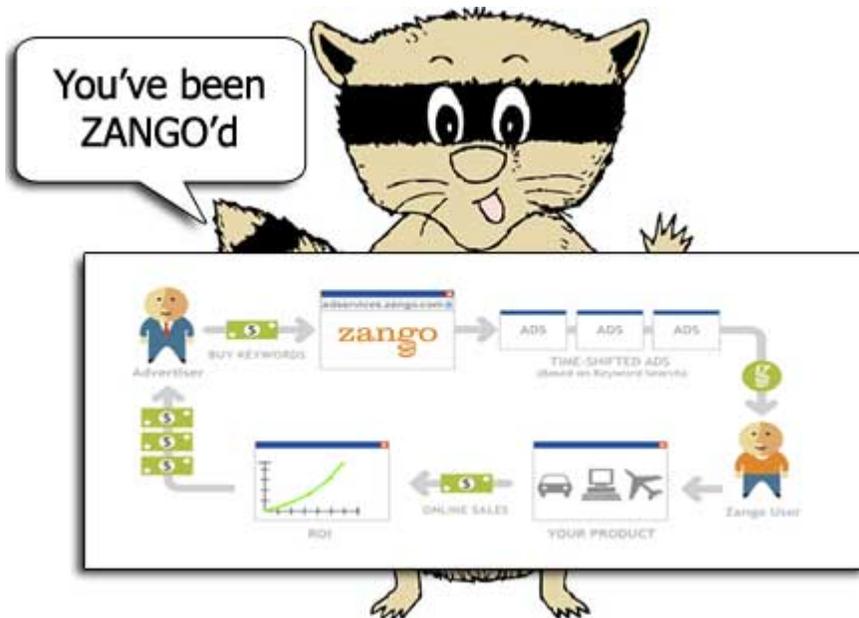# BLACKMASK
MARKETING

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Many affiliate programs frown upon the use of this type of marketing and make claims in their terms of service that any affiliates caught using this type of marketing will have their accounts terminated. It is your responsibility to read and understand your sponsors terms of service.

About Zango (from their website)

Zango, Inc. is an online media company providing consumers free access to a large catalog of free, sought-after online videos, games, music, tools and utilities. Much like television, this content is funded by advertising and is therefore free to the consumer.

Because of the Internet and digital technology, massive amounts of new online content are now available. Consumers typically access this content for free. However, Web publishers, content creators and providers aren't able to earn a living from their products. Unlike publications and other subscription-based models from the print and television industries, online consumers have proven reluctant to pay a monthly subscription fee for access to online content and entertainment.

Zango has developed a unique solution to this economic dilemma. Through what Zango calls its "Content Economy," advertisers, web publishers and content creators are able to use Zango's proprietary automated technology to earn income through the sales of products and distribution of web content and tools. With the Content Economy model, consumers are able to access and enjoy web content and entertainment for free, because when they search or browse online for products and services, they see ads from Zango advertisers. Zango delivers ads that are relevant at the time someone is shopping for that specific product. Because of this unique method of "time-shifted" advertising, Zango advertisers earn industry-leading return on investment for their marketing dollars.

Web publishers and content providers get paid by Zango for distributing their creative assets. Zango earns revenue from online advertisers, and thus, keeps this new Content Economy alive and thriving.

Zango has more than 20 million opt-in users and tens of thousands of new consumers opt-in every day to enjoy entertaining and useful online content. Zango is committed to safe and ethical Best Practices and offers two desktop advertising product lines under the brands Zango and Hotbar.

Founded in 1999, the company has maintained a positive operating profit every quarter since the fourth quarter of 2001, is privately-held and based in Bellevue, Wash. Zango employs more than 200 people globally and in addition to its headquarters, has offices in New York, Las Vegas, Montreal, London and Tel Aviv.

How Does Zango Work?

Advertisers bid on keywords and keyword phrases. **They can even target specific url's**. This means that when someone goes to yoursite.com, if they were bidding on yoursite.com, theirsite.com will open on top of yours. Yes, that's correct, someone can bid on your website and kidnap your surfer. You can watch a video demo here. You'll see that the page that pops is 80% of the screen, we'll go more into that later. I just wanted you to make a mental note of what you just saw for when it comes up again later..

Is That Even Legal?

Apparently it is. Their surfers voluntarily install this software to access free games, videos, applications, screen savers. etc.. in exchange for agreeing to be presented with content targeted advertising.

At one time, there were some legal problems with the methods being used to install this software and changes have been made so that the surfer absolutely does understand what they are installing. Click here to view the consumer opt-in process.

This is where the great moral dilemma sets in. Some would argue that this is absolutely unacceptable and is basically theft. Others would argue that the computer and browser belong to the consumer and that it is their choice how they choose to surf the Internet.

Of course, I think it's safe to say that the ones losing surfers and sales are the ones against it and the ones jacking visitors and sales are definitely for it.

Items Shipped	Revenue	Referral Fees
184	$35,567.31	$1,472.92
124	$17,892.95	$746.11
308	$53,460.26	$2,219.03
-12	-$3,829.30	-$153.17
-3	-$39.43	-$2.19
293	$49,591.53	$2,063.67

How Does This Affect Me?

Well, you are either making a lot of money from it or **you are most likely losing traffic and sales** to it. It's as simple as that.

