



**“Setting Up and Testing Affiliate Campaigns To
Ensure Success Without Running Out Of Budget”**
(Even the lowest you can afford)

By Jose L. Gonzalez

<http://www.marketing-master-course.com>

<http://www.profitstrand.com>

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About the Author:



Jose L. Gonzalez has a journalism degree in Spain and started to investigate first, the apply, Internet Marketing back in 2002. Slowly, but consistently, he contacted and related online to many starting Internet Marketers like himself and seasoned “real” online profitable experts.

After long months of research he managed to build the ProfitStrand team, a group of young marketers which helped each other to be successful online. Reading, studying and improving his own knowledge and techniques and helping others to do so is, in his own words “a rewarding hobby”.

He is now making abundant “bill paying money” online, building and marketing his own info products or as an affiliate with several different niche focused sites. He still works in journalism every now and then mostly for fun, just when the story is worth the effort.

Jose L. Gonzalez is the author of the Marketing Master Course, where he details every technique involved in Internet Marketing and that he personally uses to make a comfortable living from home.

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“Totally updated as for June 2005, the Marketing Master Course is explosively packed with over the top Pro Info and incredible benefits. Remember, at its actual limited promotional price, the Course is a total bargain... this offer will expire soon!”

<http://www.marketing-master-course.com>

INTRODUCTION

Dear Friend,

It is always difficult to start making money. And this is true in every aspect of business.

Internet Marketing is perhaps the easiest way to do it. But of course it is not "super easy" and it is not "super simple". Otherwise, 'everyone' will be doing it, right?

But on the other hand, once you know where to start and once you know how to do it, it is an exact pattern you can follow to keep making money.

See, Marketing (and not just online marketing), is all about getting to understand what people want and giving it to them. It is also about getting people to want something they don't know they want before you offer it to them.

Internet is a great marketing tool. You can reach anyone with a an Internet connection no matter where they are in the world and no matter where YOU are in the world.

The best part about it all is that you can even get one product from someone, lets say, in California, someone you haven't met in person and sell it to another person in Malasya that you haven't heard of and that haven't heard of that other guy in California either.

Yes, this is affiliate Marketing. And it is one of the fastest ways to make a profit online.

I'm not going to go over all the details and tips right now. I'm sure you have read tons of material on it, including Premier Marketing Ezine. If you are not a subscriber yet, please visit:

<http://www.marketing-master-course.com/Ezine.htm>

What I'm going to do today is:

#Give you a simple, tested, web template you can use to build an affiliate site.

#A Free Resource You can use to set up an autoresponder in less than 15 minutes.

#A way to test if everything is ok with pay per click with the minimum possible investment.

Lets get started. I've divided the whole process in three days. I love taking things slowly and doing them at my own pace.

DAY ONE

1. Download the template from

<http://www.profitstrand.com/template.htm>

You can edit it with almost any web editor. I use Namo Web Editor which is simple, fast, and trustworthy.

2. You can see there are a few tables built in. And you will find a brief explanation of what I would put in every section to maximize efficiency.

2. Now you need a few affiliate products to promote. You need A MAIN product (i.e. something you really feel will sell) and maybe two other related products that may attract your visitor's attention.

You can find many info products to promote at

<http://www.clickbank.com>

If you haven't signed up with them yet, do so now. It's easy and f/ree.

Browse the different topics and find a good product on a niche you would like to use.

Here are a few ideas I use or have used in the past.

1. Guitars/Piano/Music
2. Fitness
3. Natural Cures

4. Sports.

Don't rush to Internet Marketing Product affiliate promises. The guys successfully promoting this are mostly pros, and you won't have a chance against them. Furthermore, it is VERY expensive to promote this products.

Sign up as an affiliate with the product you like and that have good looking and well written sale pages.

When you have checked a few products, browse their sites a look for great headlines, phrases, and small pieces of copy. No one really serious about making money will care if you "steal" their words to promote their product as an affiliate. After all... they will make money.

Look for graphics, pictures, banners... "Steal them" for your site. You may also steal audios from their site. This works great.

2. Set up an autoresponder with

<http://www.freeautobot.com>

Although I don't usually recommend free autoresponders, this one will do the job. It carries just a little piece of advertising about their site with every message, but it is at the end of your article/newsletter.

