

CPA Marketing Manifesto

Discover the Hidden Tips to CPA Marketing

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CPA Marketing – The Reason behind Its Sudden Hype

Most of us are aware of affiliate marketing, which is a form of virtual advertisement on the Internet with the help of which companies all over the world sell their products to consumers from any part of the globe. However, have you ever heard of CPA marketing? Well, CPA stands for Cost per Action.

The basic idea of a CPA marketing plan is to gain useful information from potential consumers and convert them into profitable leads for future sales generation. This information can be of various kinds: telephone number, residential address, email address, social security number, credit or debit card number, etc.

Depending on the importance of the information marketers in a CPA network get paid. Yes, all you need to do is have potential customers who come to your website submit crucial information about themselves so that the company that you are working for can use it in future for affiliate marketing. Sometimes the pay for a single bite of such information can be only 70 cents. At other times it can be as high as \$50!

The best thing about CPA networking is that you get paid even if you don't manage to sell the product that your company is making. Basically if the individual, who visits your website clicks on an advertisement, downloads a newsletter, signs up for a regular subscription or simply goes ahead and buys the product, you get paid in commission.

However, if you want to be taken seriously as a CPA marketer by CPA networks then you need to have a website of your own. Companies will want to see if you are fully equipped with apparatus that you will require to promote their products. If you don't have a website of your own, create one immediately. If you are not sure about creating one on your own, hire a professional to do the job for you.

Once you have your own website you need to embed the HTML codes and links of the various products of the companies that you want to market through CPA networks, on to your website. You can ask the website designer who made your website to do this job for you as well if you don't want to do it yourself.

Cost per Action marketing is more profitable than affiliate marketing in the sense that in case of the latter, an affiliate only gets paid in case of a sale. In case of CPA marketing, one gets paid as long as he or she can derive some sort of activity from the consumer. Generation of leads is what companies look for from a CPA marketer.

Once you have come across a profitable line of advertising among them any CPA networks out there you can build on your leads by also indulging in affiliate marketing of the same products. You can invest in your website by submitting articles to article directories to spread awareness of the existence of your website. Using Google AdSense is also a good option to do the same.

Depending on your Return on Investment (ROI) you can invest in your CPA network as much as you like. The idea is to make more and more individuals visit your website so that you can generate better leads.

What Is CPA- A Comprehensive Explanation

CPA, which stands for Cost per Action, is basically a form of affiliate advertisement that is used by almost all companies throughout the world in order to generate leads for their products. This marketing is done by affiliates who work through their own websites in order to send traffic to the advertiser's website for the product of the company. CPA deals with specific forms of marketing which involve pay per click and pay per lead ads.

Although Google used CPA networking as a major part of their advertising campaign till June 2008, eBay has now taken up this form of marketing and calls it AdContext. CPA is also known as Cost per Acquisition. This makes more sense literally, since affiliate advertisers under CPA networks are paid based on what the advertiser acquires from his or her customers.

There is no returning of funds in this sort of advertisement. As long as the entire action is completed by potential customers, affiliates get paid per lead that they provide to the advertiser. This makes it easier and simpler for advertisers to work for their company, as well as for affiliates to work for their advertisers.

Since there are many CPA networks out there and hundreds of affiliates are hired from these networks, advertisers usually have affiliate managers who go through the resume of each of these affiliates and hire only those who have the best lead generation records, or are the most appropriate for a specific line of marketing.

The basic deal with CPA marketing is to generate traffic to the company's website. This job is outsourced by the advertisers of these companies to the affiliates, who in turn get paid in commission depending on the quality of lead generation that they can provide. Affiliates then use various forms of advertising such as banner ads, keywords, article directories, pay per click ads and video ads to attract more traffic for the website.

Companies that sell insurance, credit and/or debit cards, public bonds or even ring tones of cell phones, use CPA networks to build their leads. Affiliates should stay in touch with their managers since the latter are well informed about the latest information regarding the CPA networks and the newest ideas for this sort of marketing.

Although getting paid \$30 for each action that an affiliate is able to generate from potential customers may seem like a cheap bargain for the work that they go through, if they have a handsome customer profile of about 400 to 500, then this amount can multiply into a hefty pay packet per month.

What Is a CPA Network?

If you know about CPA marketing then you should also know about CPA networks. Basically, CPA, which stands for Cost per Action or Cost per Acquisition, works through a network which acts as the mediator between advertisers of companies that want high lead generations for their websites and affiliates who do the marketing job for this purpose. CPA networks provide advertisers with a wide range of affiliates who have signed up with them so that various companies can choose the best affiliates for this job.

Unlike affiliate marketing, CPA marketing requires the marketers to receive the approval of CPA networks. Otherwise they are not registered with them. However, the approval process is not too hassling. You have to understand that the affiliate manager of this CPA network is also interested in earning money as much as you are. Therefore, as long as you own a website through which you can build leads for the products you are advertising, you should be good to go.

The most intelligent thing to do is to register yourself as an affiliate marketer with as many CPA networks as you can. Many of you may have had the experience of marketing for products from Clickbank. Here, all you had to do was choose a product, build a website and get paid in commission every time you were successful in generating any sort of action from your customer.

The best part of CPA marketing is that as a marketer you don't need to wait till the product has sold in order to get paid. As long as you can make a potential customer submit information such as email address or telephone number with the website of the company whose product you are advertising, you should be eligible for commission.

