Smart Geo Profits

WP Plugin

User Manual

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Introduction

Thanks For Your Purchase!

SmartGeoProfits (Plugin) will help you to easily set different offers based on the countries of your visitors and their economies, no matter if you're an affiliate marketer or a product owner.

If You're a Product Owner…

Instead of missing sales for having a price that may be too high for some countries, this plugin helps you to easily adjust your pricing to those Economies (have 1 or more prices for different groups of countries).

As a result, you can benefit from more sales (from people who can't propably pay for your regular price) and more income!

It's a Win-Win Situation. You're customers are happy, You're Happy ☺

If You're An Affiliate Marketer…

The principle is the same. You can sell an expensive product for some countries, and a cheaper one for the rest of the world. Tip: If you're an Amazon affiliate using this feature is a must (Later on this).

We live in a Global world where most of the sites get visitors come from different countries, and a simple change in you offers can help you to substantially get more sales/money from that traffic.

Why not do it?

Hope You Enjoy It ☺

Installing “Smart Geo Profits”.

Installing the plugin is like installing any other WP plugin.

Step 1: Go to the "Plugins" section and click.
Step 2: Click "Add New" and Upload the included zip file.
Step 3: Activate "Smart Geo Profits ".

After activating the plugin, you'll see the SmartGeoProfits Menu in your WP dashboard.

Important: Don’t Skip This!

After installing SmartGEOProfits, You Need to Install **“Visitor Country” (Free WP Plugin).**

Tip: If this plugin it’s already installed, you can skip this step.

1: Go to the "Plugins" section of your WordPress Dashboard.

2: Click **"Add New"** and search for “Visitor Country”.

3: Click "Install" (here it’s already installed).

4: Activate the plugin.

That’s All.

Quick Overview

No matter if you're a **Product Owner** of an **Affiliate**, the functionality of the plugin is the same for both groups:

If you're a **product owner**, you can sell your products at a **different price** based on the countries of your visitors.

If you're an **affiliate**, you can show a **different affiliate offers (banners with different products etc)** based on the countries of your visitors.

In both cases, you can **show an offer in particular**
(think of a PayPal button, affiliate banner etc.) for **different countries**.

That **group of offers** is called **Campaign**. In SmartGeoProfits, a campaign Consists of:

- **A Global Offer**: This offer will be available to users of all the countries, no matter where are they from.
- Optionally, **Up to 3 Country Based Offers**: Each one of these offers Will be associated to one or more countries.

So, in SmartGeoProfits a **Campaign** is a Group of offers
(one **Global** and up to **3 country based** offers).

And **an offer** can contain the code of anything you'd like to show to an user:

- PayPal Buttons.
- Banners With Your Affiliate Id etc.
- etc

This way, if you're a product owner you could set **different offers** (different payment buttons, each one of them with a different price) for different countries.

In the following example, you can see how we create offers for **2 groups of countries** (based on their economies) + we also create an offer (the Global offer) for the **rest of the world** (the cheapest offer).

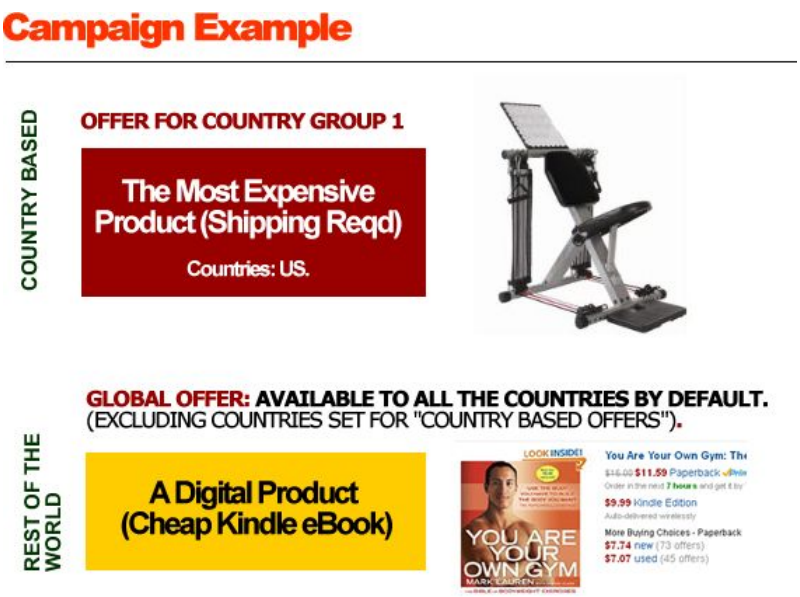
And if you're an affiliate, you could set **different offers** (different banners etc to promote different products) for **different countries**. The concept is the same.