With an estimated One Billion plus Internet users worldwide, the 20+ million Zango users seems rather insignificant in the grand scheme of things, but that is still 20+ million surfers that may have bought from you, and remember... tens of thousands new users are downloading and installing the Zango

software each and every day. I think it's safe to assume you are being affected to some extent.

The extent to which you are affected varies depending upon several factors such as whether you are marketing your own website, affiliate products, the size of your business, etc. This will become more clear later as I go into detail how Zango advertisers may target you.

Is This Ethically Wrong?

The consumer makes a decision to download and install the Zango software so that they may access the content offered by Zango and its content publishers. They are making a decision that will affect their we surfing experience and it is their right to make that decision.

It is not a covert install, the terms of the install are very clear and the option to uninstall is easily available to them so I don't feel that this is the same category as other installs we would classify as adware which generally installs itself without the users knowledge, hides itself and makes it virtually impossible to remove.

If you've ever used an exit console then you've basically affected the surfers browsing experience in exactly the same way. The surfer wishes to go to site xyz.com and then gets your page popped up on top of the page they wished to visit. Not to mention, the exit pages which open up larger than the screen resolution which most surfers don't know how to close, the chained exit consoles, the new "windows messaging" type consoles that actually stops the surfer from leaving your site, the disabling of the back button, the opening a page in a new window and closing the parent window and I could go on and on. Most of which is considered to be perfectly legitimate marketing techniques.

With that being said, I think that targeting keywords the consumer may search for in their Zango toolbar is within the realms of ethical marketing. I do, however, believe that targeting someone else's website, adword campaign hijacking, piggy back list building, downline stealing and other techniques that I cover are over the top.

Ultimately, you have to make up your own mind about this.

What's The Competition Like?

Depending upon the keywords, of course but competition is virtually non-existent compared to traditional "pay per click" campaigns. Especially for the more targeted campaigns.

If you were targeting a well known Clickbank product, you can expect to have several people bidding against you, but nothing like you would find at Google.

Targeting actual physical products, you can actually find yourself with no competing bids whatsoever. It's a wide open, pin point targeted market and you get the traffic almost for free.

How Much Does The Traffic Cost?

Bidding in most categories starts at 0.015 per visitor. That's per person who actually views your page and you can never be penalized because someone didn't click through on your ad since this is a pay per view system vs a pay per click system.

Because of the software used and the fact that your page is opened through the software in another window, means that these ads can't be blocked. If you are bidding on a keyword, that surfer will see your page at the exact moment they were looking for whatever it is you were bidding on.

Let's say you were advertising a digital camera, specifically a "Canon EOS 1D Mark III" (which happens to sell at Amazon for $4,498.99, at a 4% commission that's $179.95 to the affiliate), at the exact moment the surfer plugs Canon EOS 1D Mark III into a search engine or clicks a link with that text in the url or anchor link, they see your sponsors actual product detail page right at that critical moment.

Remember, this is pin point targeted traffic, so long as the actual product model numbers and names are used. If broad keywords such as "Canon" or "digital camera" or "Canon digital camera" are used then your traffic will be much less targeted but your will receive much more of it.

It's best to start out with precisely targeted campaigns until the conversion rate can be figured. If you started using only the exact product name and model number, you might make one sale every 100 page views. At 0.015 cents a view, that would be $1.50 in advertising costs with a profit of $178.45.

Some may prefer to keep their advertising expenses down and maintain a 1000% return on their investment. Those who have the funds available to sustain a full blown advertising blitz may be happy receiving tens of thousands of visitors and only making a 25% return. This method can be very expensive and one that should only be considered after testing the market and conversion rates with targeted traffic.

The good news is that you are able to set a maximum spending amount per day per campaign so you won't ever have to worry about going to bed and waking up flat broke and no sales.

Setting Up a Zango Advertising Account

The first thing one would do is establish and advertisers account with Zango.
http://adservices.zango.com/PL/SignUp.aspx

It requires a minimum of $100 to open an advertising account with Zango. The $100 is applied to your account however, and you can easily make many times that amount back from your initial investment.

This may be one reason why competition there is so low, most people aren't willing to part with $100 without knowing how effective a particular advertising method is. Let me ease your worries.

It is deadly effective.

After you've submitted your request to open an account, you will receive a phone call from one of their reps. Usually within 24 hrs. They will just verify your information and it only takes a minute or two.

If you have a PayPal account, I would recommend getting the PayPal card and using this to set up your account. Don't worry if you don't have one yet though. You can change your payment information anytime from within your Zango account.

By using your PayPal card, you are able to fund your advertising campaign directly from your PayPal account which is convenient if you are advertising companies which pay directly into your PayPal account. There is no waiting for checks to clear and you can even set your account to replenish automatically and run it almost entirely hands free.

Of course, if you receive physical checks, you may want to use a bank card instead. As I said above, you can change it at anytime for which ever is better for you at the time.

Campaign Management

Once you've opened your account and logged in for the first time, you will be presented with an overview of your campaigns. You'll also be able to see your account balance from here, the number of clicks you've received and how much you've paid for those clicks.

Before you begin setting up your accounts, let's talk about organization.

You could wind up with hundreds and hundreds of campaigns running so it's important to start out with a plan now rather than trying to tidy things up later.

