not* rebrand it with her ID. She then shares YOUR branded version with Bill who buys [Dirty CPA](#) — guess what? YOU just got paid... *Cha-ching!*

Get excited! Because you're about to unleash your own “digital sales machine” that cranks out commissions for you 24/7 (*even while you sleep!*)

Here's what to do next...

[Make Your Own Autopilot Cash Machine With FREE Branding Rights To This Report As Your Viral System](#)

[START NOW CLICK HERE!](#)

Thanks

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