



CpaFix.com

Newbie 411



CPA Marketing

What is CPA Marketing?

CPA Marketing is a form of affiliate marketing, the letters CPA stand for (**Cost Per Action**). This means that for every action you can get a consumer to perform, you get paid. For example if a company wishes to get sign ups to their latest product they will offer you a payout based on every sign up. So the cost is the commission, and the action is the sign up. Therefore every sign up made via your referral link, you get paid.

Payouts vary upon the action, some actions are as simple as the user inputting their email address or zip code, but others are more complex for example filling out large surveys and/or submitting credit card details. Payouts reflect the extent of the action so for simple “submits” you may expect to receive \$2 per lead, whereas more extravagant offers can pay \$50+.

The beauty of the industry is that nothing is set in stone, yes there is several lucrative and proven methods (which i will talk you through in the book), but new methods are constantly surfacing and people are most successful when they add their own ideas and twists to these methods.

CPA marketing is most rewarding when you think **outside the box!**

What will i find in this eBook?

I want to keep this as clean and simple as possible. The book will not be full of useless information most people usually pump their ebooks with to fill it out, it will be simple and useful stuff.

I will be outlining the main methods in CPA with one guide per method, one network per method and one support link per method. Quite simply if you use the network i provide with the method i give, you **will make money!**

Mindset!

The famous slogan by Nike - Just Do it! but its so true in this industry. If you're the type of person that will skim through this eBook then add me on skype and beg me to teach you how to make money then i suggest you go back to stacking shelves or whatever you do! That is simply how it is, you **MUST act!** Read this book, pick a method that suits you best and go test it. Along side every method i will give you a **support** link where you should make a “thread” and create a “**case study**” of what you are doing, for example: [PPC Campaign case study!](#)

This way we can all assist and advice each other until you see positive results!

Unless you get very lucky, you will **initially** lose a little bit of money on every method! There is no such thing as a free ride in this industry but everything i give you here including my **full support** on [CPAFix.com](#) is **100% free!**

You have to think positive and work hard until it starts to pay off, and trust me it will!

How do i get approved into a network?

This is the most common question i get asked about 10 times a day on my [CPA Forum](#). The beauty of this ebook is that i'm going to provide you with the best networks to run with along side the method, i am also only going to use networks i have worked with myself and strongly recommend. Each network i suggest i am personal friends with and will do all i can to get you accepted!

The main bit of advice i can give to anyone applying for a network is **honesty!** Big networks get 100's of applications a day so to them although you are important its not necessary that they approve you within seconds! The best thing you can do is be honest and tell them exactly what you plan on doing and how you plan on making money with them. 9 out of 10 networks are making enough money without you so you have to add some value to their company, tell them you will be **loyal** and will do everything you can to make yourself and them some decent income.

Before each traffic source and method i will suggest which network to apply to and also give you some tips on how to apply. - **so let's get on with things.**

Basic types of offers!

Once again for each method and traffic source i will suggest the type of offer to go with it, but i will just break down a few of the most popular and important offers.

Email/Zip Submit - Email and Zip submits are the simplest and best converting CPA offers, you get paid for every user that enters a valid Email address or Zip code. Payouts range from \$0.50 to \$5, often other actions can be required to convert the payout.

Short forms - Short forms are offers that require the user to fill out a small amount of fields, these usually include things such as addresses, date of birth and gender. The payout range from \$1 to \$10 per lead.

Long forms - Long forms are similar to short forms but require alot more information from the consumer, for example credit card details may be required along with other information. Payouts can go from \$20 upwards.

Free Trials - These often require a user to sign up for a free trial for a small fee such as \$5, as soon as the trial is initiated the publisher is paid there commission usually starting from \$10 upwards.

Sales - Sales are based on a user buying a product and you claiming a commission on each sale made, so the consumer must purchase the product using your link in order for you to see a return, typical low conversions but higher payouts \$20+.

Downloads - Simply get paid for each time a product or game is downloaded via your link.

Pin Submits - Are offers downloaded from a cell/mobile phone, the user receives a confirmation pin and enters it in order to get their download. Payouts \$1 to \$10.

Traffic Method: [Traffic and Content](#)
Name Of Guide: [Easy Money with SEO](#)
Support Forum: [CPAFix Traffic forum](#)
Suggested Network: [Peerfly Network](#)

Apply to Peerfly using this [link](#), upon applying tell them that you are going to be implementing SEO with targeted niche websites and CPA offers. Also add a note "K from cpafix.com referred me"

The Method: This method is all about targeting low competition keywords and creating small niche websites to place our targeted CPA offer upon and gaining free traffic via SEO methods.

