

Below you will find my affiliate marketing CPA + PPC Guide.

In this guide I will give step by step instructions on how and where to find CPA offers/campaigns and how to promote them using PPC (pay per click) advertising.

So let's get started!

1) Finding offers

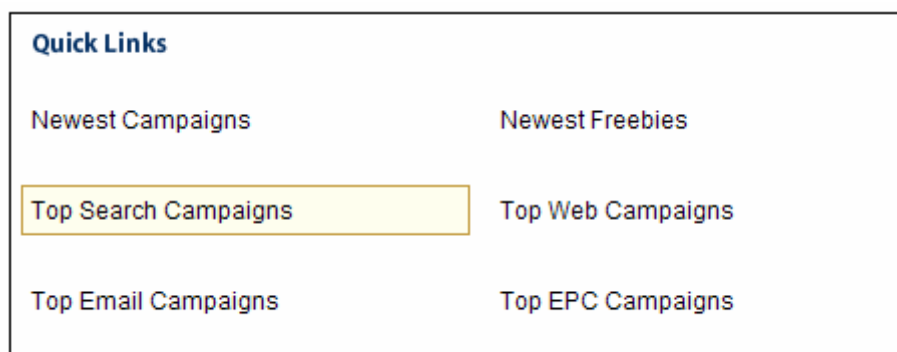
One of if not the most important factor in being able to make money with PPC advertising is to find high quality and high paying offers to promote. I personally recommend using [NeverBlueAds](#) for this. At [NeverBlueAds](#) you will be able to search through a large amount of both high quality and high paying offers. In this guide I will be using an offer from the [NeverBlueAds](#) network to show you how to start promoting CPA offers. If you haven't already signed up to [NeverBlueAds](#) [click here](#) to sign up (your account on average should be approved very quickly).

2) Setting up a Google AdWords account.

Most people already have a Google AdWords account, if you don't have one don't worry just sign up for one now. Google AdWords is used to advertise the offer you wish to promote. In addition to [Google AdWords](#) I recommend you sign up to [MSN AdCenter](#) and [Yahoo Search Marketing](#) (You can sign up now and receive \$25 free credit on your Yahoo account).

3) Selecting an offer.

Once you have become a member of NeverBlueAds you need to pick an offer to promote. To do this first log into your NeverBlueAds account, now on the main log in page you will need to click the "campaigns" tab (this can be found near the top of the page). Once on the campaigns page you can either browse/search through the different offers they have or click the "Top Search Campaigns" link (see below)



Clicking top search campaigns will give you a list of the best performing offers on NeverBlueAds. These offers have a proven track record and are offers that people are making most money from. Although these offers are the best performing ones they also have the most competition, finding an offer that isn't listed in the top campaigns will have lower competition and in some cases can perform just as well.

Overall I try and find offers that have high CPA payouts. This way I can afford to spend more per click promoting the offer.

In this guide I will be using the “Young, Energetic, and Slender” offer from NeverBlueAds. The offer is currently paying \$30 per free trial signup (you will get \$30 each time a person orders the free trial) along with the offer having 5/5 for Network Earnings.

Campaign Name / Group	Launched	Network Earnings	EPC	Lead	Sale	Categories
Young, Energetic, and Slender	2008-04-28	Completed	\$0.642	\$30.00 / Sale		Diet/Fitness/Exercise, Shopping/E-Commerce

Once you have found the offer you wish to work with you will need to setup your PPC campaigns and start promoting it.

4) Creating your PPC campaign.

First you will need to log into your Google AdWords account. Once logged in you want to create a campaign, you can do this by going to where it says “Create a new campaign” and then clicking on the link that reads “keyword-targeted”



This will then take you to the campaign creation page. On this page you will first need to name your campaign and then name your ad group. This is for your own reference only and wont effect any aspect of the actual advert you are about to make. This said it makes sense and helps you track your adverts if you name your campaign by the offer you are promoting. For example if promoting “Young, Energetic, and Slender” then you should name your campaign “Young, Energetic, and Slender”. As for ad groups these are just variations of the campaign they can have different ads/keywords then other ad groups. I simply name them using numbers for example “ad group 1” next would be “ad group 2” and so on.

New Keyword targeted Campaign Setup

[Target customers](#) > [Create ad](#) > [Choose keywords](#) > [Set pricing](#) > [Review and save](#)

Create a campaign and an Ad Group

Name your campaign: [Example](#)

A campaign is the top level of account organisation for all your ads. ?

Name your new Ad Group: [Example](#)

Ad Groups are subsets of campaigns. They match your ads with selected keywords. This name is for your use; it will not be seen by customers. ?

Target customers by language

What language(s) do your customers speak?

Hold down the *control* or *command* key to select multiple languages.



Also make sure that English is selected as the language of your customers (unless of course the people you want to target speak another language)

Finally on this page you will need to select the country that you wish to target. The country will depend on the offer you are promoting so select appropriately and then click continue.

You will then be taken to the page where you must write your advert. This is the advert people will see when they use Google search or see your advert on a site using Google AdSense. I have put together a mock up advert for “Young, Energetic, and Slender” below.