The top level, the level you are looking at when you log in is "Campaigns".
When you click into any campaign, the second level, you will be viewing "Destination Pages".

Think of your "Campaigns" like your folder structure on your website or hard drive.

You want to group similar products together under a "Campaign" and then set up individual "Destination Pages" under each campaign for each product.

Example, we want to sell digital cameras. We will set up a Campaign title "Digital Cameras" and then each camera model would have it's own landing page.

Digital Cameras (Campaign)
"Destination Pages under the Digital Cameras Campaign"
- Canon EOS 400D
- Canon Powershot SD870 IS
- Canon Powershot G9

If you were only going to sell Digital Cameras, you could set up your "Campaigns" as brand names.

Canon (Campaign)
"Destination Pages under the Canon Campaign"
- Canon EOS 400D
- Canon Powershot SD870 IS
- Canon Powershot G9

Panasonic (Campaign)

"Destination Pages under the Panasonic Campaign"
- Panasonic Lumix DMC-FX10
- Panasonic Lumix DMC-FX12
- Panasonic Lumix DMC-FX30

It is entirely up to you on how you organize your campaigns, but it is important that you do organize. Otherwise you could end up with hundreds of pages and it would be very difficult to locate specific products and destination pages. Imagine if you set up a new campaign for each camera model, you would have hundreds right there and things would become quickly unmanageable, believe me.

Think about it in advance and set up a proper folder structure!

Example Campaign Folder Structure

Digital Cameras
GPS Devices
HDTV
Projectors
Cell Phones
Wah Digital Products
Health Digital Products

The way it is above, it's easy to login right in and see how any particular category (campaign) is performing. You can pause any campaign at any time by ticking the box next to the campaign and clicking the "Deactivate" button. Activate again at any time by clicking the "Activate" button.

Set Up Your First Campaign

Click the "Add" button on the top of your Campaign Management page

Give your campaign a name and click "Next Step". Maximum Budget Amount is defaulted to $50. The amount you put here will depend on what type of campaign you are running.

If you are running a pinpoint campaign targeting specific product models or domains then leave this. If you are using broad keywords as in list building, (more below) then you may want to set a lower amount until you see how it performs for you. Broad keywords like "work at home" can generate a lot of traffic where keywords such as "Canon Powershot SD870 IS" will get far less traffic. You can adjust this amount at any time.

Now that your Campaign has been named and you've clicked next, you will now have the opportunity to set up your first destination page. You can add as many destination pages as like but for now, you will just set up your first to complete creating the campaign.

Setting Up Destination Pages

After clicking next, you will be presented with a page where you will choose your first destination page. These can be on your own website, they can be squeeze pages if you are list building or they can be direct affiliate links. You are just telling Zango where to send visitors searching for your target keywords you attach to this destination page.

Name Your Destination Page

You will give your "Destination Page" a name. Because you could end up with hundreds of products and destination pages, make this as specific as you can so you don't inadvertently add the same product in multiple times (which can create a bidding war with yourself).

The reason for this will become more clear when you start adding in Plasma televisions

and other products that there are very small differences in the model name. I would suggest to always use the product name and model number when possible.

Set Your Destination Page Url

You have several choices.

Option 1, Send this traffic directly to a product page where the visitor can purchase. Let's use Amazon for an example, (note: Amazon does not allow this type of advertising, although it has been and still is done, there is nothing in the browsers referring url headers that shows this traffic comes from Zango because your destination page is opened up in a new window and not redirected. Use direct Amazon linking at your own risk)

Login to your Amazon affiliate account.
Click the Build Links/Widgets link in the left navigation menu
Click the widget titled "Product Links"

Open a new window and go to amazon.com

We need to find a product to promote, so I'll navigate to "Electronics & Computers" > "Cameras & Photo".

In the top menu, I'm going to click on "Bestsellers".

At the time I wrote this, the top bestseller was...

Canon PowerShot SD1000 7.1MP Digital Elph Camera with 3x Optical Zoom (Silver)

Note: I would title my "Destination Page" in Zango as (Canon PowerShot SD1000 7.1MP Silver)

Right click on it and open in a new tab or window, the reason for this is, if you are adding everything in a category, you don't want to lose your place on the amazon results page.

Scroll down product page to the "Product Details" section and look for the ASIN.

In this case it's... ASIN: B000NK8EWI

Copy the ASIN number (B000NK8EWI) and go back to your amazon affiliate page and paste the ASIN into the "keyword or ASIN/ISBN" field. You can leave the Search "All Products" alone. Click GO.

There are two results, it doesn't matter but I'll choose the one in "Camera & Photo" and click the "Get HTML" button.

The link we're provided with is for displaying a picture ad and that's not what we want. So in the box labeled "1. Select Link Type", tick the "Text Only (Basic Display)" circle and the page will auto refresh.

You'll see the box labeled "3. Get HTML Code For This Product Link", which has the code for displaying that link. The second box is labeled "4. Add Product Previews Script", ignore that box.

From the first box, we want just the link code itself. I'll show you below what I mean.

The entire code looks like this. You only need the part which is blue bolded below.