Sometimes marketers in CPA networks use pay per click ads or even zip code submission options in order to generate action from individuals who visit the website. This can pay up to \$60 per action. Therefore, once you have come across a popular product or a good CPA network, you should be rolling in the big bucks in no time.

The trick is to advertise for as many products as you can. Registering with a substantial CPA network can make a huge difference in your earning capacity. Many CPA marketers advertise for various genres of products such as health foods (Acai Berry), insurance plans or holiday destinations in England. It doesn't matter if you are able to sell the product in CPA marketing. Companies are looking for marketers who can generate substantial traffic to their website. The logic behind this plan of advertisement is that affiliates "hook" customers in, and companies "cook" them.

Since you don't know which product is going to earn you maximum commission, it is best to sign up for various kinds of products, test all of them for some time and then specialize in a certain genre.

What Are the Advantages of Joining a CPA Network?

A lot of companies all over the world use the Internet as a major base for advertisement of their products. There are various ways to market one's product on the Internet. Some of them include pay per click (PPC) ads, pop up ads, banners and such methods. Most of these methods have a heavy initial investment. And the end result of most of these forms of online advertising is that the cost of maintaining it is heavier than the benefit derived from it. Therefore, many companies are now using CPA advertising instead of the traditional forms of online marketing to promote their products online.

CPA advertising basically involves generating an action from a potential customer which will then be caught by the company and exploited further for higher profits. CPA affiliates are paid commission based on the number of such actions they are able to generate. Most individuals don't follow through the conditions of pay per click ads once they read through the advertisement. Sometimes, a lot of people click on these ads by mistake and leave the page immediately once they realize that they don't want to know anything about the product or the company. However, the company that has put up this advertisement has to pay for every click that takes place regardless of any benefit that they derive from it or not.

CPA stands for Cost per Action, or Cost per Acquisition. The second phrase makes better sense in this type of marketing as companies only pay the affiliates if the latter are able to generate any form of action from potential customers such as signing up for newsletters for the product of the company from the website, providing crucial personal information such as social security numbers or email address or even downloading information from the product website.

In this way, the company benefits from deriving information regarding customers, and the affiliates are paid accordingly in commission, depending on the importance of such information. CPA networks work as mediators between companies that seek CPA marketing and affiliates that are interested in marketing others' products and getting paid per action that they are able to generate. Most of these networks have basic terms and conditions that need to be fulfilled before an affiliate can enroll with them. This ensures companies who come to these networks in search for good affiliates that the job is done efficiently.

Companies are advised to register themselves with as many CPA networks as possible. This increases the chances of lead generation for the products as more affiliates are working towards generation action from potential customers for your company. However, choosing the appropriate network is a difficult task. There are too many CPA networks with numerous affiliates working for them. Therefore, it is best to choose the networks which have a substantial screening system for its marketers.

Networks which can be registered with without any specific criteria are obviously less efficient in their work than those which demand some terms and conditions to be eligible for application. If your business is new, then joining a good CPA network can be the sole issue standing in the middle of profits and yourself. Depending on the product and the form of advertisement that you are seeking for it, CPA networks have affiliate managers (AM) who delegate the marketing jobs to appropriate affiliates who use the most efficient methods of advertisement in order to generate the best leads for your company.

How to Earn Big with CPA Marketing?

For those of you wanna-be-rich-soon guys, great opportunities come only once in a while, and if you are hard-pressed for time and money, there is one particular arena in the online business world where you can always make a lot of dough, and you can make it fast. If you had thought that online business marketing is all about sales and advertisement, you were absolutely on the right track. Affiliate marketing is the best job you can afford to keep, and it basically works as the CPA network.

What? Are you afraid that you do not know the terms and the meanings they imply? Never heard of the CPA networks before? That is a little snag that you can get over easily. This article will not only tell you what CPA means, but will walk you through the entire procedure of obtaining a CPA and using it to optimize your options and fructify your ambitions and efforts soon enough.

CPA is a short form for Cost per Action, although it is also referred to as PPA, or Pay per Action. This is an internet advertising model, and is used as the basis of the affiliate marketing online. So how does it work? Here, every time an advertiser is able to convince a customer to perform a certain action like downloading and submitting forms or making a purchase of an object, he pays for each action that is related with the advertisement. So the advertiser pays only when a certain desired action has occurred.

This pricey model was applied by Google in Google AdSense. And now it has been integrated into the system of eBay too, which it calls AdContext. CPA also is called Cost per Acquisition which is rings truer than “actions”, since it is a tactic to always acquire something, like new customers through interesting and successful sales.

So now that you know the full potential of the CPA network, the next best question would be to ask how you can join it. There is no doubt that you want a slice of this big tasty pie, but before you do, do you not want to know what went into the making of this pie, so as to get a better idea?

How to Join CPA Networks?

