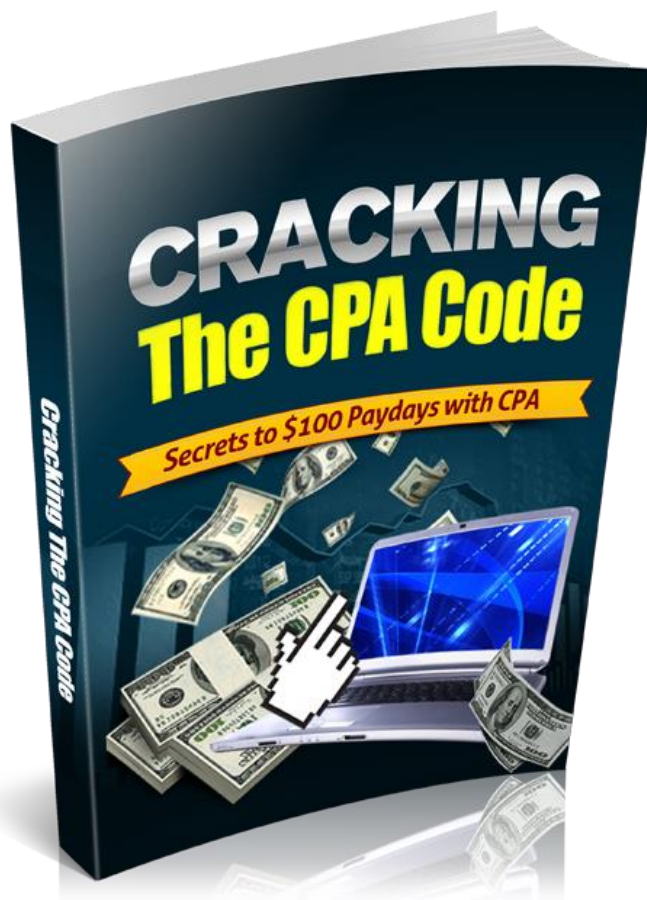


Cracking The CPA Code



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Introduction

Hello, my friends!

In this ebook I'm going to reveal everything you need to know about CPA marketing. So here is our plan:

Chapter 1: What Are CPA Offers?

CPA stands for Cash Per Action. These actions can be sales, clicks, or even advertising impressions. Thousands of advertisers are willing to pay online publishers to promote their products and services. You don't need any special technical skills to promote these offers. Usually, you just need to include a simple link or banner code on your site or other Internet properties.

Chapter 2: Which CPA Offers Should You Choose?

Selecting the right offers can be the most important part of your money-making strategy. If you run a website or blog, you will probably want to run offers that are targeted to people who are likely to visit your site. You might also look online to find out about the experiences of other people who have promoted offers like yours. You also need to learn where to

find good CPA offers to promote.

Chapter 3: Where To Advertise CPA Offers

Obviously, lots of people promote offers on their own websites. However, you can also promote offers on social media websites, video sites, forums, and with your email list.

Chapter 4: Make Sure Your Offers Perform

While you are doing the work of promoting different offers, you need to make sure that these offers are also working hard for you. Make sure you use tracking tools to learn your conversion rates with different kinds of traffic. Even offers that seem very similar can perform very differently.

Chapter 5: Can You Make Money By Getting Other People To Promote CPA Offers?

Some offers have multiple payout tiers. You can get paid when you promote advertisers, and you might even be able to get paid when you encourage others to promote these advertisers too.

Chapter 6: CPA Offers To Avoid

Obviously, some offers are better than others. You have to be wary when

you choose advertisers just like you do in any type of business. Some advertisers skim or pull other dirty tricks that can hurt your profits.

Chapter 7: Where Else Can You Promote CPA Offers?

If you already have a large mailing list or popular website, you might be all set to begin placing CPA banners or text links. However, you can promote CPA offers without even owning your own site or list. Consider some places to post free or paid advertisements with links that go directly to the offer page.