Canon PowerShot SD1000 7.1MP Digital Elph Camera with 3x Optical Zoom (Silver)

Now, that's a long url, we don't want that, so take the url part of the code above.

http://www.amazon.com/gp/product/B000NK8EWI?ie=UTF8&tag=YourAmazonID-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=B000NK8EWI

and use a url shortener like www.sleekurl.com if you don't have your own. Now you have a nice, short url to paste into Zango as your destination page.

http://sleekurl.com/?um (just a sample = it won't take you to amazon)

Now, what happens here is that at the exact moment your shopper is looking for information on a "Canon PowerShot SD1000 7.1MP Digital Elph Camera", they get hit with the actual product page at Amazon where they can read all about it and order.

Often, these will result in multiple orders as the shopper adds related products or comes back on the 24 hr cookie for more shopping.

This method has a high buy rate but is also the riskiest, because as I said, Amazon doesn't allow it and to use this method would be in violation of their terms of service.

Ok, that was option number one, sending directly to an affiliate program. The same thing would apply if you were advertising a digital product, only you would use your affiliate link for that product instead of the amazon url. Depending on the length of the url, I would still advise shortening them.

Option 2, Send the surfer to a page on your site. Still using Amazon as an example, (because it's probably the most complicated, any other affiliate program is much easier to create destination pages for and we'll cover a few more of those later).

You can either create your own product review pages with affiliate links to the product or if we were wanting to send to Amazon, we could use a free script like the Amazon Feed Script from Mr. Rat.

This will set up an Amazon product store on your website. (I didn't suggest using Amazons own aStore because this would be equivalent to sending directly to Amazon and you'd be better to do that). You can see an example of one of these Amazon product stores here.

If you want this installed, I can do it for you. Submit Installation Request

Of course, this would be on your own website, but for the purposes of this demonstration, we'll substitute his now.

I'll visit his store and browse to...

Electronics > Camera & Photo > Digital Cameras

This script is already configured to sort by bestseller, so immediately I see the number one bestseller is "Canon PowerShot SD1000 7.1MP Digital Elph Camera with 3x Optical Zoom (Silver)"

I'll go ahead and click through to the product page, (I could have just right clicked and copied the shortcut but I just wanted to take a look at the page).

I end up at this url...

http://www.mrrat.com/cgi-bin/apf4/amazon_products_feed.cgi?Operation=ItemLookup&ItemId=B000NK8EWI&locale=us

Of course, this would be on your own domain, instead of mrrat.com.

You would then take this link to your url shortener and then paste the result into Zango as your destination url.

You can also modify your product store and fit it into your websites theme or template and present them with other opportunities while they are there. You can also increase the chance for repeat business because the customer can bookmark your site and return to shop where if you link directly to Amazon you will only receive credit for 24hrs.

You could even place adsense blocks on these pages and make some money that way as well.

Choose Your Category & SubCategory

Because of the product we selected for this demonstration, you can see I selected

-Retails Goods & Service
-Electronics

The profit potential for this category is extreme.

Take a "Canon EOS 5D 12.8 MP Digital SLR Camera (Body Only)" list price $2114.90 or a Canon EOS 5D 12.8 MP Digital SLR Camera (with lens)" list price $2949

That's a commission of $84.59 to $117.96 for one camera. And most people that order the high end cameras also often order carrying cases, tripods, user books, extra lenses, etc.. And, they will buy all day long because it's from a company they know and trust.

It's not just digital cameras, although that is very profitable, it is also high end televisions, projectors and gps systems are very hot right now. Big ticket items are where the big money is at.

That's not to say you can't sell digital products, that can be profitable also but it is a different technique and I will go into that in greater detail further down the page.

Let me backtrack for just a moment. When setting up our demonstration here, we went to amazon.com and browsed to the section we wanted and then selected bestsellers. This was just to make it easier to understand up to this point. That will work if you are

going to methodically go through hundreds and hundreds of items and add them all in.

The problem with this is, why do you want to start with $199-$299 cameras when there are cameras there than can put more money in your product.

The method I would use is to go through each electronics category and sort, not by bestseller, but by price, from high to low.

Go through each section and enter destination pages for the first two pages of each category, starting with the highest priced items. This is the quickest way to get Zango loaded up with the big ticket items. Once you get all the big ticket items from each category, you can go back through and sort by bestseller and continue to load your campaigns up, which is why earlier, I suggested that you clearly name your destination pages so you don't double enter product.

Before we move on, let me say that I would completely avoid the electronic game section as well as Ipod. Although both are hot sellers, there's just no way to pinpoint your traffic. Products with model numbers can be targeted much easier and more precisely.

Running keywords like "Nintendo Wii" or "Ipod" can burn through hundreds of dollars rather quickly and because you can't use negative keyword terms like you can with Adwords, you can't filter out the "Ipod downloads", "Ipod covers", Ipod colors", and other search terms which don't allow you to accurately target a destination page.

On the other hand, if you were able to capitalize on the traffic with a squeeze page, you could build a list and then market a multitude of products over a longer period of time. The squeeze page method is actually a method that works particularly well with the digital products but I'm saving that for a later section.

Keyword Pass-Through

If you tick the Keyword Pass-Through box, it will append the url with...

?keyword=yourkeyword

If you are sending directly to a sponsors site, you should just leave this blank.
If you are sending to a squeeze page, you can just leave this blank.

However, if you would rather mass produce your destination pages, there's a little trick I'm about to show you that can greatly reduce the amount of time it takes.