Now, think of this for a moment: Suppose that you have a Fitness website and want to monetize it with some Amazon offers (as affiliate). You know that expensive products give you **more money**, so you pick this one:

This will be fine for visitors from the United States but…what if the visitors come from **other countries**? (Like UK, CA, and many more).

Do you think that they will pay shipping for that? Answer is no. Instead, they'll buy locally. And you'll lose money.

With SmartGeoProfits you could easily do something like this:



But you could easily add another offer for countries that could pay more. For example, here we'll add a ClickBank product (that will pay us more than the kindle product) for another **country group**.

And as you can set offers for up to 3 groups of countries, the possibilities are enormous.

Creating a New Campaign

To create a new campaign, just go to the "Campaigns" menu…

Click **"Add New"** and enter…

1. **A "Name" For Your Campaign (Required).**
   This name will be for your reference only. For example, if you're a Product Owner, You Can Enter the name of one of your products.

2. **Your "Global Offer" (Required).** Here you'll enter the code for an offer that will be available for ALL the countries by default. It can be a Payment Button, Affiliate Banner Code etc.

3. **An offer for up to 3 "Country Groups" (Optional).**
   Here you can enter an offer (PayPal button code, affiliate banner etc), that will be available for specific countries (in short we'll see how to easily associate specific countries with each group).

Remember: An Offer can be the html code of a paypal button / banner etc.

When ready, save your campaign and done.

After saving your campaign, you'll see a shortcode..

This shortcode belongs to the campaign that you've just created and you can add it to any WordPress Page or WordPress Post (just put it where where you want to show it).

Defining The Countries of Your Country Groups.

Optionally, SmartGeoProfits allows you to create offers for up to 3 groups of countries (we've seen these groups while creating a campaign).

You can assign one or more countries to these groups from the "Campaigns" link:

You can assign one or more countries to these groups from there.

Comments:

- Enter one country code per line.
- You'll find a link from where you can see a list of CC's.
- You don't need to fill the 3 boxes: If you plan to work with only 1 group of countries, you can leave the rest empty.
- If a visitor comes from one of the specified countries but if one of your campaigns doesn't have an offer for that country group, then the Global offer of the campaign will be used instead.

The beauty of setting these groups is that you do this only once
And then all of your campaigns can work with them!

Just create these groups based on your own needs.

Finally, from the settings page, you can set the column titles that are used in the "Products Management" area.

This is for your reference and won't be seen by your visitors.

Tip: Try to put something meaningful for you. For example, suppose that you're working with 2 groups of countries.

Group 1: You'll set your highest price for this group of countries.

Group 2: You'll set a small discount for this group of countries.

You could use some column titles like this so it helps for your Reference:

And this configuration will look like this under the "Campaigns" management area.

Name	Global Offer	Highest Price	Small Discount	Not Used
Product Name Here				

See? It helps to organize you better.

You could also put something like "Cheapest Price" to the "Global Offer" Column for reference.

Finally, a Tip to Group Countries With Similar Economies.

Country groups can be used in 2 ways:

1) To offer something that's available in those countries only or..
2) it can be used to sell something at a cheaper / higher price.

If you're using the second option (pricing by country), you should group countries with similar economies.

If so, this list can help:

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

From there you can see some interesting things like these:

The Min. Salary in Australia is **$33,355** per years (in dollars).
In Israel, the min salary is **$13,393** per year (in dollars).
In Mexico, the min salary is **$1,454** per year (in dollars).
In Spain, the min salary is **$11,582** per year (in dollars).
In Argentina the min salary is **$9,440** per year (in dollars).
In Luxembourg, the min salary is **$29,611** per year (in dollars)

Comments:

1) The Min. Earnings usually has to do with the cost of living of a country (basic needs).

2) These are the min. salaries (there are higher on each country of course) and the stats doesn't reflect % of unemployed people etc.

Using this info may help you to create better groups.