Joining a CPA is basically harder than joining a simple market affiliating program. The main reason for this is because everyone is quite used to the easy and automatic acceptance that is associated with many of the affiliating networks. But this kind of a stratagem only makes it difficult to join the CPA network because of the quality of the service that are as a result, offered. But if you know the basic and inner workings of this system, with a slight brain drizzle, you can definitely make your own chance. Here are certain steps that you will need to follow:

- First, choose the networks that you want to join. Yes, we are definitely not talking of singularity in here. You will need to choose from a wide collection of networks to land up with the best offers and payouts. This will increase the number of options in your hand, plus, give you more ideas regarding what is happening in each network. This way you can compare the features of different networks. Plus, this ploy also increases the returns of better payouts, since different networks offer different pays for the same offers that are being made elsewhere too. Choose the one that suits you the best, and make your profits.
- The next step would be to fill up the submission forms and then answer all the questions to the best ability of yours. These network managers will be very interested to know about your website, the amount of traffic you generally receive in your site, plus the methods and means you wish to employ to make the sales online. Do not be intimidated by such questions. If your knowledge in this business purview is very limited, you do not have to consider this to be the end of the world. After all, you will have to begin somewhere, so be honest with your answers, and always cut to the chase.
- After submitting the forms, you will have to usually dally around for a week. But you can use the magical tactic to get your way past this obstacle quick. All you have to do is call up the CPA network and get admitted right away! When the managers see that you are quite

enthusiastic to do the job since you have taken the time and effort to make the call, they will be impressed enough to have you working for them right then itself!

- Sometimes you may find that it is difficult to get into some of the CPA networks easily. In these cases, it is better that you splay out your business plan that you have in your mind to promote their offers, and when they will see that you have taken the initiative to dot all your 'i's, they will take you right in!
- If these tricks do not do the work, which is rather a rare affair, you can have a successful CPA marketer push in a good word for you. It does not hurt to build on your contacts; since business is heavily based on them. You can use your contacts for your benefit, and voila! You will soon start to work as a CPA marketer yourself!

Even if there is no bright outcome, and you do not get in where you want to be, there is no need to break into a fuss. Start working in those networks where you were accepted, and then get more experience under your belt. Then you can reapply in those places which had turned you down. Remember, business is all about making money, and it is nothing personal. So as long as you can keep their eyes green, there is no need for you to feel insecure about not getting or keeping your job.

What are the Top CPA Networks that You could Join

If you are an affiliate marketer then the first step towards earning good money through kind of Internet advertisement is to join as many CPA networks as you can. Different networks have different lead programs that can be used by marketers. Choose the ones which have a high pay per lead offer as well as resell options as this will multiply the promotion of your work, resulting in higher income generation for you.

Some of the best CPA networks out there are listed below:

NeverBlueADs –

This CPA network has more than 24 program levels that one can use to promote. Users of this network pay a monthly fee of as little as \$25. This is payment can be made through PayPal. The web usability of this network is excellent, and the programs are listed in an easy to find format for marketers. Affiliate marketers can use email, web ads and pay per click ads to promote the leads available here.

AzoozleAds –

Azoozle Ads have more than 300 affiliate programs marketers can take up to promote. Their interface resembles that of a web 2.0 which can be used to generate various genres of reports. A once a month consolidated payment of a minimum of \$50 is made via checks. If you are working for international publishers, then Azoozle Ads is the perfect option for you. Their programs pay as per lead, ad clicks, web downloads and per unit sale to the affiliates. It is easy to market their programs.

COPEAC –

Affiliates working with the COPEAC have the advantage of earning commission of up to 2% just to refer other marketers to this network. Other than that marketers can use Cost per Acquisition or Cost per Sale techniques to promote the offers available on the programs on this network. A minimum monthly amount of \$100 is paid via wire transfer or through checks for those working here.

MaxBounty –

If you are looking for a reliable affiliate network to promote your products then MaxBounty is the perfect CPA network for you. As long as a marketer has a website of his or her own, one can use MaxBounty for affiliate marketing. The network also allows international publishers to market programs. It has a good reputation in the affiliate industry which is evident from the abundant threads found on many affiliate programs out there. A minimum pay of \$50 is made. This amount can increase substantially for those working with MaxBounty.

Affiliate Future –

Affiliate Future is a popular affiliate network which has its base in England. Although it is mainly a UK based network, international publishers are allowed to join it. A minimum payment of twenty pounds is made to the affiliates through BACS/wire transfer. The only hitch with this network is that some of the popular offers filed in this network can also be found in other popular networks working in the market. An affiliate who is familiar in this field of work will be able to spot this liability, which will make Affiliate Future less authentic to the individual.

OfferQuest –

OfferQuest offers real-time reports on the leads and commissions of its affiliates. Although it is a small network of only 100 programs, it is quite popular in the CPA network. However, only an affiliate who owns a fully complete website (without any page under construction) and publishes material in English strictly is allowed to use this network. Another constraint of this network is that no visitor activity is allowed on the website of the affiliate. Paypal transfers of a minimum of \$20 per month are made to its affiliates. Cost per Lead payments mainly dominates the programs under this network.

DirectLeads –

DirectLeads is a CPA network that has all the qualities of a good network. This includes Cost per Lead and Pay per Click pay offers to its affiliates. It also reports all referrals and commission on real-time basis. Affiliates are also paid commission on the basis of referrals to other marketers. The only drawback of this network is that it pays a minimum of \$20 after two months to its affiliates which might be a considerably long gestation period for most marketers.

ModernClick –

If you want be an affiliate with ModernClick then make sure you are on the top of your game. Only the best direct marketing tools are used by its affiliates. They also have real-time commission and referral reports on all other marketers throughout. A minimum payoff \$25 is made to the affiliates through PayPal. This network also has strong preventive measures against fraudulent commission seekers. The latest and most efficient tracking tools are provided to its workers.