Save the following code to a blank text page and name it digitalcameras.php , this in keeping with our current digital camera theme.

```php
<?php
if(!isset($_GET["keyword"])) $var = "Digital Cameras";
else $var = $_GET["keyword"];
header("Location: http://www.amazon.com/exec/obidos/external-search?mode=blended&tag=youramazon-ID&keyword=$var");
?>
```

Now, you can use the following link for your destination page. (Also, you would need to tick the "Keyword Pass-Through" box.)

http://www.yourdomain.com/digitalcameras.php

Instead of setting up a unique destination page for each digital camera, you could then paste all the digital camera models into the keyword box. It would pass the keyword to the $var in the code above and do a search on Amazon.

The upside to this is that you can enter hundreds and hundreds of items quickly by just copying and pasting in lists of product names and model numbers.

The downside to this is that the surfer is going to see a search results page instead of the actual product detail page. Here's an example using one of our cameras from above, the "Canon PowerShot SD1000", http://wahguide.com/url/b0Pq507ek (I've shortened the url and removed my id but the results page is the same)

Conversion ratios would be somewhat lower but the quantity would be substantially greater.

Another downside is whether you can get these by the Zango rep that reviews your destination page and keywords or not. They want their customers, the people who've downloaded and installed their software to view relevant offers.

This is why the we've gotten specific with our filename (digitalcameras.php), and told the code to default to the search phrase "Digital Cameras" if no keyword is passed through which it won't be when a rep actually views and clicks through on your link.

You could get even better results if you were to set up variations of the file for different

brand names of digital cameras.

canondigitalcameras.php
nikondigitalcameras.php
samsungflatpanellcd.php (Samsung Flat Panel LCD)
garmingps.php (Garmin GPS)

For each new file, you would only need to change the default keyword in blue to the desired keyword that matches your new file name.

We could do the same thing with Ebay results or any affiliate program that has a search function by just replacing the amazon link above with that of a different affiliate,

Here's how the code would look if you were running Mr. Rat's free Amazon script on your own server and linking to the search results for that instead of directly to Amazon.

```php
<?php
if(!isset($_GET["keyword"])) $var = "Digital Cameras";
else $var = $_GET["keyword"];
header("Location: http://www.yourdomain.com/cgi-
bin/amz/amz.cgi?Operation=ItemSearch&Keywords=$var&SearchIndex=Blended");
?>
```

Wait, there's more!

Let's say that you'd rather send to your site and prefer the Ebay affiliate program. This is easy to do with the following code.

Create a new page with the extension .php

Paste this code into the head of your page
(between the **<head></head>** tags)

```php
<?php
if(!isset($_GET["keyword"])) $var = "Digital Cameras";
else $var = $_GET["keyword"];
?>
```

Paste this code into the page where you want the Ebay listings to show.

```
<script language="JavaScript"
src="http://lapi.ebay.com/ws/eBayISAPI.dll?EKServer&ai=bnu%7Fwhskrhsq&bdrcolor=FFCC00&cid
=0&eksize=1&encode=ISO-8859-
1&endcolor=FF0000&endtime=y&fbgcolor=FFFFFF&fntcolor=000000&fs=0&gallery=y&hdrcolor=
FFFFCC&hdrimage=1&hdrsrch=n&img=y&lnkcolor=0000FF&logo=2&num=16&numbid=n&paypal
=n&popup=y&prvd=1&query=<?php echo "$var";
?>&r0=4&shipcost=n&siteid=0&sort=MetaEndSort&sortby=endtime&sortdir=asc&srchdesc=n&tbgc
olor=FFFFFF&title=BID+NOW%21+Auctions+Ending+Soon%21&tlecolor=FFCE63&tlefs=0&tlfcol
or=000000&track=YourCjPID&watchcat=220&width=455"></script>
```

Change YourCjPID to your Cj PID
Change the watchcat to a related category. You can Find Ebay Category Numbers Here.
This tells Ebay what listings to show if there aren't any auctions to display for the
keyword you searched for.

There are many other things which you can change, such as the colors, show a large or
small logo, the width, how to sort the auctions, etc..

You can log into your Ebay affiliate account and use the tools there to customize
everything from scratch with their system and use that instead if you'd rather.

Just paste

```
<?php echo "$var"; ?>
```

into the code after

&query=

so that it looks like this...

&query=<?php echo "$var"; ?>

Place <?php echo "$var"; ?> anywhere on your page where you would like to have your
keyword phrase shown.

I've included a file called ebaytest.php, you can take a look at the code then upload it to
your server to see how it works. You can blend this right into any template you have, or
customize with adsense blocks, amazon blocks, an opt-in box, etc..

After you've uploaded it, try changing the keyword to see how the text on the page
changes.

http://www.yoursite.com/ebaytest.php?keyword=Any Keywords

Remember to change the watchcat to a related category for best results.

Also remember to change the default keyword, "**Digital Cameras**" for each type of product you are doing and name the file appropriately, just follow the outline we used for Amazon above.

Country Targeting

Fairly simple step here, you just need to know what countries your product can be sold in. Digital products can usually go worldwide, or close enough to it that it's not worth going through and manually selecting all but a few countries.

Physically shipped products however, will require you to know exactly what countries the affiliate program you are promoting will ship to. Amazon.com for example only ships to the US. You would need to sign up for Amazon.ca, Amazon.uk, and so on to promote and ship to those countries.

