

# CPA Marketing Disasters

Discover the right way to conduct successful CPA campaign so you can breathe easy while your business lasts the distance

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## Introduction – Cost-Per-Action Marketing Disasters

CPA might be just three short letters but conquering these three letters put together is no easy task. Unlike other forms of marketing on the web, marketing CPA can be a bit tricky, as it requires a lot of expert knowledge of both marketing and Internet technologies. There are of-course great rewards for those who do master this art of online marketing.

This short report deals with the pitfalls, one should avoid, when starting a career in CPA. As many a failed CPA experts, will agree these are essential to online marketing success, along with strategizing your marketing plans, so that they cater to every client's needs.

To get the most out of your CPA business efforts, from the very start, you need to heed the warnings in this report and avoid any CPA disasters. The easiest way to get the most out of your CPA efforts would be through creativity and discipline.

Creativity in marketing sells, money always does not; because when it comes to the Internet popular demand is king rather than big money. Another attractive factor about online marketing is the measured targeted advertising at offer. With offline marketing campaigns it is often hard if not impossible to tell how many direct sales have been made through a specific advert; this, as we know is not an issue with CPA.

Unlike, real life you cannot mark a key space and charge a certain amount for marketing displays, instead there are a multitude of factors including site demand and popularity that (should) determine the CPA plan of action. The exceptions to this CPA addendum are a handful of giants like the Google empire and Facebook; all others are subject to changing CPA trends.

To keep your finger firmly pressed at the pulse of this lucrative business opportunity and start making yourself a healthy income, follow along and learn to live by the warnings outlined through out this short report.

## **Mistake # 1 – Rejection before Getting Started**

The “rejection before getting started” is famously known as the pre-hurdle, hurdle; in CPA. Derivative of its very nature CPA requires an entry-level individual to be fluent with all the demands, rules, guidelines and the language of CPA. People often make the mistake of taking CPA rather lightly and think they can get away with knowing very little and later learning on the job.

CPA marketing operates on high paying commissions and that seems rather tempting to most but anyone who tries to dabble in the field without prior knowledge will soon find out that they are out of their depth. CPA marketing is a rapidly growing and popular avenue of inline advertising and this popularity is leading to some great innovation in the field.

What this means for the average marketing Joe, is that they need a thorough understanding of CPA marketing if they hope to join the successful marketers who make millions through their innovation.

As a CPA expert, one needs to have enough confidence in their field of practice to deal with seasoned clients and not only sell them advertising space but establish a long term relationship that is profitable on both ends of the deal. If you fail to convince the CPA network owners of your expertise in the field, it is easier for them to reject rather than accept a possible liability to the business.

CPA sells advertising to other marketers and not laymen, and this dictates that any good CPA network only hire professionals and not let rookies ruin any possible business opportunities. Its common sense, you need to know what you are selling; especially if you have customers with expertise in the same field.

## **Mistake # 2 – Promoting Products with no Demand**

Cost-Per-Action also known as Cost-Per-Acquisition operates on selling products to web-surfers and making money through the promotional campaigns. It is only logical, to not pick products that are not in demand or are simply unmarketable. At the end of the day, the products you pick to promote through your advertising campaign are only going to

make you money if people are interested enough to want to click on the advert, or sign up for a form.

It is considered a golden rule of marketing that a great advertising campaign can sell an average product but no amount of campaigning can sell a product, nobody wants. Picking a product that is in demand or a niche that is “hot” will be your first challenge as a CPA expert. Fortunately, there are a lot of tools that can help predict Internet trends and interest level in different niches.

You just need to stay on top of the game, when it comes to newer trends. You can employ some free tools like Google Keywords tools (<https://adwords.google.ca/>) and Alexa ([www.alexa.com](http://www.alexa.com)) or you can invest some money in specified tools that provide you with a detailed market analysis. Whatever you end up choosing, it is important to check back religiously with your trend predictors and market indicators if you want success.

The added benefit of keeping your eye on the market at all times is that in time you will build your credibility in the industry and you might even find a natural knack for picking winners! If you have great success rates to show your prospective clients, it will be much easier task to sway them to do business with you.