Chapter 8: Landing Pages vs. Direct Advertising

Should you create a landing page on your website, or should you link directly to the offer. There are good reasons to create a landing page. You can collect statistics and encourage visitors to sign up for a mailing list. However, you might convert better in some cases if you direct visitors right to the advertiser's sales page.

So let's begin!

Chapter 1: What Are CPA Offers?

CPA simply stands for "Cost Per Action" or "Cash Per Action." Advertisers might use these programs to increase their sales, attract sales leads, get more visitors to their own websites, or even increase their brand exposure.



To accomplish this, the advertisers establish an affiliate program, and they recruit affiliates who they will pay a specified amount each time one of these actions gets performed.

Typically, there are **4 kinds of CPA programs**:

- CPS: Cost Per Sale programs pay affiliates per sale. The pay might be a fixed amount or a percentage of the sale.
- CPL: Advertisers pay a fixed amount for attracting people who fill out a lead form. These might be sales leads or simply subscribers to an email list.

- CPC: These programs pay affiliates for each click to a website.
- CPM: Some advertisers even pay affiliates for the number of advertising impressions that they can generate.

How Do Affiliates Post Advertisements?



Affiliate programs usually provide their affiliates with a variety of linking codes. These can be cut and pasted onto various websites. The code may be for a text or banner advertisements, and most programs have a variety of different advertisement to choose from.

Which Type of CPA Offers Generate The Most Money For Affiliates?

This is a tough question to answer, but the real answer is it depends. The best-performing answers really depend upon the affiliate program, your visitors, and your niche.

Lead Programs

In my own experience, for example, lead programs performed very well in financial niches where the products were very expensive, complex, and probably required more than just a website to sell. Financial advisers, insurance agents, and other financial professionals could make use of these leads as a way to contact consumers to explain their programs, but it was hard to just "sell" the products from a website.

You can find several lead programs on the Internet, and the right one really depends upon the type of online traffic that you hope to attract or already have.

Cost Per Sale Programs

For physical goods, CPS programs might be a better choice. I found that when people searched online for a book or a book case, they did not really need to ask any questions, but they simply wanted to find the right product and buy it.

Amazon is one of the most popular examples of a CPS affiliate program, and the site sells just about anything that you can imagine, so you might want to take a look. You can also find some good networks that contain a lot of different CPS programs, and one example is a company called Share-A-Sale.

Can You Make Money With Cost Per Click Programs?

Don't discount the money you can make from good CPC programs either. Typically, the revenue that you can generate from a click depends upon the niche. Niches like insurance, medical, and law tend to pay very well. Niches for cheaper products and services will not pay as well, but you might be able to generate a lot more clicks in a less-competitive field.

AdSense is probably the most well-known example of a CPC program. Some people say they can't make any money with this program because the clicks only pay pennies. However, if you stick to higher-paying niches, you are likely to get a dollar or a few dollars per click, and this money can add up fast.



Cost Per Impression Programs

Some companies will pay just for displaying their advertisements. They usually pay per thousand impressions, and they do not usually pay a lot. These programs are probably best when you have access to a lot of traffic, but you do not really think your traffic is of the type of actually buy anything or fill out a lead form.

For example, if you have a site that appeals to young people without credit cards, but you have quite a bit of that traffic, you might see how a cost per impression program does for you.

There Is Not A Best CPA Offer, But There Are Good Ones!

You will always need to test a variety of different programs. For example, you might try to capture leads on a page, but you might also have another program displayed further down the page to capture a buck or two from people who aren't filling out lead forms that day.

Chapter 2: Which CPA Offers Should You Choose?

One of the most difficult tasks you will have is selecting the right CPA offers to promote. Trust me, you won't have any trouble finding CPA offers. There are thousands of them out there. But you need to find offers that your traffic will be interested in, pay well, and are offered by well-run affiliate programs.

What Ads Are Your Competitor's Running?