You can usually find this information by clicking through to your affiliate programs order page and checking the countries listed in the drop down box, (usually it's a drop down).

If there's just a blank box for country or country is not even an option, it's best to check their shipping info page, their faq page or contacting them directly via support desk or phone and asking.

You are finished with this page, click "Nest Step" to continue.
(Note: your login session does expire, so be prepared before getting to this step)

Adding Keywords

Choosing keywords will depend somewhat on what type product you are promoting, (physical or digital), as well as your objectives.

You not only have the option of targeting keywords, you have the ability to directly target URL's. I've said it before and I'll say it again. It's not my position to advise you ethically. As promised I will show you every aspect of this system, the good, the bad

and the ugly.

As in Computer Security, every published vulnerability can be used for harm or used for the knowledge to implement a strategy which will protect yourself.

Note: You are only able to use up to four words in a keyword phrase.

If you were entering keywords for physical products, I would recommend sticking with the brand name and models numbers for now. You can always add more keywords or set up a new destination page should you choose to do so at a later time.

Keyword/Phrase Examples
(This is assuming you are using the code above and sending using the Keyword Pass-Through)

Canon Digital Rebel XTi
Canon Digital Rebel XT
Canon EOS 40D
Canon EOS 5D
Canon EOS 30D
Canon EOS 1D
Canon EOS 20D
Canon EOS-10D
Canon EOS 6.3MP
Canon EOS 1Ds

If not using the Keyword Pass-Through and the code above, you would only want to use

keywords/phrases that match that particular product.

Example For Single Destination Pages
(No Keyword Pass-Through)

Canon EOS 1Ds
Canon EOS 1Ds MarkII
Canon 1Ds Mark II
Canon MarkII Digital Camera

You see that we used some variations of the phrase while still specifically targeting that particular camera. Zango's software looks for phrases typed into their search bar, phrases on website pages, anchor text and linking code so on your super high ticket items, like the Canon EOS 1Ds with a ticket price of approx. $6,999, it's worth it to spend a little extra time on those.

Tips on Marketing Physical Products

➢ Use products you can pinpoint by brand name and model number for the best results. Stay away from Movies, iPods, Gaming Systems and anything else you can't pinpoint properly with keywords unless you are running a related site and just want the traffic.
➢ Stick to high ticket items.
➢ Look for products without advertising restrictions.
➢ Find wholesalers and sell your own products when possible.

Digital Products Marketing

While physical products is pretty straight forward, marketing digital products is a whole other ballgame and how you set your keywords will depend on your objectives.

Primary Objectives

> ➢ Selling someone else's digital products.
> ➢ Selling your own digital products.
> ➢ Using the traffic to build a list.
> ➢ Using the traffic to build a mlm downline.

Let's take a brief look at each method.

Selling Someone Else's Digital Products

For our example, we will use, "The Rich Jerk", after all, he's rich and doesn't care. Judging by what I've read, he would probably condone this method himself. Might even consider you a worthy adversary.

Here's the step by step how I would come up with my keywords for this product.

I would start with the obvious and enter the domain name, it is suggested you place the period in front when targeting domains which helps limit results. Because it's possible there's hundreds of terms using the product title, like "The Rich Jerk Sucks", "Is The Rich Jerk a Scam", "Who Is The Rich Jerk", etc.. that we would get too much unwanted traffic. We want targeted, ready to buy traffic. So we start with...

.richjerk.com

Now, we'll go get some free Google traffic. I googled "The Rich Jerk" and came up with the following results page. (image below)

Starting with the "Sponsored Links", I'll visit each of the sponsored sites and see what the actual url is they are sending the expensive Adwords traffic to. Their ads do show a url but that doesn't mean it's not redirected and actually goes to another page, or that it is even a good match. We need to know for sure so we can tell Zango that whenever a surfer hits that page, to pop our page up on top of it.

From the first results page, I end up with these domains to target.

.richjerkwebsites.com
.ryansreview.net/the-rich-jerk.php
makingmillions.info/making-money-online.htm
.gurubusters.com/Not_Recommended/Rich_Jerk.html
bigbadbucks.com
.federalreviews.com/The_Rich_Jerk_Review_New_Agressive_And_Internet_M.html
.im4newbies.com/internet-marketing-blog/2005/09/clickbank-best-sellers-rich-jerk.htm
.circlejerkclan.com
.richjerkreviews.com
.marketing-drive.com/toolbar/reviews/the-rich-jerk.php
.workathometruth.com/rich-jerk.php
.richjerkwebsites.com
.guru-apprentice.blogspot.com
.besttherichjerk.com

There's my target urls for THE FIRST PAGE. Only about 220,000 more results to go through. j/k, I would only go through the first two pages for the free listings, but I would get as many of the sponsored urls as possible.

Now, hop on over to Yahoo & MSN and see what's available there.

Once you've compiled your list, you can use this Free **Alphabetizer & Duplicate Remover** to get your list in order and ready to paste into the Zango keyword field.

Targeting the actual domain richjerk.com, will most likely pop your page right on top of another affiliate who is sending through their clickbank hoplink. That's awkward. Whichever page opened last is the cookie that will be awarded the sale.

Rather than take that chance, why not pop a complementary page right on top instead. One to encourage the shopper to give you their email address and purchase through your link and get some bonuses that will work well with the product you are marketing.