New Keyword targeted Campaign Setup

[Target customers](#) > [Create ad](#) > [Choose keywords](#) > [Set pricing](#) > [Review and save](#)

Create an ad

Create ad: [Text ad](#) | [Image ad](#) | [Local business ad](#) | [Mobile ad](#) | [Click-to-play video ad](#)

Example:

[Drop 21 Pounds In 3Months](#)
The Fastest Weight Loss System Ever
Free Trial Offer. Get It Today!
[YoungEnergeticAndSlender.com](#)

Headline:	<input type="text" value="Drop 21 Pounds In 3Months"/>	Max 25 characters
Description line 1:	<input type="text" value="The Fastest Weight Loss System Ever"/>	Max 35 characters
Description line 2:	<input type="text" value="Free Trial Offer. Get It Today!"/>	Max 35 characters
Display URL: ?	<input type="text" value="http:// YoungEnergeticAndSlender.com"/>	Max 35 characters
Destination URL: ?	<input type="text" value="http://"/> <input type="text" value="Your_Affiliate_Url_Goes_Here"/>	Max 1024 characters

[« Back](#) [Reset Ad](#) [Continue »](#)

The destination URL needs to be your affiliate link. This is taken from the Young, Energetic, and Slender offer at NeverBlueAds. The image below shows where you can find this. You will need to copy this and then paste it into the Destination URL. (note: most offers let you link directly to them so there is no need for your own landing page)

Campaigns Find Campaigns **View Campaign**

YES Young, Energetic, and Slender [Preview](#)

Campaign Details **Banner Creatives** Email Creatives **Search Creatives** Other Creatives Advanced

Use this simple form to generate a unique tracking link for your paid search creatives. Select the site that you'd like to have display the paid search. Once you've selected the display site, you can add a SubID to more easily track your traffic sources.

Paid Search Creative Details

Use Site: Use SubID:

Paid Search URL: [Copy](#)

Once you have done this, click continue and you will be taken to the “choose keywords” page.

On the “choose keywords” page you must choose your keywords. Your keywords are words or phrases that will trigger your advert to show. When one of your keywords is searched for on Google then your advert will be displayed. Your keywords also effect your adverts showing in AdSense as if the keywords are present on a website then that website should show your advert. You should pick keywords that relate to the offer you are promoting and that you believe people will be searching for. If you need more keywords you can use Google’s “Want more?” feature. Simply enter a keyword for example “weight loss” and the want more feature will give you a list of words and phrases that relate to the keyword you have entered. You can then add these one by one.

Want more?

Enter any word to see related keywords:

* Please read an [important note](#) about the Keyword Tool

'weight loss' keywords

- [« Add](#) weight loss
- [« Add](#) lose weight
- [« Add](#) weight loss diet
- [« Add](#) fast weight loss
- [« Add](#) weight loss pills
- [« Add](#) quick weight loss
- [« Add](#) weight loss programs
- [« Add](#) weight loss program
- [« Add](#) weight loss pill
- [« Add](#) weight loss tips

[► More Keywords](#)

Once you are done picking your keywords click continue and you will be taken to the “set pricing” page. On this page you will need to set your daily budget and your max CPC. These will effect how often your ad is shown and how many clicks you get. A high CPC will mean lots of clicks but they will come at a price so be sure to set your budget and CPC to what you can afford. Once you have set both your daily budget and CPC you can click continue and you will be taken to the final stage of setting up your PPC campaign and this is to simply review all you have done.

Ad Group name: ad group 1 [\[Edit\]](#)

Ads:

[Drop 21 Pounds In 3Months](#)
The Fastest Weight Loss System Ever
Free Trial Offer. Get It Today!
[YoungEnergeticAndSlender.com](#)

[\[Edit\]](#) - [\[Delete\]](#)

Keywords: [\[Edit\]](#)

best weight loss	natural weight loss	weight loss cure	weight loss plans	weight loss supplements
fast weight loss	quick weight loss	weight loss diet	weight loss products	weight loss tips
healthy weight loss	rapid weight loss	weight loss diets	weight loss program	
lose weight	weight loss	weight loss plan	weight loss programs	

Maximum CPC bid: USD \$0.12 [\[Edit\]](#)

If you have another set of keywords and ads, you can create a new Ad Group now. You can also create another Ad Group later on, after you have saved the campaign.

[« Back](#) [Create Another Ad Group](#) [Save Campaign](#)

If you are happy with what you have click “Save Campaign”. Depending on your keywords and bids your ad should start showing and bringing you traffic within 1-2 hours. You can then log into NeverBlueAds and track your sales live.

5) More ways of getting traffic.

[Google AdWords](#) is a good way to get traffic but it is only one of three major search engines. Once you have setup your AdWords PPC campaigns you can create similar PPC campaigns using [MSN AdCenter](#) and [Yahoo Search Marketing](#). As far as search engines go I recommend sticking with these three.

Another way to get traffic is to advertise using banner adverts for this I recommend using [AdBrite](#). Most offers on [NeverBlueAds](#) come with banners so all you need to do is save them and upload them into [AdBrite](#) to sign up to [AdBrite click here](#). Banner advertising isn't that hard to master so feel free to test it out whenever you like.

Last but not least you can advertise using [Facebook Ads](#). This takes some getting used to but you can find highly targeted traffic on Facebook. To sign up to [Facebook Ads click here](#).

Feel free to advertise the offers your promoting using any other method you can think of as the more traffic you get the more chance you have of making sales.

And finally... Good Luck!

DISCLAIMER: As much as I hope for everyone who reads this guide to make money I know some will not. This is a disclaimer to state that I have no affiliation with Google, Yahoo, MSN, NeverBlueAds, AdBrite Or Facebook, beyond the aspect of being an affiliate and or advertiser for them. I and BoostYourIncome.com are in no way responsible for your actions, gains or losses from ppc marketing or marketing in general after reading this guide.