Can you find websites and blogs in similar niches to your own? You might look at some established sites to see what companies they promote. See, what they are actually doing, and don't go by what some blog posts says that they do.

Be Wary Of The CPA-Offer-Of-The-Day

A lot of times, you will find people posting about affiliate programs in order to generate signups, so they can get second-tier commissions. It

would be sensible if bloggers would only promote offers that they knew were good, and some bloggers do this. But you will find that some bloggers simply want to post a lot of offers because they hope something will stick. Again, you might see what offers popular blogs run, but don't pick the offer-of-the-day that they happen to be announcing in a post.

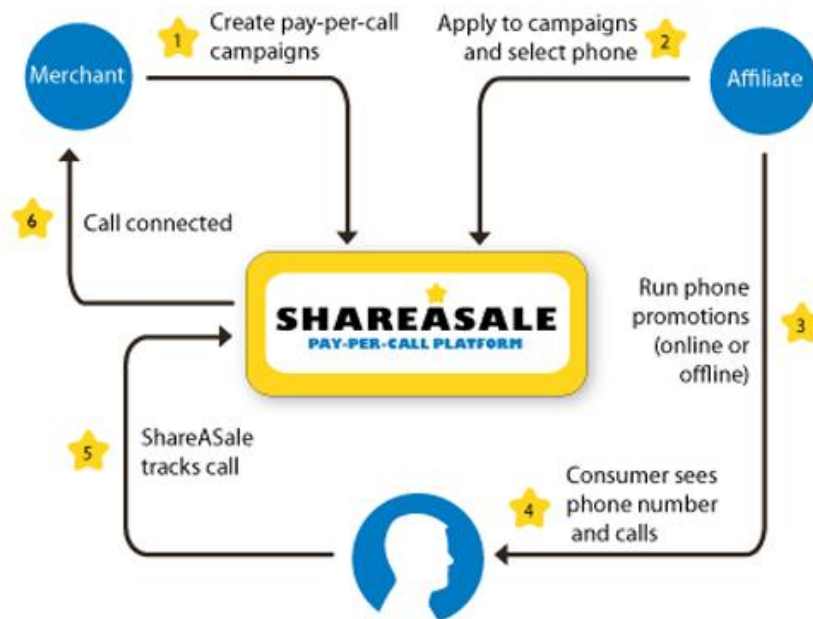
Choose Affiliate Programs From Credible CPA Networks

Your own website or blog might be in a unique niche like Texas gardening or alternative energy. This is fine, but you will probably find that the big offers are for things like dating sites or fat burning. However, there are some large networks that have programs for almost anything under the sun -- and that includes solar power or garden seeds -- thing you do find under the sun!

ShareASale: This is a well known affiliate program that has just about any sort of program that you can imagine. Their programs do run the gamut from plumbing supplies to solar energy system suppliers to natural remedies.

Once you sign up for this network, you can also find out a lot about

different advertisers. For example, you can find out how much people are making who run the ads. Other promoter's results might not reflect yours. You could do better than average or worse than average. It all depends upon the quality of your traffic and how closely the advertiser matches your niche.



ShareASale is not the only network. Commission Junction is another popular one, and there are others. Both of these networks have a lot of choices, and they also have some well-known companies that use them to run their affiliate programs. Promoting companies that your visitor has already heard of is a lot easier than introducing consumers to an unknown company.

Everybody Ends Up At Amazon Sooner Or Later

Of course, Amazon.com runs the granddaddy affiliate program. The only problem with Amazon is that commissions start at only around 4 percent. You can surely find much higher payouts elsewhere. But a lot of online publishers like to promote



Amazon because the site contains just about anything that anybody could ever think of buying. Also, almost everybody has already heard of Amazon and trusts them to deliver their products.

Plus, you get paid on anything your visitor buys. You might be promoting the new release of a book, but if your customer clicks through and buys a big TV set, you have just had a nice payday! In fact, a lot of the online publishers who do favor Amazon only concentrate on selling big-ticket items.

