

Cost Per Action

Marketing 101



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INTRODUCTION: WHAT IS COST PER ACTION MARKETING?

Cost Per Action marketing, or CPA (sometimes referred to as cost per acquisition) is currently a very hot topic on the internet marketing circuit. It is an exciting way to market that is actually quite a bit different from “traditional” affiliate marketing.

If you've been doing affiliate marketing already, or are selling your own products, you know how frustrating it can be to create a stream of traffic, only to see a very small number of people make a purchase. Often times, it is difficult to get someone to pay a nice sum of money, even when your product is a great match for them.

Wouldn't it be nice if there was a way to make money from a visitor, without them necessarily making a big purchase?

That's what CPA marketing is all about. Rather than being focused on you getting paid everytime you make an affiliate sale, you actually get paid whenever a visitor performs a certain pre-determined action. Let's take a look at a typical CPA offer.

<http://www.looking4education.com>

The above website, through popular CPA networks, will be happy to pay you for every legitimate lead that you send them. This means that you can, for example, put a CPA ad up on your education-related site, and start driving traffic to it.

Now, rather then getting paid X amount of money every time one of your visitors purchases a product from that website, you will get paid X amount of time every time someone simply requests further information about educational opportunities.

Do you see the golden opportunity here? Think about how much easier it is to get someone to request free information (in some cases, they don't even need to submit their credit card info), as compared to having to make a full sale?

That's the power of CPA marketing!

To hear me talk a bit more about cpa marketing, please refer to Video #1 and #2.

THE BENEFITS OF CPA MARKETING

There are lots of good reasons why you should be doing cpa marketing. Here are a few:

Advantages

- **It doesn't cost anything to get started**
- **You don't have to rely on making a sale for a commission**
- **Many offers contain great copy and salespitches**
- **People are doing very well with this**

To learn more about these specific advantages, be sure to check out Video #3.

THE TOP CPA MARKETING NETWORKS

Before you can start promoting cpa offers, you need to join a few networks. I suggest you take the time right now to join at least 3. The reason is that the more places you join, the more offers you will be able to pick from when looking to promote in a market.

There are hundreds of networks out there. Here are a few of the more popular ones:

Hydra

<http://hydranetwork.com>

Copeac

<http://copeac.com>

Neverblue

<http://neverblue.com>

XY7

<http://xy7.com>

MaxBounty

<http://maxbounty.com>

Azoogle

<http://azoogle.com>

That is just an initial list to get you started.

To hear me talk more specifically about this, please view video #4.

APPLYING FOR A CPA ACCOUNT

Applying for a cpa account does take effort, it is a bit more involved than say, setting up a facebook or even google adwords account. Most likely, you will need to speak on the phone with the network in an “interview” before they approve you for your network.

Don’t let this initial process scare you, it isn’t as hard as it sounds! In this video, I will show you how to fill out the preliminary paperwork. Please view video #5 to see me in action.

TIPS FOR GETTING APPROVED

Applying for a cpa account does take effort, it is a bit more involved than say, setting up a facebook or even google adwords account. Most likely, you will need to speak on the phone with the network in an “interview” before they approve you for your network.

If you are relatively new to internet marketing, don’t worry. I will be sharing some helpful advice on what you need to know to get approved by the cpa networks:

Tips

- **Call the network yourself**
- **Be relaxed!**
- **Have a website to show them (think about acquiring one)**
- **Talking about driving traffic with PPC is a big help**
- **Frame what experience you have**
- **Be flexible**

If you don’t get accepted by a network the first time around, don’t worry. Just move onto the next one. You can always reapply later, when you have more experience with cpa marketing! Please feel free to view Video #6, to hear me talk a bit more about getting approved.

PURCHASING A “SETUP” SITE

One of the questions the networks are going to ask are if you have a website of your own. If you don't, I suggest that you get one, as it may be difficult to get approved otherwise.

Fortunately, you can pick up a site for \$10 or less, or have one created for you. I would suggest checking sites like:

<http://ebay.com>

<http://digitalpoint.com>

<http://warriorforum.com>

All of these places are filled with startup websites that are available for purchase, often at a very low cost. You can also pay someone to set something up for you as well.