I've included a couple of squeeze pages which you can modify to suit your needs or just make a plain page like what I wrote below. I'm not a professional copywriter but something along the lines of this (next page).

Don't Buy "The Rich Jerk" Yet!!

I want to give you some
FREE BONUSES to go along with it!

The Rich Jerk by itself is a great product but
if you purchase through the link below, I'm going
to throw in some powerhouse products FOR FREE
which you'll be able to use alongside "The Rich Jerk"
to really KICK START your online money making!

Bonus #1 Title - Description
Bonus #2 Title - Description
Bonus #3 Title - Description

Click here to purchase
(link opens in a new window)

**Then come back and fill in the form below
and I'll send your FREE BONUSES right over!!**
(close the window below this one before proceeding)

Name:_____
Email:_____
Receipt Number:_____

If you have an Aweber account, you can set up the extra form field there and set an autoresponder to automatically mail the bonuses upon their confirmed opt-in. Every blue moon, you might get someone who submits a fake transaction number. The way I look at it is, you would have given the bonuses away anyway for their opt-in. You could log in to Aweber, verify the transaction numbers in clickbank and manually send the

If you already have a collection of products that you can use as bonuses, excellent. If you don't, you can purchase a massive **eBook & Software Package**, **170+ Titles for $29.95**. They all come with Master Resale Rights & Professionally Designed Sales Websites! This ebook/software package is a good jumping off point for those just getting started or looking for the most bang for their buck, but I highly recommend creating your own products or purchase PLR products which gives you total control over any affiliate links inside the product and help YOU build a long term income rather than reselling someone else's product and helping them earn long term income.

Let's move in another direction with this now. Say for instance, you were marketing a Forex product, either yours or someone else's. You could go through the Google search step above and target the product name and all others marketing the same product.

What about competitive products? Jump over to clickbank and search for all Forex products. You can then begin the Google Search process again for each Forex product title you found in clickbank. Since you are attempting to sell a competitive product instead of the same product, you would want to either pop yours or your affiliate programs sales page right on top of the competitors or alter the squeeze page text to say something like what I've written below if you want to build a list as well.

Don't Buy ANY Forex eBook

Until You've Read This Important Information!

Everybody thinks they're an expert in Forex Trading
and wants to sell you one Forex Trading ebook or the other.

THE TRUTH IS

Most of the information offered in these inferior eBooks
is either outdated or poorly pieced together from freely available sources.

MY FOREX PRODUCT TITLE

Is the leading and most trusted source of Forex Trading Information.
If you are serious about learning to make money
from home in Forex Trading, I URGE YOU
to take a look at My Forex Product!!

Just To Show You How Serious I Am
I will send you a 10 part series of Forex Trading Tips
that can have a serious positive impact on your earning potential for FREE!!

Name:_____
Email:_____

VISIT MY FOREX PRODUCT TITLE
AND SEE FOR YOURSELF HOW ADVANCED
OUR SYSTEM AND TECHNIQUES ARE!!

This technique works for most any other digital product type. You can target the product
you are selling itself as well as competitive products. You just need to alter your
destination page accordingly.

Building A Downline

We've covered Physical Products, Digital Products, List Building, now we see a powerful way to build a downline for a fraction of the cost others are spending using Adwords. They pay a crazy amount per click for the surfer, you pay pennies for the same surfer.

The technique is pretty much the same as for the Digital Products, I just wanted to open your mind to other possibilities besides marketing products.

If you were wanting to build a downline for ABC MLM, you would use the Google Search method from above and target the Sites Name, all free listings and all sponsored links.

You could either open your sales page right on top of theirs, which results in the surfer having two of the same window open and choosing to close one. It's important to know how the company tracks, if it's with cookies then you have a chance that your overwrote the other persons, **if it's by another method then you need to convince the surfer that joining under you is in their best interest**. You may want to do that regardless, it's all about personal preference.

You Are About to Make
a MASSIVE MISTAKE!!

Did you know that most people who
become involved with ABC MLM will FAIL??

The number one reason why the majority of people fail
with ABC MLM is due to the lack of support from their upline!!

It's not really their uplines fault, the truth is that they
just didn't know how to be successful themselves.

I've been involved in internet marketing for years and years
and want to share with you the knowledge I have so that YOU can
be successful, as a matter of fact, MY success depends on it!!

JOIN MY "ABC MLM" TEAM NOW

You will be placed in MY downline where I will personally
guide you STEP BY STEP and help you SUCCEED!!

DON'T MAKE A MASSIVE MISTAKE!!

JOIN MY "ABC MLM" TEAM NOW

**Then come back and fill in the form below
and I'll send your First Training Lesson right over!!**
(close the window below this one before proceeding)

Name:_____

Email:_____

ABC MLM Number:_____

Keyword Bidding

Login in to your Zango advertising account and click on the campaign you want to manage. From here you will be able to see your destination pages, add new destination pages, delete destination page, edit your spending limits. You can not change your targeted country after it is initially established, to change this, contact your Zango Rep and they can do it for you.

To edit your bids, click on the number in the active keywords column of the destination page you want to manage. You will see a page with a list of your keywords, bids. Etc..