- Getting paid four percent of a \$12.00 book is not exciting.
- But getting paid four percent of a \$1,500 fishing boat or a \$16,000 3D Smart TV is better.

Yeah, I'm still waiting to sell a \$16,000 TV. But I can tell you that I've run sites for readers with reviews of Amazon books, and I've been credited for plenty of sales of more expensive items. It would be worth it get paid .50 for a book sale unless I can do a lot of volume, but mix that in with a couple of bigger purchases a day, and I can have a nice payday.

Is Adsense Sense Or Cents?

Again, it all depends upon your website. If you promote higher paying niches, you may find that your clicks add up to hundreds of dollars a day. Unless you have a massive amount of high quality traffic, it can be tough to make a living in a lower-paying niche with Adsense.

Chapter 3: Where To Advertise CPA Offers

CPA offers are an excellent means of entering into the lucrative world of online marketing. When starting out, many people base the majority of their business around their own personal website.

A personal website is appealing as it allows you to control all aspects of the experience. Once the viewer comes to your site, you are in control of what they see and how they interact with the site.



Because of this, it can be comforting to know that customers are viewing your offers in the manner you deem best suited. However, finding ways to get people onto your website can be difficult, as well as limiting.

There are many different places where you can promote your CPA offers,

allowing you to step outside of your comfort zone and find new, exciting and financially rewarding ways to interact with your viewers. When you no longer limit yourself to any one website, you open up your potential customer base. Choosing to interact with people in a variety of settings can make a real difference when it comes to the amount of money you are able to make, and how scalable your business becomes.

Social Media Sites



Perhaps the most obvious avenue for potential revenue is social media. Following a boom in internet activity in the last decade, more and more social media networks have sprung up.

Taking advantage of everything on offer ensures that a large number of people will be able to see your CPA offers, and better yet, share them among their friends. Each network is built slightly differently, so it may be

important to tailor your offer to suit the site on which you wish to promote.

The key is to create an appeal, something which will make viewers want to action your offers.

The beauty of social networking is that the web of interest is already created; once you have a access to one view, they may choose to pass that on to their friends, creating interest beyond the initial viewing which is not nearly as likely on your own personal site.

Another advantage of social networks over personal websites is that much of the operating costs are borne by the social network itself.

Rather than having to pay for hosting or design, you can simply enter your information into prebuilt designs and allow the site itself to handle any technical qualms. This allows you to take advantage of a reliable, scalable platform without having to maintain your own site.

Forums

In a similar vein, dedicated forums can provide an excellent opportunity for viewers to see and action your CPA offers. Forums are typically smaller, more dedicated communities than the wider appeal of social networks.



As such, it can be important to target your offers accordingly. If, when you log onto a forum, you can see that much of the conversation happens to be dedicated to an offer which you have an affiliation with, then it becomes the perfect place to advertise.

The benefit of a forum is that it offers a pool of dedicated potential, allowing you to pick and choose where to share your offers based on the relevance and potential interest.

Like social networks, there is little need for running costs to be accounted for, with the majority being handled by the site itself.

The difference between forums and social networks, however, might be that forums require a greater level of interaction with the existing members.

However, if you are willing to put the time into fostering relationships within the right communities, you can find a wealth of potential revenue with the right forum.

Apps

A relatively new opportunity to promote your CPA offers is to be found in apps. Thanks to the continuing success of the smartphone, many people now have access to apps on the go.

By building your CPA offers into apps, or promoting them via apps, you can reach a large number of people.

The chief benefit here is the mobile nature of the delivery system: a mobile app does not necessarily dictate that a person needs to be sat at

their desk to become involved with your CPA.



Thanks to apps, you can now find new ways to promote your CPA anywhere in the world!

Chapter 4: Make Sure That Your CPA Offers Perform

You are going to invest some work in your CPA campaigns, so make certain that those CPA offers pay you back. Even very similar looking offers can perform very differently, so it is critical to take the time to test them. Additionally, some offers might do find when you include them on your website, but they might not work as well with social media sites or email campaigns.