Hydra Networks

Those who are serious about your job as an affiliate marketer join CPA networks to promote their offers. Although working with Linkshare or CJ can be a good opportunity for those who are starting out in this line, CPA networks are the best for earning fixed commission incomes.

Hydra network is one of the most efficient CPA network out there that pays its affiliates on the basis of fixed commission for every action generated. These actions include Cost per Lead or Cost per Sale.

There are numerous offers and programs available on Hydra networks that can be used by any affiliate marketer for promotion. They also have the best tracking technologies and real-time reports on referrals and commission that provide affiliates with instant information on their promotional offers. If there is an issue that does not have an offer with the network, then an affiliate can recommend it to the publishing managers at the network so that it can be included along with the other offers.

The publishing managers on the network are extremely efficient and forthcoming in their approach to affiliate marketers. Payments are made via PayPal, direct transfer and check deposits every 15 days. There are Hydra rewards available

for the marketers at the networks. This feature makes it an excellent motivation for the marketers. The rewards can be availed as merchandise available at the network or exchanged for a gift coupon. The reward level is as high as 12. Affiliates have the opportunity to gain more than \$15,000 through this scheme.

Affiliates can use emails, banner ads, pay per click ads and newsletters to promote their offers. The interface of the network is efficient and easy to operate which provides instant updates on the status of offers.

The best way to earn a handsome income through affiliate marketing is to work with CPA networks as well as other affiliate networks at the same time. This exploits all areas of the market. This is the reason why most serious affiliates use Hydra networks to promote their publication matters. Affiliates have full authority over the creative aspect of offers. These offers are renewed and new offers are included frequently to make sure that the range of choice for programs is maximized at all times.

However, while choosing offers one must be aware of the popularity of the potential gains from it before taking it up for promotion. This is the reason why one should try out as many offers as possible before specializing on specific subjects. Hydra network provides the best opportunity for affiliates to try a wide range of programs and pays its affiliates on the basis of Cost per Action. This ensures a fixed rate of income for all affiliates working on offers on this network.

Emails, newsletters, campaigns, web banners, attractive text buttons and many other marketing tools are available for affiliates to use freely to promote their offers. These are monitored and reported with latest updates on real-time basis so that affiliates can keep track of their progress with a specific offer.

RocketProfit

RocketProfit is another CPA network that is fast gaining popularity in the affiliate world with an excellent review of it published on the "Zac Johnson Affiliate Marketing Blog about RocketProfit" recently. This network mainly deals with Cost per Lead offers. There are various offers on Cost per Lead and Cost per Sale basis. The payments are made every fifteen days via PayPal or wire transfer. The minimum threshold of this payment for each individual is \$25.

Steps to Help You Get Approved with CPA Networks

By now you must be aware of the fact that there are too many aspiring affiliate managers out there who are vying for affiliate programs to promote. Therefore, when you look for these offers the most important part of this search involves your application to the manager of a CPA network. Remember to fill ALL the criteria mentioned in the form provided. In case there is some space asking for information that is not valid in your case, instead of leaving it blank you should fill in a "N/A". This is part of completing the form. Keeping it blank is keeping your application incomplete. Provide a valid and functional email address or any other contact information that is required for a follow up by the manager.

Affiliate managers are quite prompt in responding to such applications. Therefore, chances are that you will receive a phone call or an email regarding further information that the network requires before hiring you. There are many applicants who miss out on this call or ignore the email. In that case the your potential employer will simply move on to another potential employee, who just like you had applied for the same position, but is different in that he or she has responded to the follow up call or email.

Be professional in your approach when you attend to the follow up from your manager. He or she may ask you questions that pertain to additional information regarding your skills in the field, your experience and your ideas. Be sure of what you plan to do at the program in order to generate the maximum possible leads for the affiliate offers of the network. After all that is the reason why the manager would bother hiring you.

Use a website that you own, instead of settling for the free ones offered. This makes you look professional, and gives you the added advantage of an exclusive domain name and email address. Use this email address to correspond with all your potential employers. You can use the website to your advantage even before you work as an affiliate with the network you have applied for. Post relevant information about your past work, experience, feedback and other such important facts that the manager would be interested in going through. If you are not sure about the content that you should put up on your website, check out the various article directories out there for the same.

If and when you receive the follow up call, you should have a notebook and a pen at hand so that you can note down anything important such as an address, phone number, date and time of a meeting or an email id. If you have to search for the paper and pen while keeping your potential employer on hold, this might spell doom for your job prospect with him or her. Make sure that there is not too much noise around you while you are on the phone with your manager.

There are too many affiliates out there searching for exactly what you are, applying to the same places and answering follow ups to the same managers. Therefore, unless you prove yourself to be on top of everything at the right time and place, then you will lose out on lucrative opportunities.

Although there are obvious restrictions to creating an impression on your potential employer, be as confident and eager about the prospect of this job during the follow as you can. Your manager should believe in the fact that you want this job and that you are capable of bringing something different on the table.

Since the follow up emails or calls are quite prompt, if you don't receive any feedback from the network to which you had applied a considerable amount of time back, then it is okay to place a call by yourself to them. This by no means makes you look pushy or aggressive. It only shows that you are truly interested in taking the job up.