Step One: Find an offer that not many people will be using, for example don't go for the Free iPad offers or subway gift card, because everyone is going to be targeting these types of offers, pick something abit out of the ordinary! For example Peerfly have an offer called "who is your favorite jersey shore character?" where by they offer you \$250 gift card for simply selecting your favorite and inputing your email address.

Step Two: Go to [google keyword tool](#) and search for some terms to do with your offer, try and find some keywords with low competition but high search volume, for example:

Search terms (1)			
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
☆ snooki from jersey shore	Low	49,500	22,200

Im not saying to use this as this is purely and example but for the guides sake we will.

Step Three: Create a small micro niche website about your keyword/offer subject, so for this example i would create a fan page all about "Snooki" with as much information as i can find. For example general biography, facts, images etc.

You can buy cheap domain here: [Namecheap](#)

You can buy cheap hosting here: [Hostgator](#)

Step Four: Now it's time to add your offer on your site, you can do this by many ways - either via banners on the website saying "Who's your favorite character" or text links within content, or even create a email opt in form and send out emails asking them to vote.

Step Five: Get your site ranking, this is really easy if you are willing to do the work yourself, simply gain backlinks with your chosen keyword. You can either outsource this or do it yourself, some free and simple methods i use are,

Social bookmarking: Find a great list of do follow links: [Here!](#)

Forum Link Building: Search for forums within your niche, register as a user and place your keyword and backlink to your site in your signature, then make some useful posts .

Social Monkee: Sign up: [Here!](#) This site will give you 25 free backlinks a day!

Step Six: Wait a few weeks to start seeing the results, rinse and repeat with different offers and different niches! This is 100% guaranteed to work if you do it correct!

Traffic Method: [PPC and PPV](#)
Name Of Guide: [My first PPC Campaign](#)
Support Forum: [CPAFix PPC and PPV forum](#)
Suggested Network: [Peerfly Network](#)

Apply to Peerfly using this [link](#), upon applying tell them that you are going to be running PPC and PPV campaigns and direct linking to offers. Also add a note "K from cpafix.com referred me"

The Method: This method is about using PPC (pay per click) platforms to create profitable campaigns. It will take some time to perfect and also money can be initially lost. However once you perfect the method the rewards are endless.

Step One: Select a PPC network to use and make a deposit - you can see a list [Here!](#) I strongly recommend if this is your first campaign within ppc using someone like [7Search](#) as they have a small deposit and are newbie friendly. Sign up and make a deposit of at least \$50.

Step Two: Log into your Peerfly account and select an offer, again go for something that not many people will be using, you need to think outside of the box for this. Try something with a higher conversation rate than 10% and a higher payout than \$1. Usually email and zip submits work well as they convert on the first few pages. If you have any queries on what offer to pick contact your Affiliate Manager and ask them whats converting best for PPC traffic, they have all the stats so should be able to point you in the right direction.

Step Three: You now need to find 100+ keywords to use for your campaign if using 7search use their free [Keyword tool](#) in conjunction with the [LSI Keyword tool](#) and select the top 100 keywords that are suited to your offer.

Step Four: Create a campaign (ask your 7search AM for assistance), making sure you ask them to enable your sub_id, and add your keywords on the next step. Set a daily budget of \$10 to start and make sure you set the GEO location for the country your offer converts in.

Step Five: Let the offer run for a week, then go back to your account and using your sub_id and tracking software such as PPVD, eliminate the keywords that arnt converting and fine tune your campaign to all the converting keywords - test and add or takeaway more keywords.

Step Six: Once happy with your keywords and your ROI is positive meaning you are earning more money than you are spending it's time to scale up - tune even more and start by doubling your daily spend, if your income doubles then double again. Scale up rinse and repeat! Remember different PPC networks are good for different offers so always ask.



Traffic Method: [Black Hat](#)
Name Of Guide: [Viral Scripts](#)
Support Forum: [CPAFix Black Hat forum](#)
Suggested Network: [CPALead Network](#)

Apply to CPALead using this [link](#), upon applying tell them that you are going to be running viral scripts with content gateways above exclusive content. Also add a note "K from cpafix.com referred me"

The Method: Ok so i'm going to be the first person to break the silence over Black Hat viral scripts, i am **NOT** saying i use them nor that i agree with them although i am saying i know alot of people that do and make alot of money. I do not advice this method but if you want a quick income then this is definitely the fastest way to achieve it. I am simply going to give you a script i was given years ago that can still work to high effect but if you wish to purchase more up to date scripts then i suggest looking in our [Marketplace](#). Another great place to pick up scripts and methods is in the CPALead Marketplace or Chatroom. The idea behind the method is get a viral script that with the right amount of traffic will virally grow by itself using social networks for example the use of the facebook "like" or "share" button, and locking the content with a CPALead content gateway! Again ALWAYS check with your affiliate manager about your campaign and make sure it complies with their TOS. I will **NOT** be held responsible for any wrong doing or misinterpretations of my guide - use this at your **OWN RISK**.