You can use a few spaces to keep it far enough from your emails.

Ex:

Best regards,
Jose L. Gonzalez
<http://www.marketing-master-course.com>

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FREEAUTOBOT AD

Set up a few emails to follow up with customers. If you have the time, research some info and write a few articles about your topic.

Also "Steal" some words from your affiliate product site to create a sales letter to try to convince subscribers to visit the site again and buy.

Throw in perhaps one email every other day with good tips related on your niche.

Include a link to your affiliate site at the end of the email, and a few direct links to the secondary products you promote in that site too. Right in the middle of your message.

Don't use more than two, depending on the length of your email.

You can do it like this:

Ex:

...And every time you wake up, you must look outside the window and feel the breeze in your face. This is one of the ways to feel better.

=====

Recommended:

The ultimate guide to Astral Yoga

Finally Revealed by Buddha!

www.affiliatesite..com

=====

Another technique you can use is to jump over hot ashes and sing a country song while you eat pizza...

Your third email should be your "sales letter" with "stolen" words from the site you want to promote. Of course you can use your own words too. Just decide for yourself.

This letter will remind them about the product you offered when they signed up, and they might re-visit your affiliate site. Link through your main product or perhaps check your secondary products.

Write a different sales letter to send after your seventh or six "tips message".

8 follow ups will do for now. Remember that with freeautobot.com your subscribers won't get a message if it was not "preloaded" before they

subscribed. And that you won't be able to broadcast emails to them later. You can, if you happen to set your own autoresponder later on, download and keep the leads you have obtained.

Well. Go on and follow the instructions on freeautobot.com to implement the sign up form in your template.

Tidy up your site, make it look neat and good looking. Check your links.

Remember, you don't need to make it search engine friendly for now. Your visitors will come with pay per click.

Go get some rest. Too much work creates anxiety and this is by far the worst feeling when approaching a new business.

DAY TWO

Now you are ready to test your site with pay per click. If you are an Overture or Adwords user, start there. If not, you will need to sign up at least with Adwords.

<http://www.adwords.com>

I'm not going to stop in detailing specific Pay Per Click and keyword Strategies. I've done so already in Premier Marketing Ezine. I also explain step by step every technique and "trick" I use in the Marketing Master Course. You can Check it at:

<http://www.marketing-master-course.com>

Develop a list of keywords related to your products. You can use either the built in keyword suggestion tool with adwords or the one with overture.

You don't have to use overture to access this tool. Use it for f/ree here:

<http://inventory.overture.com/d/searchinventory/suggestion/>

With Overture you can see how many searches were performed for each keyword last month, so you can get the feel about which one will possibly bring in clicks.

Don't go too general with your words, but don't be too specific. Remember, you are testing. You want a reasonable number of clicks.

Write a good ad for your PPC campaign. You can also “steal” some words from your main product’s site. You can steal an idea and still be creative.

Now bid on your keywords.

For Adwords the minimum bid is 0.05 cents. Overture has a minimum of 0.10 cents.

Start by bidding 0.10 cents. Wait a few hours and come back to see if you got any clicks. If you didn’t check the position of your bids. If they are under the 9th position, raise those particular keywords.

Don’t go over 0.13/ 0.14 cents for now. You don’t know if your site will make money yet.

DAY THREE

Check out Clickbank or wherever your affiliate program stats are. If you made a sale... Great! If you didn't... well, don't panic.

Login to your adwords account and check for click stats. See how many clicks you got, how many ad impressions and how much did it all cost to you.

Here is a simple formula, applied to when you get over 100 clicks

If you made a sale...

If you made a \$20 sale and you spent \$5 dollars your page is very profitable

If you made a \$20 sale and you spent \$10 dollars your page is profitable

If you made a \$20 sale and you spent over \$15 dollars your page can be profitable. Just play around with your keywords and discard those you feel are not profitable

If you made a \$20 sale and you spent over \$20. Then chances are you are not on the right track.

Basically, you are looking to make at least 50% profit. For each dollar lost, you want two dollars back.

If you didn't make a sale...

Check for how many clicks to your site you got. If its under 100, then perhaps its too soon to tell if you are on the right track or not. Wait a few more hours, or until next day. If your clicks are way to low. This is, under 30 clicks, then you should take a closer look to your keywords or to your bids. Either increase the bids or find more keywords.