There is every chance that the manager will ask you about your plans and ideas of approaching the affiliate market. You should be ready with more than one idea and know what you are talking about so that you can explain briefly yet efficiently what exactly you plan to do for the program so that there are sufficient leads generated and build up of traffic to the website. Make sure you mention that you are going to use direct linking measures so that individuals have to redirect through your website in order to be able to reach the network page.

How to Select CPA offers?

Once you have rolled up your sleeves to get some work done, you will need to browse through the ranges of CPA offers, and then select the ten best out of them around which you would like to build up your own promoting website. This is helpful than having to select only one niche and researching a lot to finally find out that there are not many offers to be had in it, and even the offer landing pages that are provided are not up to scratch. This will waste a lot of time and energy, and make you more frustrated.

Once you have selected the ten best offers, you will have to squirrel your way through the online markets to see which ones are in popular demands, and which ones can make you big easy money. The trick to use is to find out which hot topics are most searched for in the news and search engines. The best place to start is the Google trends. The URL for this site is <http://google.com/trends>, where you can get all the personality news stories. But make sure that you do not get sidetracked by them. You should try to avoid the personality stories since they are not big-time successful sellers. People are hardly interested in personalities while looking and reading up on the product they want to purchase, so this way is a big no-no.

There are some other trend sites that you can peep into:

- <http://buzzlog.buzz.yahoo.com/buzzlog>
- <http://hotsearches.aol.com>
- <http://50.lycos.com/alite.asp>
- <http://blogpulse.com>
- <http://www.bloagniscient.com>
- <http://www.google.com/press/zeitgeist.htm>

Once you have gone through these trend sites you will have an idea about what is hot and what sells more, and which are the niches that are related most closely with your CPA offers. The best ruse to use in this place is find out a sub-niche in a large niche that is related with your CPA offers, and this will certainly make it easier for you to make your mark in the world of sales advertisements. Do not be afraid of making offers available in the highly competitive markets, since they are

the ones where most of the traffic is directed, and there is where you will be able to hit the bigger pots of luck!

The next job of yours will be to find out how much of traffic the CPA offer in your spotlight can ever create in the chosen niche? For this, you can use the Google's keyword research tool. You may use other tools, but when it comes down to traffic hunting, there is nothing that can ever top the Google power!

Finally, you now have to move on from research arena to the campaigning one, and this can be done in just one hour or so, where you will have your PPC up and running in no time! If you have a large portfolio of sites, it is possible for you to still keep a lookout for better offers being provided in the CPA networks. If you do find any, you have to reverse-engineer the entire process. By this it means that you will have to build up a site around the desired offer. But you have to make sure that the domain name that you use should be closely related to the offer that you make. However, it does not imply that you will have to throw away the site if the offer does not generate money for you and is taken down. All you have to do is to keep two to three alternatives open while you are building up your site, so that you can always replace the banners and texts so as to promote a different offer. This method is tricky, but it is very easy too.

Now that you have your niche, all the work and transactions that you do will be done upfront. When you are building up your site, you will have to remove and paste different offers on a regular basis. It is tiresome to draw up different websites for different CPA offers, but experienced market affiliates are expected to be able to whip up a site within few hours by using wordpress. You will have to do the same, if you want to make it to the top in this tough game.

Selecting the Right CPA Offer

When you have been selected into one of the CPA network, you will have to make a choice of all those offers you are interested in selling to your online customers. But it is necessary for you to remember that you cannot make your choice based on your likes and dislikes alone. This means that you will have to find out which niches sell more, and direct a lot of traffic so as to cash in the huge bucks. You will have to perform keyword searches, and determine the results to optimize your options. Remember, in this business there are a lot of factors that can go wrong, and you might be able to reap in only a thirty percent of success in the beginning. But there is no use in crying over spilt milk, since you hardly have the time to pick out the possible damage causers. You will have to move on, and start to optimize your sales with new campaigns. This way, you will slowly be able to worm your way to the apex.

How do you study the market competition?

The main aspect of every business success is creative intelligence. This means that it is not all about luck, or contacts, or exhaustive hour extensions at work. This means that no matter what you do, you are always expected to be at your creative best- involved in your creative mindset round the clock. You will have to do excess research to find out what keywords always make the big hit in the search engines and the ones that are as popular as the honey to the bees, but you will also have to keep a watch out for the famous niches in the various trend sites as well.

Once you have found out the keywords that are extensively searched for, this means that they have not been used in any CPA offers yet, and you can always snatch the opportunity to use them to create your own advertisements for the sales.

When you find out that a particular CPA offer is very popular, do not think that it is the dead end for you in this highly competitive market; rather, use it to understand the various products that are persistently sought after, and use them in your websites to generate traffic.

The key here is to use the same materials, the same methods, and the same taglines to make your sales. But what matters is not mainly what you sell but **how** you sell it. As you can see, there is a huge difference. It is in this “how” part where your creativity needs to come to the fore and you will need to make twinkly, quirky ideas that are appealing to the online buyers.

How do you compare CPA offers?

The main mantra about CP offers is that they should be hot, popular and most in demand. If you can find that about every CPA offers- whether they can generate a lot of traffic or not, whether they will ever fall or not- you can definitely make the right decisions without having to face defeats that easily.