Step One: Download the example script [Here!](#)

Step Two: Pick a niche that you know alot of people will want to see, for example try find some exclusive content like a video or image. Maybe of someone famous doing something they shouldn't be, like taking drugs or kissing someone!

Step Three: Register a domain to do with your niche and make sure you select privacy block add on and whois lookup block. You can buy cheap domain here: [Namecheap](#) use .info as they only cost \$1.99 and come with a years free whois guard!

Step Four: Get some cheap hosting and set up your domain. You can buy cheap hosting here: [Hostgator](#).

Step Five: Open all the files from the script i gave you and use a text editor like notepad or komodo to edit all the CAPITALS i have left for you within the script, files index.html and reveal.html need editing along with /images files and make sure you input your content gateway code on the /reveal.html page along with your content image and link to be locked.

Step Six: Upload all the files to your domain using your FTP manager and test the script works using a fake facebook account and a proxy server.

Step Seven: Build up [facebook pages](#) - check this guide, and/or buy some updates and status's on big facebook fan pages directly linking to your URL. Check our [Marketplace](#) or the CPALead chatroom for people selling status updates and "like" services. Let your page go viral and learn how to spread the traffic and store some. Also use the latest scripts - this is just an example. Once again use this method at your **OWN RISK!** I personally don't touch anything like this so **BE WANRED!**

Traffic Method: [Media Buys](#)

Name Of Guide: [Media Buying Direct approach](#)

Support Forum: [CPAFix Media Buying forum](#)

Suggested Network: [Peerfly Network](#)

Apply to Peerfly using this [link](#), upon applying tell them that you are going to be running Media buys by directly approaching individual website owners and purchasing banner spaces.. Also add a note "K from cpafix.com referred me"

The Method: This is all about finding the right offers then coming up with the best deal to suit you and the website owner. We are going to select a high converting offer, then make some banners and test 1-5 spots on different sites within that niche.

Step One: Login to your Peerfly account and view the offers page, we need to select an offer that allow "Banner Display" traffic and converts pretty easy on the first page, again **DO NOT** hesitate to contact your affiliate manager and ask him/her what exactly is converting highly for media buys. I would suggest picking a email/zip first page payout offer and once **AGAIN** thinking outside of the box - go for something that not many people would choose.

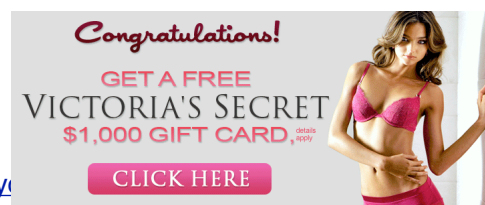
Step Two: Come up with some keywords and terms you think people will search for to find your kind of niche so for example if you pick an offer like "Victoria Secret - \$1000 Gift Card" then maybe your target audience is your average middle aged women looking for something special or abit naughty. So you have to think of websites you can target to get this type of audience for example maybe you could target female forums, or local underwear sites. Use [google keyword tool](#) to find a list of 10 or so high volume keywords within your niche and target audience!

Step Three: Search these keywords in google and visit the top 5 websites of each result, contact the webmaster of each site and ask him/her if you can purchase a trial banner space on their website with the goal to making it a permanent deal, bare in mind although some people have big sites they don't know much about making money from them so if they have AdSense on them the likely hood is that you will be able to offer them alot more than they would receive via AdSense each month. Just make sure you don't let them know you methods or they will strike out the middle man (YOU).

Step Four: Create some banners or outsource them to a designer, i can recommend [Nadeem](#) he has done alot of great work for me in the past. Now when it comes to banners the more unprofessional they are the better, i mean that try make them as if i 4 year old has done them. Take for example Ryan Eagle, his banners are the best in the industry because they are just basic font text straight to the point, try to be clever also.

Step Five: Respond to the webmasters and buy some trial banner space on 1-5 websites, once tested for a weeks trial - if you see your ROI higher than the cost of the trial try and strike up a permanent deal with the website owner for further banner space.

Step Six: Now it's all about testing, rotate different banners, different offers and different sizes and spots! Until you maximize the profit, then rinse and repeat with other site, offers and banners.



Traffic Method: [Email Marketing](#)

Name Of Guide: [Media Buying Direct approach](#)

Support Forum: [CPAFix Media Email Marketing Forum](#)

Suggested Network: [Peerfly Network](#)

Apply to Peerfly using this [link](#), upon applying tell them that you are going to be using your email opt in list to promote email marketing offers.. Also add a note "K from cpafix.com referred me"

The Method: Email marketing is all about building up a list of users who somehow submit their email addresses, then building a good relationship with them and marketing your product. In this guide i will show you the best way to build a list.