Taking this extra step will help to ensure that you get approved with the cpa networks. You don't need to use your site to promote your offers, it just helps you get approved as it shows you already have a web presence.

To learn more about this, please view video #7.

FINDING YOUR WAY AROUND YOUR CPA ACCOUNT

Now that you have your very own cpa account, it is time to get familiar with it. In this video, I show you the typical layout for a cpa account. In future videos we will discuss how to find the best offers and go about promoting them.

Please refer to Video #8 to learn more about getting around your cpa account.

TALKING TO YOUR AFFILIATE MANAGER

I want to highly encourage you to develop a relationship with your affiliate manager (the person who will be managing your account on your cpa network). These people are great to talk to for several reasons! They can let you know the best converting offers to be promoting, and are responsible for overseeing you as you promote their network.

Things to be keeping in mind when communicating with your affiliate manager include:

- **Show them you are reachable**
- **IM is nice for chatting**
- **Inquire what offers are selling**
- **Ask them for assistance on marketing methods**
- **Don't be a stranger, you may look suspicious!**

I suggest that you view video #9, where you can learn more about talking with your affiliate manager.

FINDING A NICHE

Now that you are setup with a cpa account, it is time to start deciding the type of markets you would like to be involved with. Keep the following in mind when searching for a niche:

Finding a Niche

- **Is there money in this niche?**
- **Is there enough interest in this niche?**
- **Can this niche be “sold to”**
- **Do not be intimidated by the “super hot” niches**
- **See what others are doing with it**

Your cpa network should already have all of its offers organized into different categories. I would suggest spending some time going through these, and thinking about what market will be the best match for you. To hear more about this approach, I suggest you review Video #10.

FINDING AN OFFER

There are many different offers to choose from, and while all of them may be decent, it is important that you focus on the best ones possible. When reviewing offers, you will want to keep a few key things in mind:

Finding an Offer

- **Is it a good product?**
- **Is there interest in the product?**
- **Are others promoting it?**
- **How hard are the conversion terms?**
- **How has the past performance been?**
- **How good is the sales copy?**

I want to stress how invaluable it is to be getting your affiliate manager's opinion on these types of matters. Often times they can tell you specifically what offers are converting the best. That is valuable information! To hear me talk more about finding a good offer, please view video #11.

GETTING YOUR AFFILIATE CODE

Once you have your offer, you will need to get your affiliate link that you will use to send people to the offer. Often times, your offer link will be a long link that looks something like this:

<http://cpaclicks.com/44883934ht0392009zzzz?8d?338377?59djffl>

When promoting your links, you will want to make sure you either use anchor text, or run your link through a redirect service (such as tinyurl).

For example, to create anchor text that looks like this:

Click Here to Start Your Free Trial

You would use this code:

```
<a href="http://youraffiliatelink.com">Click Here to Start Your Free Trial</a>
```

To hear me talk more about this, please view video #12.

GETTING IDEAS FROM SALES COPY

Before you start promoting your offers, it is important to get to understand exactly what they are about. How are you going to pitch them to your visitors? What things should you be focusing on? I highly suggest reviewing the sales copy carefully, and keeping the following in mind:

Reviewing Sales Copy

- **What are the selling points?**
- **What makes the product irresistible?**
- **Are there testimonials?**
- **Is there a time factor involved?**

The more you know about the offer you are promoting, the better you will do when promoting it. It's as simple as that!

Please refer to video #13 to hear me talk more about reviewing sales copy.

GETTING IDEAS FROM YOUR COMPETITION

Once you have an offer, chances are others are already promoting it. Why not check things out to see how they are doing it?

Analyzing Your Competition

- **What is the content of the PPC ads?**
- **Where else is the offer being promoted?**
- **What angles are people taking?**
- **How do these strategies change over time?**

If someone is running ppc ads for an offer on a regular basis, you can only assume that they are making a profit from it. Get in there and figure out how you can duplicate that!

I suggest you view video #14 to watch me as I go through the process of checking out the competition for an offer.

OVERVIEW OF PROMOTION METHODS

Now that you have your offer, it is time to start promoting! We will be discussing a number of ways to promote cpa offers, many of them not costing a cent.