I doubt that anybody has a perfect track record of guessing which offers will do the best, and that is why professional marketers are always testing different offers. However, one very common newbie mistake is a lack of tracking or testing.

I have heard so many new marketers complain that they never make any money. I ask them how much traffic they have, and these new marketers have no idea. These newbies might want to blame the affiliate program, but the problem might be that they have almost no traffic to send to the program. You really need to base your judgements upon a large enough sample of data too.

Don't be afraid of the word "test." You are not the one being tested, but the affiliate programs that you chose to use are. There are actually plenty of simple tools that you can use to figure out how well different offers perform when you include them on your website, social networking pages, or email marketing campaigns.

What Should You Track?

When it comes down to it, you really just want to know which campaigns are more profitable. For example, I have tested PPC vs. PPL programs on financial sites. The lead programs might offer \$5 or more a lead, so they seem like they pay much better than a click program that pays out \$1 per visitor that I can send.

Example Results:

- Conversion rate of 20% on leads
- 100 visitors a day
- Average of \$50 per 100 visitors with PPC

Which is better. Well, I got 20 leads out of 100 visitors, and those are very good results. Those twenty visitors earned me \$100. I only earned \$50 when I used a PPC strategy. But that was just the results from one page.

In other cases, I might find niches that pay out much better than \$1 a click. Indeed, my highest paying AdSense click ever was \$17, but those don't happen every day. Still, there are niches where clicks can payout \$3 or more. If you changed the math to include a higher paying PPC program, you can see that it would be a clear winner.

That's Why You Have To Test

The thing is that you will never know how much you can earn per click, what your conversion rate will be, or which program you should use unless you run them for awhile with live traffic.

Testing Tools

A lot of times, you can gather enough information by simply using a traffic

counter and your affiliate program's statistics page. This might be enough when you are getting started. You would be surprised how many affiliate marketers never even take the time to do this. But how can they ever figure out why they aren't making sales if they don't even know if they have any traffic?

Google Analytics can provide most of the statistics you need about your traffic. You simply incorporate a small piece of code on each page of your site, and you will see who visits, how they found your site, and a lot more.

Some affiliate programs even have conversion scripts that you can also include on your website. These work with Google Analytics to show you exactly which page, and even which visitor, produced a sale. This is a good way to get really accurate information about your traffic statistics, sales, and conversion rates.

You may never need more than this, but if you really want to fine-tune your statistics, you can purchase professional tracking tools too. These might be particularly important if you are paying a lot of money for your traffic, or if you have some reason to doubt your affiliate program's statistics.

A product called Prosper202 can be used to track both traffic to your website, clicks through to an advertiser, and conversions.



You actually host this software on your servers. This is important to many marketers who have concerns about letting anybody else have access to their data.

Chapter 5: Can You Make Money By Getting Other People To Promote CPA Offers?

After you have a little experience with different CPA offers, you might explore another way to make money. A lot of affiliate programs have second or even third tier payout schemes. This means that you can recruit other people to promote the CPA offer, and you can make a little money whenever they make money.

Sometimes that money can add up. In fact, some marketers spend almost 100 percent of their time recruiting. Sure, you make more money if you get the sale. But getting a smaller percentage of many people's sales might work out for you.



Keys To Making Money By Recruiting

1. Only promote offers that you have actually tested or have some reason to believe are good.
2. Offer to help people you recruit get started with some good tips about how to promote the offer.
3. Spend time with other affiliates who are actually putting in some effort.

Of course, you only get paid when other people also make money, so it only makes sense to promote offers that you have tested yourself.

I don't really understand why some marketers will promote a new offer every day when it is obvious that they cannot have test them all. I guess they figure that they can throw enough things against the wall, and something will stick.