Bulk Update - updates all of your keywords at one time

Active Status		Max Bid	Bid Type		Make my Bid the highest <<new!!	
Active ▼	Update Keywords		Manual ▼	Update Keywords	All Keywords ▼	Update Keywords

Active	Keyword	Current Bid	Max Bid	Bid Type	Status	Rank	Other Bids	Delete
☑	home typers	$0.0200	0.020	Manual ▼	Approved	1	0.0200	☐
☑	home typists	$0.0200	0.020	Manual ▼	Approved	1	0.0200	☐
☑	home based business typing	$0.0200	0.020	Manual ▼	Approved	1	0.0200	☐
☑	home based typing	$0.0200	0.020	Manual ▼	Approved	1	0.0200	☐
☑	online typing jobs	$0.0200	0.020	Manual ▼	Approved	1	0.0200	☐
☑	type at home	$0.0201	0.0201	Manual ▼	Approved	2	0.0350, 0.0201, 0.0200	☐
☑	typeinternational.com	$0.0270	0.027	Manual ▼	Approved	3	0.0380, 0.0370, 0.0270 all	☐
☑	typerswanted.com	$0.0253	0.0253	Manual ▼	Approved	1	0.0253, 0.0252, 0.0250	☐
☑	work at home typing	$0.0200	0.020	Manual ▼	Approved	2	0.0310, 0.0200	☐
☑	work at home typist	$0.0200	0.020	Manual ▼	Approved	2	0.0310, 0.0200	☐
☑	work from home typing	$0.0201	0.0201	Manual ▼	Approved	2	0.0440, 0.0201	☐

Page 1 ▼   Display 20 Items ▼

Save   Save and Continue

Here you can see your keywords, how much you are bidding, whether they are active or not and even what your competition is bidding. Look at "Other Bids", you can see exactly what your competition, or "lack of" competition is bidding.

Generally it's best to not get into a bidding war until you know how your product is going to perform. For most keywords I would be happy being parked at the number two position, especially on broad terms like "type at home", but I would want the number one position for the products domain or more precisely targeted keywords.

By the way, how much do you think people are paying on Adwords campaigns for that keyword phrase. You can see above that it cost about .0201 (two cents) at Zango.

Now let's say that you found a Type At Home affiliate program that converted very well, you could lock in your number one position of any keywords of your choosing by setting your max bid to the highest amount you're willing to pay, must be at least .03, (three cents). Then clicking "Make My Bid The Highest" (Update Keywords).

Alternatively, you can set your bidding to automatic, set your max bid amount and Zango will auto increase your bids for you.

If you look at the image above, the sixth keyword from the top, "type at home", you'll see that our bid, (always bolded), is .0201 while the 3rd position is .0200

Then the 1st position looks like it should be .0202 but instead it is showing, .0350

This is not the amount they are paying, you are looking at their max bid. They are only paying the .0202

This may discourage others from bumping their bids because unless they bump above to .0351 then they will still not have the 1st position. Do you see how you can use this to intimidate your competition? By placing a max bid for .80, .90 or even $1.00, will show your competition that you are serious. The uninformed may think that's what you're actually paying and they know they can not make a profit by trying to outbid you, meanwhile you are only paying a thousandth of a penny more than their bid.

Be sure and monitor your reports closely, you can deactivate your keywords at anytime but don't delete any unless you are absolutely certain you will never want to use them again because they remain in the system and it won't allow you to add them again without going through an Acct. Rep.

The Reports

Once you log in to your Zango Advertising Account, you can click on the Reports tab where you will have many reports available to you. You can view your traffic by campaign, by keyword and sort by date. A really useful report is the one where you can see if any of your keywords have been outbid.

My Destination Page Didn't Get Approved

Sometimes this happens. There are a few products that just won't get approved, I'm not sure whether they have worked out some type of deal with Zango or what, you will not get a direct response if you inquire about these. If you run into this, just move on to another product.

Am I Being Targeted?

I hate to say this, but you probably are. If you promote any of the big name Clickbank products, it is certain. If you run your own program, or sell your own product then you may be. If you are buying any Pay Per Click search engine traffic, you probably are. The only way you'll know for certain is to download the Zango Software and see for yourself. This is not an affiliate link although they do have an affiliate program which helps you understand why the number of people using Zango grows daily.

How Can I Protect Myself?

There's not a lot you can do other than try to avoid the Zango **triggers**.

- ➢ Keyword/Phrases on your web page.
- ➢ Keyword/Phrases in your anchor text.
- ➢ Keyword/Phrases in your linking code.

If you are the product owner, sometimes you can run off the bidders by raising the bid to a point where they can't compete and still make a profit, especially if they are sending to a competitors affiliate program.

I didn't cover this above because it's super blackmask but people can actually jack your Clickbank hoplinks and just about any other affiliate link.

Someone could actually target...

.richjerk.hop.clickbank.net

Make sure you use a url shortener.
You could also use images instead of product names on your pages.

Keep in mind, that while there are millions of Zango users, it still accounts for a very small amount of internet traffic overall and while you are certain to be affected to some degree, it is probably no more than you are affected by surfers with incompatible browsers, javascript disabled, software that blocks ads, adware software that blocks affiliate cookies and a myriad of other things that occur.

The best thing is to just keep marching forward and not spend too much time dwelling on things you have little control over and put your energies into growing your business.

Thanks for reading,

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