We will be covering:

Pay Per Click (PPC) Marketing

Article Marketing

Facebook Marketing

Twitter Marketing

YouTube Marketing

Forum Marketing

Search Engine Optimization (SEO) Marketing

I suggest you view video #15 to hear me talk a bit more about this.

PAY PER CLICK (PPC) MARKETING

Pay Per Click (PPC) marketing is one of the most popular ways to promote cpa offers, but unfortunately it is also an expensive (and risky for those starting out) method as well.

In a nutshell, ppc marketing is when you pay the search engines (such as google's popular adwords program) to display your ad whenever certain searches are done. The dangerous thing is that if you don't know what you are doing, you can lose money quickly. I would not recommend that people just starting out try ppc. You should experiment with other methods first.

That being said, many people do quite well by using a combination of ppc and cpa.

I suggest you view video #16 to hear a more detailed explanation of marketing with ppc

ARTICLE MARKETING

If you have been involved with internet marketing for any length of time, chances are you've heard of article marketing. Article marketing is essentially creating and distributing articles to numerous places on the net where they will in turn be distributed to a wide range of webmasters and publishers.

Okay, that's a bit of a technical definition, I think the easiest way to explain this is by showing you an example. Let's take a look at an example:

<http://ezinearticles.com/?cat=Health-and-Fitness:Anxiety>

If you click on that link, you will be taken to EzineArticles (this is the best article directory, and we will cover it in great detail shortly). Here you will see several articles written on the topic of anxiety.

So let's say for example, that you own a website about anxiety. I am going to assume that your website already contains lots of helpful information. All you would need to do is pull from what you already have, and write an article about anxiety (we will discuss how to do this exactly). You then take the article and submit it to EzineArticles.

Once your article is submitted, it will now be property of EzineArticles and be published on their website. This is of huge benefit to you because EzineArticles receives A LOT of traffic.

EzineArticles is an article directory, which means that people will not only come just to read articles, but they will also come to grab content to publish on their own site. Once your article is published, people will have the right to download it and publish it on their own site, *as long as they agree not to modify your article in any way.*

So here's the catch, at the end of our article, we will be permitted to have a few links back to our website. This means that every article you submit will result in:

1) Highly Targeted Traffic

2) Backlinks

Article marketing is a fantastic way to “feel out the waters” with your cpa offer. It doesn’t cost you anything but your time. I would suggest taking an offer and writing a few articles. It also doesn’t hurt to check and see if others are doing the same in your niche.

I suggest you view video #17 to hear more about choosing a website host.

FACEBOOK MARKETING

Facebook is a very popular social networking site. It is a place where people go to network, catch up with friends, and introduce themselves to new experiences. There are a few different ways you can use Facebook to market your cpa offers.

Building a Presence on Facebook

One popular method is to establish yourself on Facebook and build up an account filled with people that are interested in your market. This can be done by creating a fan page or a group (or both!). The key to success is to not be forward with your marketing, but to establish yourself as a valuable resource, and fit the marketing in when it makes sense.

Before you know it, your group will go viral and it will begin to take on a life of its own.

Facebook's Ad Service

Facebook has it's own ad service, and they allow you to buy adspace. Many people use this to promote cpa offers. Facebook allows you to pick the kinds of places your ads are shown. There is a bit of a learning curve, but it is a viable option, that is not as expensive as adwords.

I strongly suggest you view video #18 to hear me talk a bit more about Facebook marketing.

TWITTER MARKETING

Recently the media has been talking about Twitter. It seems I can't watch more than a few minutes of news without hearing a reference to "Follow me on Twitter", or "I tweeted this today". So what in the world is Twitter? And what the heck is a "Tweet"!?

Twitter is actually an incredibly powerful marketing tool, and if you are not harnessing it's power, you are missing out on a huge opportunity. The things Twitter can do continue to astonish me to this day.

According to Wikipedia, Twitter is a “free social networking and micro-blogging service that enables its users to send and read messages known as “tweets”.