Step One: Create or find a product, now you are wanting to find or create yourself a product that you know people will want. and that you A) can give out for free and B) have the rights to give out. The best things to use are things like **eBooks**, free CD's, free tutorials, free videos etc within the niche you wish to target.

Step Two: Purchase a domain and some hosting to do with the freebie you are releasing to people, You can buy cheap domain here: [Namecheap](#) and you can buy cheap hosting here: [Hostgator](#).

Step Three: Purchase an email auto responder for example [AWeber](#).

Step Four: Set up an opt in page on the domain you just purchased advertising your free product once the user submits their email address - this is how you will build up your list of email address to later target,

Step Five: Promote your freebie page, use online **forums** and advertisements to promote and get your product out on the web. You can even use PPC if the prices work out right. Keep building up your list until you hit at least 500 email addresses from one niche.

Step Six: Now it's time to send out email via AWeber to your list. Make sure you keep it light hearted and don't bombard them with **SPAM**. Include offers within other content and make sure the offer niche is the same as the freebie you have already offered them. Build a solid relationship and carry on building your list and sending out emails. Just don't over do it and always read SPAM regulations.

Step Seven: Rinse and repeat with different niches and build up several lists.



Apply to Peerfly using this [link](#), upon applying tell them that you are going to be using health and beauty offers with PPV and PPC. Also add a note "K from cpafix.com referred me"

Traffic Method: [Offline Marketing](#)

Name Of Guide: [Scare tactics Offline method](#)

Support Forum: [CPAFix Offline CPA forum](#)

Suggested Network: [Peerfly Network](#)

The Method: This method uses offline tactics to scare people into thinking they need to go get a product. I will be using a "smoking alternative" offer as an example but this can be used in so many ways, just think **outside of the box!** The beauty of offline is you can really target people and talk to them at the same time. You need to get personal so putting place names in URL's and on flyers works well.

Step One: Go login to your Peerfly account and pick an offer that has a high payout, the conversion rate of offline CPA is no were near as good as online so you need something that will pay well, i would advice \$15+. For this method i am going to pick a "**stop smoking**" offer, but things like weight loss etc work well.

Step Two: Register a domain and get some cheap hosting You can buy cheap domains here: [Namecheap](#), and cheap hosting here: [Hostgator](#). Make sure the domain has a location in the name for example i live near Bristol in England so i will register [quitsmokinginbristol.co.uk](#) - see how I've targeted the city name!

Step Three: Now on your domain you want to iFrame your offer, which means you place your offer landing page within your domain so when people go to that domain they see your offer page. Simply google "How to **iFrame** CPA Offers" and you will see some good guides.

Step Four: Now you have your website and offer set up it's time to create some flyer, you can outsource this or simply make them yourself - the less professional they look the more attention they will grab, it's odd but it's true! So create a flyer, and this is were the scare tactics come in. You need to make people read it twice and think "shit, i need this!" Something like this should do the trick,

"50 people in Bristol die a day due to smoking"
"Get your alternative quit smoking kit now"
["www.quitsmokinginbristol.co.uk"](#)



You can also use a url shortener if you wish. - now once again outsource and get 1000 copies printed out.

Step Five: Go to craigslist or search in google for cheap offline workers etc, to distribute your flyers around town, or even do it yourself or a team of you. Give it a week after and then check the results, if 1000 flyers go out, and 200 people click, say 40 fill out the offer and it's paying \$40 per lead then your laughing as long as you keep the **overheads** down. Simply rinse and repeat always testing different offers and designs.

Last Thoughts: Ok guys so it's very simple, if you close this guide and sit back sifting through **SOME** of the **bollox** people sell you on their WSO's and other ebooks then you will **NOT** earn money. However if you straighten yourself up, get into work mode and put these into practice - you **WILL** make money and potentially **ALOT** of it! I personally have made all of my affiliate marketing income from the exact above methods with the networks provided and i have now just purchased my first property and have my own company [Okenyon Webs](#). I wish you all the very best of luck and remember my support is 100% **free** on the links provided within the guides.

Why is this free?: I set out with a vision when i created [CPAFix](#) and that was to create somewhere i could teach and also learn new money making methods on for free. I don't want to become one of these snobby websites that charge there members to post, i wanted to create a friendly and welcoming website where we can all help each other on all levels to achieve what we want, and thats why this guide and future guides will always remain 100% Free of charge!

Get in contact!: Like i said above support will only be offered on the forum, but i love to network and help others in return for help and support. So feel free to add me below OR if you use my links to register for a network and need approval then just shoot me an email.



contact@okenyonwebs.com



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