While making the choice regarding which CPA offers to choose and sell, instead of having to go through all of them individually, which is a rather painstaking and highly time consuming job, you can employ various online tools and programs to find out that information for you.

But remember, it is a popular misconception to think that any CPA offer that provides the highest pay is the right choice.

This system does not work that way at all; instead, it works on the Cost per Action basis. This means that the more lead conversions you have on each of your web pages, the more money you will earn. The managers will pay for every single action like clicking on hyperlinks etc. for this job. So the more clicks your website generates, the fatter will your wallet grow.

So when you have the option in between a CPA offer that promises huge pay returns but gets only a few clicks, and the CPA offer that slips in a little amount of money but generates innumerable clicks, your pick should definitely be the latter.

The best and safest way to find out which CPA offers will sell the most is to use more than one online tools or programs to find out more about that particular niche the CPA offer is closely related to.

How to get your Affiliate URLS to Promote CPA Offers?

When you are working with any CPA offers, to tie up that campaign with your affiliate ID, you will need to post your URL with every lead conversion you make. This also enhances better and efficient market promotion. You will need to use these URLs so as to tag the campaign you are working on with your affiliate ID so that every time you report on your web sales, you will be able to have a backup for it to show to the managers when they are shelling out the paychecks.

Therefore it is extremely necessary that you check up whether all your URLs are working properly or not. If they are faulty, there is no way that your CPA sales will be tagged and eventually you will lose out on the money. In order to find out if the URL is working properly or not, all you have to do is type in your affiliate ID at the address bar in the web browser, and then it should redirect you to the main page of the CPA offer. If it does not, then it means that it is not working.

What are your Options of Advertising CPA Offers?

Every time you are able to make a lead conversion on any of your web page, you get a commission. The CPA commission is different from the sales commission. In fact, it is much easier. So what is the difference?

In sales commissions, you get paid every time you make a sale. But unless and until you are able to push a product or a service into the bag of your online customers, you will not be able to earn at all. But in CPA commissions, all you need to do is convince your customers only so far as they are willing to fill up an online form with minute personal details about their life, and then submit it. With every submission or click, you will get paid.

Then again, the sales commissions are larger and heavier than the CPA commissions. But you can make very few sales as compared to the many CPA

conversions. Therefore, even though you will earn a little every time in case of the latter, at the end of day, there will be so many conversions that the income that you will generate will be much higher.

But how will you market the CPA offers? There are certain advertising options that you can follow. And here are certain tips:

- Make sure that you know what are the things that are 'in' and what are the talks that are 'out'. If you can find out the popular topics of discussion, putting them up in your website will have online visitors thronging around you for more information.
- Find out what are the hottest keyword searches. Use them to promote your sales.
- Always provide a well- fleshed out content that matches the topic of the discussion. The information that your content should have must be satisfactory.
- Always remember the target audience. Remember who it is that you are selling to, and accordingly write your content and advertisements. If you are selling walking sticks, your target audience will be old men and women. You will have to talk to them; your content should tell them how walking sticks will make their lives easier for them.
- Add links of your website in the other related web pages as hyperlinks so that you redirect the web traffic from those sites to yours. If your sales are related to the fashion vista, then have the name of your webpage appear in the other fashion websites.

How to Generate Natural Traffic to your CPA offer?

If you want to promote your campaigns for your CPA offers, you must generate enough amount of traffic to your websites using those natural search engines. This means that you have to enlist your website with the search engines like Yahoo, Msn, and even Google. And higher the rank your site will have in the search engines, the more money you will generate. So how do you secure a high page rank? There are two basic ways to do that:

- **On page factors:**

This means that you must use very direct and intelligent keywords that are highly relevant to the offers you are providing. This means that your html tags should also contain the keywords. Along with that your H1, H2 and H3 tags, video tags and URLs should also contain the keywords in them.

- **Off page factors:**

This means promoting your site through the other websites. This depends on how a deep connection you have with those sites so as to be able to take such help from them. In this case, you will have to keep both of your eyes out to see the number of inbound links, the anchor text and IP address which you will be using to link up your page with some other sites.

Another thing to note would be **misspelled keywords**. When people type in the search engines the name of the product they are looking for, most of the times they are wrong about the spelling. What you have to do here is to create a separate group for misspelled keywords in Google, Yahoo! and Msn. This way, you will be able to direct even those misspelled keywords straight to the threshold of your website without much of a hassle.

Social Media Traffic to Your CPA Offers

While using the web 2.0 in order to generate and direct traffic, you can use two different approaches:

- **Direct approach:**

In here, you can draw a direct link in between the CPA offers and the websites that address the issue. For example, if you are promoting a CPA offer on home improvements you can create a web page about the methods to use while renovating a house on HubPages.com and then link the two.

- **Indirect approach:**

Here, you will have to link up the web 2.0 sites to the money site that bears the CPA offers.

Draw Traffic to Your CPA offer through Forum Marketing:

In order to advertise and promote your CPA offers you can also join forums. There are certain benefits of this strategy:

- The forums are gaining a high amount of popularity and are being visited by thousands of potential customers every day who want to share their thoughts and learn what is new.
- You can post your CPA offers in the forum, and even add the link to your money site so that you can start to promote from right there.
- You can add content for reading about your CPA offers. At the end you can paste your signature profile which will increase your credibility.
- Finally, you have to make sure that the CPA offers you are promoting in this manner have something relevant to the topic of the forum. After all, you will not be pasting CPA about “gardening tips” in a forum that talks of space and space missions- unless of course, it is about gardening in Mars!
- Last of all, always remember that before posting your comments or offers, you will have to find out more about the laws and regulations

that are followed by the web forums so that you do not unwittingly and unknowingly end up violating any of them.