It might be considered superstition by most but its true for CPA, “Money attracts money.” So, if you are successful in picking in demand products, you will be attracting a lot of “new-money” interested in achieving the same results.

## Mistake # 3 – Concentrating all CPA Efforts on One Niche

Putting you eggs in just the one proverbial basket is the easiest way to commit CPA suicide! This feeds into the last warning we discussed, because if you are just promoting one niche, no matter how lucrative you stand that risk of the niche running out its popularity. When the niche is no longer popular, there is little success in promoting products or services pertaining to that niche.

Another drawback of promoting products within the same niche is that you miss out on a lot of time sensitive opportunities that arise in the market from time to time. For example, if a new Iphone version is being launched with a new operating system update there is a huge interest not only in the Iphone itself but its complimentary products as well. To not capitalize on such a sellable demand by promoting apps or accessories will be a missed opportunity at best.

This is why it is so important to not stick with one niche but keep your business open to enough to accommodate at least a few more niches. Some “experts” like to counter this opinion by stating that there are some niches that never go out of demand (weight-loss, adult industry etc.) and that is true but even within these niches there are certain times when demand is higher for products. E.g. Weight loss products see a surge in sales and interest right after the new years and close to the bikini season.

This means you might make a respectable profit on promoting products in a niche that never runs out of “fashion” but to make your mega millions in marketing you will need to expand into other niches when the peak season has ebbed in your primary niche. This will ensure you keep rolling the cash in at higher volumes than the competition.

## Mistake # 4 – Spreading yourself Too Thin

Just like you can make the mistake of promoting one or too few niches through your CPA efforts you can similarly have too much going on and spread yourself too thin. There are always going to be very lucrative high demand products that you would want to promote and make some fast cash but trying to jump on every single opportunity that arises in the market can have the adverse effect of your client list.

Everyone of your clients will have their specific needs that you will have to fulfill to have any hopes for recurring business from the same clients and it is near to impossible to give every one of your clients personalized time, by taking the time to strategize the best marketing methods and avenues for their business.

Marketers who try to take too much on, soon realize that the real money is not acquiring an ever-fattening client list but maintaining quality clients that trust you with handling their “big” accounts. There is a delicate balance you will need to achieve, to juggle your existing client list and creating new

quality relationships with new marketers and business owners and spreading yourself too thin is something that will do you more harm than good.

Dividing your attention between too many running campaigns will also adversely effect the quality of traffic that visits your promotional venues. Let us explain, if you are promoting too many unrelated products on the same sites it is less likely that you will generate TARGETTED traffic for your clients.

Targeted traffic is any CPA marketer's bread and butter because most of the time you do not get paid if you do not acquire the desired action from a visitor like signing up for a mailing list etc. Bottom line, do yourself a favor and do not get tempted by every money making opportunity that arises, instead weight out your options with your existing workload and then make an informed decision so you do not end up hurting your business.

## **Mistake # 5 – Product With a Bad Conversion History**

Another way to commit instant CPA suicide is picking products that do not sell or have the right conversion rates meaning, they cannot convert a potential buyer into a actual buyer. They lack the desired oomph that other products in the same niche are offering or maybe they have a lousy landing page that does not target the audience needs.

Do you research, get a good idea of the market and the product from a consumer's point of view before you decide to promote it. Otherwise, you will lose precious advertising space with a product that makes you little or no money. Most clients and marketers will have an analytical report they can offer you of the kind of conversion rates their product has, use this information to help you decide.

If however, you come against some products that do not provide you with the requisite information on the conversion rates you can carry out your own research through many of the traffic specialty tools available online. The bottom line being, you need to have this information before you decide entertain a client's requests.

If you do find a product worth selling but you find kinks in the packaging most business owners will be open to suggestions from experienced marketers. So, if you do find a product worth the investment but needs a few changes for optimal conversion rates talk to the business owner and see if you can help them raise their profits and yours.

Just remember that under no circumstance, is it profitable to promote products with bad conversion rates. Do your research and pick products that are both in demand and have the ability to convert the demand into actual sales, that is the only route to a successful CPA venture.