If you have developed a good strategy for promoting an offer, you might not be that eager to give it away. You will still make more money when you push the offer yourself than you will if one of your recruits does. You

have to use your common sense, but it might be helpful if you let a few tips drop, so they could get started on the right foot. After all, you only make money from your recruits when you make money.

Be careful of spending too much time coaching others. In my experience, about 20 percent of affiliates that I recruit ever actually push any business. The rest won't be worth your time.

It's great to help people out, but you need to manage your time wisely. You might offer to help your recruits after they have demonstrated that they can make a sale or two.

How To Find Other Affiliates To Recruit

There are a lot of good ways to find people to push products.

- Start your own marketing blog.
- Hang out on webmaster forums.
- Find social media groups with Internet marketers.

You might eventually want to start your own marketing blog. You can always monetize it by advertising products and services that affiliate marketers might use. Of course, you can also promote affiliate programs that pay you to recruit people.

Some marketers make more money off of their second and third tier commissions than they make off of their own sales. It's great work if you can do it.

You should also consider networking on webmaster forums. However, you have to be careful because those forums can be a tremendous waste of time if you don't stick to business.

You might not be able to directly promote your offer, but you might be able to put a link in your forum signature. Make a few helpful posts and present yourself as a credible resource. You are bound to find other marketers who are interested in finding good affiliate programs to promote.

You can also find affiliate marketing groups on social network. Consider

checking Facebook or LinkedIn. Both of these large social networking sites have a lot of groups where marketers hang out, and they can also be great ways to make connections.

Just like you need to be careful to manage your time well on forums, be careful you don't waste too much time on social sites. You can network and do business, but you can also find yourself wasting a lot of time.

Should You Spend Time Recruiting Affiliates?

Actually, it is probably a good idea trying to recruit affiliates for good programs.

Who wouldn't want to sit back and earn money from the work that other people do? In any case, you might even want to develop your own product some day, and you can use your list of contacts to help you.



Chapter 6: CPA Offers To Avoid

Cost Per Action offers can be an excellent way to make money online, but amid all of the legitimate opportunities, there exists some sites and companies which should be avoided.

Like any business, choosing which advertisers to pair with can be incredibly important and making sure that you avoid the scam-orientated offers is one of the most important ways in which you can keep your revenue high.

As with any industry, making poor choices when it comes to offers can denigrate your business; it can turn off potential readers/clickers and can cost you money and potential profits from alternative, legitimate cost per action offers. But choosing which offers to avoid is not that simple.

There is not always just one master list which you can consult and check companies and offers to ensure their legitimacy. Indeed, I choose to follow several simple steps in order to better acquaint myself with the offers involved, making sure that I keep my profits and my revenues high, as well as my site viewers happy, by subscribing to some simple rules.

When considering new offers, check them against these potential warning flags. They are not set in concrete and common sense and judgement is always advised, but it can never hurt to know too much.

Stick With What You Know

One of the best (and most obvious) ways in which you can avoid falling for bad offers is to stick to those that you know to be tried and tested. While it may seem like the most obvious thing in the world, offers which have either proved to be a hit or have made you money are an excellent reference point.



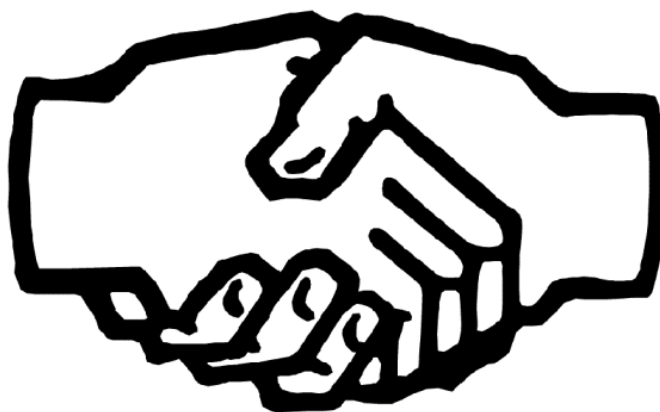
Therefore, when looking to branch out, consider alternatives or expansions for those that you know and trust. Forming good working relationships with a number of the better and more trustworthy companies can ensure that you will be able to have access to new and

interesting chances, allowing you to make new money with fresh content that you can trust.