Draw Traffic to Your CPA Offers By Writing Articles:

In order to make your CPA commissions skyrocket through the roof, you will have to write good articles for the content. You can either post them up in your sites, or even outsource them for the little extra money. You need to use the right keywords a lot of times in the article to hone in on your potential buyers. For this purpose, you can make use of the information given in the www.wordtracker.com.

Before you post the article, you need to include a resource box at the bottom that should be short, crispy and bear direct links to the CPA offers. Some of the best places where you can submit your articles and link them up to your CPA offers are:

- www.ezinearticles.com
- www.ideamarketers.com
- www.buzzle.com
- www.searchwarp.com
- www.Goarticles.com

Reciprocal Linking:

This stands to mean that two particular websites talking about the same topics and articles can share a common link in between them that can direct traffic from one website to the other. This Reciprocal Linking actually helps in peaking up the rank in the search engines. However, in order for this to work, it is necessary that the two websites share a close mutual understanding, and are willing to transact on fair grounds.

Blogging:

Blogging is another trick or treat that websites are making use of in order to increase the popularity of their money sites and promote CPA offers. This blogging sites are open to all generations, and are used by every individual to let the world know about their opinions. If you can provide very good articles and make an interest presentation of your CPA offers and the subjects related to that matter, you will be able to hit the sky with your lead conversions!

Joint venture traffic:

You can always earn more through joint ventures. This means that you can also strike a partnership deal with as many as you can. The result will be that your CPA offers will get promoted through email lists.

Video traffic:

Creating interesting videos regarding your products, services and CPA offers and uploading them in popular video sites like www.youtube.com will create a direct link to your money site. This way, people will learn about your attempts, and be interested in checking out what you have to offer to them. Plus, this way you get to generate a lot of traffic, and eventually this method will earn you the big bucks you so deserve.

PPC Traffic to Your CPA Offer

Here you take the assistance of the Pay per Click service through the Miva, Msn AdCentre and Yahoo Search marketing. First, you have to register in these services. Then you have to sign up for the campaigns and advertisements to promote your products. The PPC will not only help you to create cool graphics for your presentation, but also enlarge your keyword lists so that you can take maximum benefit of them.

Using Banners:

You can use both text and picture banners to attract the online customers to your websites, though text banners have been found out to be more effective in this job. You will have to make these banners more graphically interesting so as to put up quite an eye-catching presentation. You can even make words like “Click Here” appears on your banner so as to allow the people better access to whatever you have to provide and then direct them to your money site as well.

E-mail Marketing:

This is another magical door that can pitch your commissions up high in the sky, without letting them fall back down. This means using all potential users' IDs and sending them mails about your CPA offers. This might seem to be a gargantuan task, but it very easy. Follow these steps:

- You can make a pop-up window appear in your website whenever anyone enters to have a look around. You can ask them to enlist, by providing you with their email ids. These ids you can store in your list for future use.
- Then you can direct all the recent improvements on your CPA offers that you think your potential buyers must know about. You can send these emails to all those email addresses that had been given by your online visitors and this as you see, is a pretty easy job!

- Always while sending mails make sure that the user is reported to be an informer and not a spammer, or else your mails will be tagged as spam and thus avoided.
- Do not nag your email potential clients to keep on visiting your sites over and over again. This will only make them angry, and you will lose opportunities. Add the address to your website in the emails, and if they are interested, they will check in if they want to.
- Lastly, make sure that you send them varied information on your CPA offers. If you send them similar mails, they will be bored. You have to keep their interest, and for that you have to embellish your content artistically, and be creative to come up with new attractive ideas that will have them begging you for more!

What are the Effective Keyword Strategies?

When you are looking for a product on the net, you generally make use of all those search engines. To do that, you are required to use a phrase and certain keywords that are directly associated to the product you are looking for.

Here, the search engines like Msn, Yahoo! and Google, list and index the websites based on their keyword density. In order to rank the highest in the search engines and direct the largest bulk of the traffic to your site, you will need to employ these three effective keyword strategies:

- **The Alexa Technique:**

This depends upon the bidding on domain names that are related to the CPA offers you want to direct web traffic to. This will finally enhance the conversion rates leading to a great deal of money.

- **Geo Bidding Keyword research technique:**

This technique is not applicable to every CPA lead. This involves researching and bidding on keyword names that pertain to certain services offered in a specific geographic area, for example, “car rentals” that denote the rental offers in a particular region where the individual stays.

- **Misspelled Keyword Techniques:**

People make a lot of mistakes while typing in the keywords in the search engines. You can bid on the most common misspelled keywords containing the desired words and phrases so as to use them to direct the web traffic to your site.

How to Test Keywords for CPA Marketing?

When you are marketing attractive CPA offers, you will be happy when you get hold of one that has a high conversion rate and smells of big dollar bills. But nothing could be more frustrating than having to find out suddenly that the company has rejected that CPA offer. This is highly disappointing, and these kinds of failures have taken place a lot of times. What do you do then?

