

Promote CPA Offers

How to Promote CPA Offers and Actually Make Money Doing It

By Dennis Becker and Rachel Rofo

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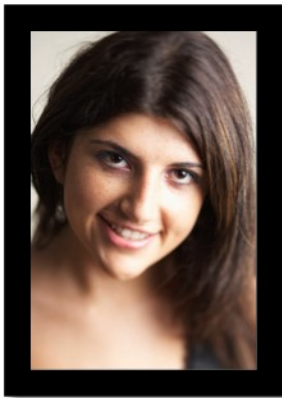
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

Cost per Acquisition, or CPA, seems to be a big buzz in the Internet Marketing industry. The buzz is that CPA offers are one of the quickest ways to make a buck. We all know what “get rich quick” schemes look like. They look like the guy with big hopes and dreams, but an empty bank account.

Don’t turn away and run just yet. You can actually make good money in the CPA market and I am going to teach you how. All you need is a little patience, a good marketing tactic, and a sprinkle of common sense. That is really what is going to set you apart from the guy who’s dreamy-eyed and penniless.

Promoting CPA Successfully

Successful CPA promotion happens by following a few basic steps. Once you get these steps down, your fate lies within your own creativity. The ability to think outside of the box is going to boost you far ahead of the pack.

The first step to succeeding with CPA is market research. You need to thoroughly understand exactly what cost per acquisition (or cost per action) means and how it plays into your marketing campaign. CPA differs from pay-per-click in that you only pay for clicks to conversions, rather than paying each time someone clicks on your advertisement.

With this in mind, you need to choose your keywords very wisely. You want clicks to convert into sales. When choosing keywords, make sure you fully understand whom your target market is. Have your avatar already in mind and find keywords that directly relate to that person.

The next step to CPA success is finding that irresistible offer. Many of the large affiliate networks like Azoogle, LeadExpose, and Revenue Loop have a vast bank of CPA offers, so finding the best of the bunch for your business shouldn’t be an issue.

Time to Get Creative

Once you’ve learned your market, determined your best keywords, and found that irresistible offer, it’s time to promote it. Promoting your CPA

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involves a lot of trial and error. This is where your creativity comes into play. Some options are article submissions to user-generated content sites, review writing, Google Adwords, or even advertising on Craigslist. Play around with your marketing strategy and see what works best to promote your own CPA offers.

If your budget is low or non-existent, then stick with article writing. Submit articles to Ezine sites and you will end up with a good conversion rate without depleting your cash flow.

A Note on Keywords

Just like any other facet of online marketing, keyword research is your bread and butter. It can make or break your CPA campaign, so choose wisely, my friend.

Of course, your keyword research tactic will depend largely upon what CPA offer you choose, but here are a few tools that I find useful:

1. Google Keyword Tool: if you think about, Google defines the term "keyword." After all, they pioneered Pagerank, which basically determines popularity on the web. Keywords are useful tools to build your popularity. So, Google Keyword Tool brings everything full circle. Plus, it is easy to use and gets you the results you want in very few steps.
2. Ask.com: you can search for related keywords suggested by Ask.com to come up with a better list. If you so choose to click on these related keywords, the search engine will provide you with another great list. If you click on... Okay, you see where this is going. Ask.com provides endless possibilities for related keywords. All you have to do is ask.
3. MSN.com functions the same way that Ask.com does in that it provides you with a list of relevant keywords when you type in a search.

Generating Traffic for CPA Offers

Now that you know how to determine your market, find the appropriate keywords, and land that irresistible offer, its time to get serious about how this is all going to come together. One of the biggest questions asked when it comes to generating traffic for CPA offers is how to do it. Should you

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create a landing page specific to those CPA offers, or should you offer direct links? Your best bet is to go the direct linking route first to determine whether your CPA offer is worth promoting. If it fails, you didn't waste your time or money buying a domain and creating a landing page.

Once you do decide to create a landing page for your CPA, you'll want to promote it through social bookmarking. Ignore the Pagerank of the site, because even sites with low Pagerank can send you a decent amount of traffic. Remember, your objective is to generate traffic, not boost your Pagerank.

As I previously mentioned, if you are new at CPA then article submission is the most cost effective way to go. Whatever method you choose, remember to keep your options open. Never pigeonhole yourself into a single marketing tactic. The key to great success (and earning big bucks) when working with CPA offers is to be absolutely open to all ideas and use your creative side.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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