This also puts you in a better negotiating position when it comes to commission; rather than relying on untested and possibly untrustworthy sources, building a better relationship with those you trust is a fantastic way of never having to turn to possibly bad CPA offers.

Find Trustworthy Advice

For those who are just starting out in the CPA offers game, finding trustworthy offers can be difficult, while learning which offers to avoid can be even tougher. Thankfully, there are a number of communities, across a number of platforms which offer guidance and support for those just starting out.



When taking your first steps into the online marketing world, finding a knowledgeable and trustworthy community can be a tremendous boon. With the help of those who have walked down this familiar path before, you can quickly be told (without necessarily knowing) if a company is best avoiding.

In these instances, before you have a solid grasp of who and what to avoid, it might help to become an involved member of the community, allowing you to run potential offers past more experienced members.

This is a fantastic way to get started on the right foot, allowing you to refine your knowledge without making a cataclysmic mistake. I try to become involved with as many new starters as possible, thanks to my own experience starting out.

You should remember that when you become a roaring success: giving back to the community can help others in a similar position.

If It Looks Too Good...

Perhaps the most important rule relies on you having followed the

previous two steps first. When you have set yourself up in online marketing, and made moves towards finding trustworthy clients, you can start to realise which rates are standard among the industry and get a rough idea of the amount of commission you should be earning per action.

As such, when an offer comes along which appears too good to be true, it probably is.

If a strange new company is offering a ridiculous rate or product, then – as you become more attuned to the industry – you can readily recognise that this might not be as legitimate as it wishes to appear.



Over time, this sense will become more and more refined, allowing you to determine which offers are best suited to you, especially when used in conjunction with the first two points.

Chapter 7: Where Else Can You Promote CPA Offers?

Advertising CPA offers on your website or your blog is a great place to start.

I have been getting great results by sharing information about CPA offers on my own pages as well as through my email list but there are other methods that can be used to draw attention to CPA offers and generate responses from a wider audience.

Using Advertising Links

I have been using advertising links that lead directly to the CPA offer to reach out to a wider audience. I see using advertising links as a good way to reach out to Internet users who are interested in a specific offer rather than users who are always on the lookout for good deals.

Users who constantly hunt for good deals are likely to subscribe to my email list or to visit my site regularly but advertising links allow me to

reach out to Internet users who are shopping for a specific product.

I use many sites and PPC services to share advertising links. The sites or services I use entirely depend on the audience I am trying to reach out to.

I have actually been organizing my CPA offers into categories that reflect the kind of audience that would be interested in the advertising links so I can choose the best site or PPC service for my links.

Choosing the best sites or PPC services for each CPA offer has become easier as I am getting more experience and can learn from the results I get with each advertising link.

Free Links

Advertising my CPA offers for free is as simple as creating a link that will be seen by Internet users who are likely to be interested in the product or the offer I am promoting. I have built a strong network of bloggers and have become an active member on different message boards in order to share my free links.

Quality comes before quantity. I could create as many free links as I wanted, for instance by commenting on blog posts on topics related to the offer I want to share or by creating new discussion threads in different message boards related to the CPA offer.



However, these links would basically be spam. They will quickly be deleted by bloggers or moderators and will be ignored by the users I want to target.

Sharing Links On Other Blogs

Getting advertising links featured on other blogs was not easy at first. I had to contact several bloggers before I found a small ground of people

who were interested.

I select the CPA offers I share with my network of bloggers carefully and make sure the offers are valuable to their audience. The bloggers who share my advertising links are happy to do so because it is a way for them to provide their audience with interesting content. I don't hesitate to return the favor by featuring some of their articles and sharing links to their content on my own blog.