## Mistake # 6 – Failing to Calculate the ROI

Never forget what CPA's end benefit to you is, a great return on your investment for promoting the product. Calculating the ROI (Return on Investment) is very crucial for gauging the success of any venture you embark on as a CPA marketer. This is where most novice CPA marketers stumble, they think that having a great product to promote through prime sites is all it takes to make great profits. If you are thinking along the same lines you are risking a lot!

Let us put this simply, no matter which way you slice it marketing is a risky business. There are no guarantees of successful campaigns or products. Realizing this is what separates a good marketer from a great one, because a great marketer always calculates the risks involved and weighs them against each other to quantify the ROI (return on investment).

This calculation of risk and investment vs. returns, makes for solid marketing decisions every time. We are not saying that you cannot get "lucky" with a few of your marketing choices but it will not always work to your advantage to forego this crucial number crunching.

Depending on the type of CPA advertising you are offering your clients the basic ROI formula can be adjusted. The Basic ROI formula requires the projected net profit and the investment:

$ROI = \text{Projected Net Profit} / \text{Investment} * 100$

You will get a percentage of your projected returns to help you decide if the product is worth promoting. Another good business practice is to do the ROI calculation after the campaign is over replacing the projected net profit with the actual profit as an indicator of your market analytics skills. This will help tighten up your business model and practices so in due time calculating and assessing a viable ROI comes more naturally to you.

## Mistake # 7 – Using Black-Hat Marketing

Black hat marketing has shown its many benefits, especially in the online adult industry where regular modes of marketing are limited through search engine regulations. Black hat markets also boast of the instant powers of getting a page to rank top among search engine results and rather tempting to most. We however, have seen some of the incredible discourses of black hat marketing on its patrons are vary of the revenues it boasts.

Black hat advertising or marketing opens your business up to a lot of liability because of many reasons:

- It might offer short term boasts to marketing campaigns but this is not lasting.
- You run the risk of getting banned from search engines if they catch you trying to manipulate their algorithms.

- Your business gets a back alley kind of repute and you do not always get “good” business but rather greedy business.
- The traffic generated through black hat marketing is artificial, in the sense that it does not convert because the traffic is not targeted.
- Your subscriber list is only as loyal as your business practices and you stand to lose both quickly.

These are only some of the disadvantages of choosing the black hat marketing strategies to promote products and the truth is it is just as simple to market products using white hat strategies, once you get the hang of it. The added benefit they last longer and do not harm your business in the short or long run.

As a CPA marketer, never give into the temptation of the black hat its just not worth it.

## **Mistake # 8 – Failing to Develop Relationship with Affiliate Managers**

Any holier than thou attitude cannot work in the marketing world, online or off line. You need to work with your client base and build relationships with them, if you want to achieve any degree of success. Look at it this way, as a CPA marketer your clients are online affiliates and small business owners and this is a closely networked industry where everyone knows everyone else and their reputes.

Treating your customers the affiliate managers and business owners will not only help with recurring business opportunities but will also get you the crucial word-of-mouth advertising going for you as a marketer.

If however you fail to develop a relationship with your affiliate managers the ricocheting effects of a single negative forum posting can put your business in ruins. This is why you need to treat your clients with the utmost respect and let them know you are doing everything in your power to get them the most out of their investment.

This way, even if the campaign is not as successful they will know you did your best and will appreciate your efforts especially when recommending you to a fellow or lower level affiliate. In the end, it's the relationships with your clients that build businesses and reputations.

## Summation

CPA marketing is not a trial-and-error marketing, you need to know what you are getting into and what your POA (Plan of Action) is before you get started. Sure, there are millions to be made through CPA, but only when the marketing is done right! Otherwise, anyone with the slightest ambition could be a millionaire but we all know that is not the case.

Follow this short report and the warnings outlined in it as you embark on your CPA marketing ventures to get you on the right track and beat out the competition. Additionally, you

should invest some time and dedication in this field to get to the million dollar benchmarks.

This short report, dealt with the shortcomings or the what-not-to-do of CPA marketing to get a comprehensive understanding of the underlying principles of CPA read the book, "Commission Goldmine" with the accompanying material to get you well on your way to CPA marketing success!

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