Twitter is a place where you create a profile for yourself (similar to Myspace or Facebook), but the focus is on interacting with others through sending out short (they can only be 140 characters long) bursts to everyone that is “following you”.

At first glance, it might sound kind of strange. Honestly, the first time I heard of Twitter I thought to myself, this sounds silly. But it works, it really does. People are crazy into this stuff!

Similar to Facebook marketing, Twitter is all about building a relevant list of people in your niche. One of the most powerful aspects of this is that you can market to these people repeatedly.

I strongly suggest you view video #19 to see me show you a bit more about Twitter marketing.

YOUTUBE MARKETING

YouTube is one of the most visited sites in the world. Did you know it can be used to market cpa offers?

It is not that difficult to make a simple video consisting of slides and music (can be done using free software like windows movie maker). For example, you could make a short presentation that lists the benefits of your cpa offer, and why your visitors should try it now.

Getting your offer on YouTube can give it a great deal of exposure.

Please view video #20 to learn more about how to YouTube to market your cpa offers.

FORUM MARKETING

The internet is quite a social place. A forum is a place where a group of people that share a similar interest go to discuss it. These are also known as message boards, or “bulletin boards”.

To market on a forum, you just need to find one that would contain people that would be a good audience for the cpa offers you are promoting. A good match for this is when you can be promoting in a market that you are actually interested in. You shouldn't have any trouble creating some posts on a niche-relevant forum.

It is important that you not be too pushy with your promotions. Many forums allow you to promote in a signature. I have found that it is always better to establish yourself as an expert, as this will lead more people to trust you, and be more likely to check out your affiliate links.

I suggest you view video #21 to hear me expand upon this.

SEARCH ENGINE OPTIMIZATION (SEO) MARKETING

SEO stands for “Search Engine Optimization”, and is essentially the process of designing, building, and promoting a website with the search engines in mind. The purpose is to rank well in the search engines, which will then in turn provide you with organic search engine traffic.

Search engine optimization (SEO) is very important if you ever want to gain decent rankings in the search engine. Even though the word “SEO” can sound terribly intimidating, actually applying it to your blog is no where near as hard as it sounds. All you have to do is invest some initial time into learning the basics, and soon your blog will be better than 90% of the others out there, simply because you have SEO.

To integrate this with cpa marketing, you would want to focus on creating pages that would bring in traffic that would be likely to convert for your offer. For

example, if your offer is for a weight loss product, you would want to be building pages focused on weight loss advice.

An important part of SEO is doing keyword research. You would want to spend time finding keyword phrases that you know people are searching for, and that have a low enough level of competition, that you could hope to rank for in the search engines.

To learn more about SEO, please view video #22.

TRACKING STATISTICS

Marketing is an ongoing process, and cpa marketing is no different. It is very important that you monitor your performance on a continual basis. All offers are NOT created equal, and it is very possible that you could have a great traffic source full of people that would be willing to become a lead, as long as you found the right offer to match up with them.

I would also suggest talking with your affiliate manager about your conversion statistics. Find out if others are converting the offer better than you, and try to figure out what you can do to improve it.

It is also important to know when to switch offers. Sometimes offers “dry up”, and simply don’t convert anymore. Don’t waste any of your valuable traffic!

I suggest you view video #23 as this stuff is a lot easier to understand in a video!

RINSE AND REPEAT

Once you have something this is successful, you need to ask yourself what you can do to expand upon it!

Some methods lend easier to scaling than others. For example, if you find an offer that converts well in ppc, you can start buying a higher volume of traffic to watch your profits expand.

Once you find a niche that is “hungry”, you may also want to see if you can offer multiple cpa offers to them, to get multiple conversions from the same list of people.

In summary, you want to expand upon what works, and squeeze as much money as possible out of it!

Please refer to video #24 to hear me talk more about this.

CONCLUSION

Affiliate marketing is a fantastic way to earn a living. Nothing beats coming home from a vacation to find out you’ve continued to make money, even though you haven’t lifted a finger all day! CPA marketing features some really unique opportunities. I think you will be pretty excited once you see how easy it can be to generate leads without having to make a sale.

I want to encourage you to get out there and start experimenting with this today. You won’t regret it!

Take care,

Duncan Wierman