Free Advertising Links On Message Boards

Sharing unsolicited links on a message board is usually seen as spam unless the links are valuable to the average user of the message board. I have been an active member on different couponing message boards for years.



I check these message boards on a weekly basis and share a few CPA offers with the other members because I know they will be interested. I encourage the users to give me some feedback on the offers I share to get a better idea of what kind of advertising links are valuable to this audience.

Paid Advertising Links

I have invested in paid advertising links several times and always got good results. I use paid advertising links for the best CPA offers I come across. Paid links are a great way to reach out to a very specific niche I will probably never need to target again.

I have found that the best PPC services charge a little more but they properly target the audience I want to reach out to. I have also bought advertising links on Facebook and got a good return on my investment. My advice is to research different PPC services to find one that delivers the results they promise.

Chapter 8: Landing Pages vs. Direct Advertising

Here's the million dollar question, and it might really be a million dollar question once you get proficient at marketing CPA offers.

If you plan to pay for advertising, should your links point directly to the advertiser's sales page, or should you send visitors to your own website's landing page first? You can probably find almost as many opinions on this topic as you can find people who promote affiliate offers.



Pros And Cons Of Sending Visitors Directly To An Advertiser

It's always better to only have to get somebody to click once instead of

twice.

If your advertisements on Facebook or Google send people directly to the advertiser, you don't have to go through the extra work of sending them there after they get to your page. That might seem like a great argument in favor of direct-linking.

Also, you are probably sending the visitor to a very focused sales page. That means that you held somebody's attention enough to get them to click your advertiser, and you don't have to worry about them getting distracted. You have a better chance of them buying something or filling out a lead form, and that means you should have a better chance to make some money.

But there are, alas, a couple of problems with this logic.

- You have to rely upon your advertising platform and affiliate stats, and you cannot gather these yourself. If the numbers do not match up, how do you diagnose the problem or the culprit?
- You don't get a second chance to sell something else or entice

visitors to join your email subscriber list if you send visitors directly to your affiliate program either. If the program happens to make a sale, you might get paid. But if they don't make a sale, you have probably lost the visitor.

Advantages Of Routing Visitors Through A Landing Page

By now, you have probably figured out that I usually lean towards making my own landing page. Maybe I'm a little paranoid, but I like to keep my own statistics. I can track visitors on my own website, and if they are very different from the numbers that the advertising platform or affiliate program show me, I know that there is a problem somewhere.

But mostly, I guess I just believe in second chances. In my own experience, some percentage of people will perform the action that I need to make some money, but a greater percentage won't cooperate. Even if I have a great offer that converts at twenty percent, that still leaves eighty percent of my traffic who did not find that the offer was the thing they were looking for.

If you route visitors to a landing page on your own website, you have a

chance to grab the rest of the folks who just aren't buying that offer today.

Who knows why some people buy and some people don't? We sure don't.

- Maybe they will buy tomorrow, and that is a good reason to try to capture their emails on your subscription list or encourage them to bookmark your website.
- They could be looking into something for a friend, and you want them to pass your site link along to their friend, and you do not want them to pass on the advertiser's page because you might not get credit for the sale.
- Maybe they want to buy something that is slightly different, and you might have some other offers on your website that are more attractive.

The risk here is that you might offer so many alternatives that you will distract your visitors. But if you use your own website, you have a better

chance to come up with the perfect mix of offers and opportunities that can help you earn the most money.

Yeah, I lean towards routing traffic through my own site. But many top marketers simply send customers directly from an advertisement through their affiliate program linking code, and they do very well.

The right answer for you probably depends upon your product, the traffic, and your skills. You might test both methods to see which one produces the most money.

Conclusion

CPA offers can be very powerful opportunity to make money online. As you can see, to succeed in this industry you need to choose right CPA offer, choose a way to promote it, decide how to send your traffic, to Landing Pages or using Direct Advertising and always test your traffic quality and optimize conversion rate!