You might also want to check your ad. Is it good enough? Twist it around a bit. You can have several different ads at the same time. Adwords will serve them alternately and you will be able to check which one is pulling more clicks. Delete the ones that are not working.

A good way to improve your ad is to look around Google. Look out for Adwords placed there when searching for one of your best keywords. "Steal" ideas (but do not copy them... improve them!)

In order to make a serious balance you need at least 100 clicks. 200 will do best. If after 200 clicks you are not at least somewhat profitable you must think about promoting another product.

Note: It is usual for adwords to stop serving traffic for some keywords they consider "low quality" or non related to your site. Don't let those keywords pile up for long in your account, or Adwords will disable your campaign. The third time it does, you will have to pay \$5 to reactivate it.

Don't despair. Go to your autoresponder login page. If you use freeautobot, the login page can be accessed at

<http://www.freeautobot.com>

Check to see if you have at least made a few subscribers... They might click in one of your links and make you money during the autoresponder series, if you made a somewhat good job with your emails.

Both if you were profitable in your first attempt or not, you should think about letting your campaign go for a day or two more. Just in case.

Do not spend over \$20 dollars with Adwords, since this will make your initial testing too expensive if it doesn't work.

FOLLOWING DAYS

Regardless if you were profitable or not, you should let your page stay alive online. Who knows. It may bring in some sale sometime. Either from your Autoresponder subscribers, someone who bookmarked it for a later review or rare search engine traffic if it get indexed.

You should think about adding some content. At least a few more pages. These are known as “Feeder pages” Don’t worry. It will be fast.

Get the articles/tips you wrote for your autoresponder and paste them into your site in a new page that will link to your main affiliate page. Leave the table at the right as it was in your main page (including the sign up form). Just throw in a direct link to your main product among the others you already have up there.

You can also use free articles. They are all around the web and you can post them in exchange of linking back to the author’s site. Rich content pages will improve your Search Engine Rankings.

Try to make it neat and surfer friendly. Think about setting up a few pages, one per article, using the same template. Design a simple logo, or a header. Try to optimize meta tags for those pages and for your main affiliate page. This will attract Search Engine Spider. They will index your site easier and better.

Note: I detail how to do this in the Marketing Master Course. Check it out at:

<http://www.marketing-master-course.com>

Submit your site to Google at

<http://www.google.com/addurl?continue=/addurl>

And submit your site to a few directories too.

Now you should think about submitting the articles/content you wrote to an article directory. I use a few of them. The best is

<http://www.goarticles.com>

Sign up with them, paste your articles and remember to include your resource box, with a brief explanation about your main product and the link to your site.

This will syndicate your article and any webmaster can use it for free in their site if they keep the link to your site up... It is indeed the best way to gain free traffic and to improve your search engine ranking... or to get indexed if you aren't.

FINALLY...

Well. That's about it. Of course, there is much, much more to affiliate marketing. Successful sites discuss the products they recommend, endorse them, use quite a bunch of good content and attract buyers in many ways. But this may be a good place to start.

If the previous experiment was successful, you may consider building a "Real" affiliate site with much more content and do it the right way to peer into real profits.

I use this system whenever I wish to test an affiliate product, and some sites that are over six months old keep bringing sales every now and then. I keep adding content to my autoresponder, to my sites and at goarticles.com .

Some even make occasional sales without any updates. This is the best part about Internet. The work you do once keeps paying for itself over and over.

If you really want to make wild profits from Affiliate Marketing I highly recommend you take a look at Rosalind Gardner's ebook, "The Super Affiliate Handbook". It is praised by many top marketers as the best guide available. Step by Step to thousands in profits.

You can find it at:

<http://www.profitstrand.com/superaffiliatehandbook.html>

For a complete –nothing held back- Internet Marketing Guide, please refer to the Marketing Master Course

<http://www.marketing-master-course.com>

Remember. Time, effort and motivation is the key to a successful Internet Marketing Experience. Keep testing, don't despair, and learn.

Do not spend tons of dollars just for the sake of it. While Internet Marketing can bring in a lot of money, it can also be a big money sucker if not done correctly. Spend what you can, reinvest your profits in what is working and stop spending on what doesn't.

To your wild success,

Jose L. Gonzalez

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