- The best thing is of course, to keep on hunting for such lucrative offers anew, but that might take a while before you are back to your feet again. Therefore, it always helps to have more than one CPA offer that promises high rates of conversions. This way if one falls, the other will keep your financial backbone from crippling.
- Do not give in easily. Do not listen to the ones who say that a particular CPA offer is useless. What has not worked for them can work for you, only if you know how to creatively use it for your own profit.

- Plus, the main way to generate a lot of conversions is using good keywords. You can search with the help of online tools about the most popular keywords that are used, and creatively apply them in order to promote you CPA offers.

You can paste a conversion pixel on each web page to keep a check on your key ads. Use a separate destination URL for every group of keywords and ads to measure the success of each.

These are the various rules that you must follow in order to make a hit with your CPA marketing. In business, you must leave no stones unturned to make your mark and earn success along with the big fortune; and CPA marketing allows you to work in every way possible to make all you dream come true.

How to Track Online Marketing ROI Using CPA?

The Cost per Action Analysis is a good way of tracking your online marketing Return on Investment [ROI], and it's a much better way than page views, impressions, clicks, etc. The advertising medium over the web is slated to grow by about \$10 billion in the coming 5-6 years, so it becomes important to appreciate the effectiveness of such huge spending. If you are unable to measure what results you are getting with ad campaigns, it doesn't make any sense undertaking them, and ROI is the best way to measure the results. Sadly, most of the businesses fail to get a grip of their objectives of marketing. The basic principles have not changed, though the tools of marketing have. So if your objective is to get more sales, you need to measure the cost of each sale that you make for determining your ROI.

It's good for the advertisers that tracking the ROI for online advertisements is easier than tracking it for mediums like radio, television, newspaper, etc. In online marketing, the ad campaigns can be tracked down to each denomination of money spent on it. This is the main reason why the money spent on online advertisements is only going up with every passing day.

Why is it better than Cost per Impression [CPM] or Cost per Click [CPC]?

For tracking the effectiveness of a campaign, most businesses consider the statistics revealed by CPM and CPC. The only fact that they fail to consider is that for most of the businesses, the impressions and clicks hardly help you in earning money. So by relying on these, you might not exactly be tracking your ROI. The same goes for page stats as well. Impressions, clicks, page views, etc. are not an end itself; they are, in fact, just means to an end. If they don't result in more sales, all expenses spent on them are useless. If you earn money from the sales, you need to correlate the costs and sales. So you need to measure the Cost per Action [CPA].

In a CPA campaign, an advertisement is run online on a third-party website, who generally charge commission if you can get sales through that ad. So it is purely based on performance. It entirely means that the risk lies with the publisher as he would get a commission only if the views are converted into sales. Affiliate marketing is the most widely used CPA strategy. It will help you in determining what kind of actions will reward you and how much you would be willing to pay for each action. Like, if you engage a third-party site for sales promotion, they can get a commission only if sales are generated by them. The CPA in such a case would be the cost for every lead generated, or simply the cost per sale.

Conversion Tips

The tips mentioned below would help you in planning your CPA campaign, and will keep you away from some general mistakes.

1. How is the recording of sales and leads done?

Conversion means the generation of sales. If the sale is recorded online, it can be measurable. So sales can be chosen as the action in the CPA campaign. Based on what you want to achieve through the campaign, you can measure other outcomes as well, like subscription to newsletters, download of software, etc. The campaign results can be viewed in real time.

2. Setting up a landing page for capturing details of lead contacts

If your aim is the generation of leads, you need to be aware of when a lead is generated. A lead becomes a lead only when the customers provide their details like name, email address, etc. So a landing page needs to be created for getting those details from them.

3. Your CPA provider can set up the landing page

If you are running short of time, resources or even the inclination to set up the required forms and build a database on your website, you can request your CPA provider to do so on their server. They would collect all the leads and calculate the stats. This is the best option for most of the businesses since it saves time and money.

4. Find a trustworthy CPA provider

If you are to entrust the CPA provider with the task of collection of leads and calculation of statistics, be sure that they are trustworthy. A trustworthy CPA provider would find out your needs, and they would research your niche market over the internet. By doing so, they would be able to estimate how much business they can generate for you in a given time frame. If they claim that they cannot provide you with such details, you can be rest assured that they are not professional online marketers.

5. Avoid huge fees

There are some CPA providers who charge setup fees and/or high network fees of over 20% for every sale or lead they generate. Prior to selecting them, make sure that you are getting your money's worth.

6. Measuring conversion rate

You can divide the total cost for each ad campaign by the total conversions received from each of them, for measuring the CPA. If the online ad campaign costs \$500 with the generation of 20 leads, the CPA would be \$25.

7. Improving the conversion rate

The conversion rates depend on a lot of factors like the interest level of the visitor, the attractiveness of the offer, and the ease in which an order can be processed. So make sure that these factors are taken care of. They will invariably increase your conversion rate.

To conclude, since with CPA you can identify with accuracy, the cost you would have to incur for acquiring a customer, it eliminates any kind of guesswork. You can calculate your ROI with precision. Also, since the online tools and technologies permit you to keep a real time track of the effectiveness of your ad campaign, you can adjust even those campaigns which may still be running. If

you can be an expert at effective web campaigning, you'll save a lot of implementation costs and get a high ROI in return.