

# Advanced Affiliate Strategies

## Part 1



## Introduction...

In the first Advanced Affiliate Strategies manual, the aim is to show you some sneaky tricks that you can implement immediately to make some fast money with Pay Per Click as well as some techniques that require no investment at all.

In this report (Part 1), we are going to reveal 2 simple techniques... and in Part 2, we'll look at two more. You already have a lot of content in the Commission Blueprint membership area and we don't want to overload you.

These tips are going to be laid out in a short and "to the point" manner with no fluff or theory. We're going to say 'why' and 'how' and give you some of the resources you'll need to make them work.

Method one coming up on the next page...

# Technique # 1

## Stealing Your Competitors Adwords Campaigns...

This is a little trick I use to create highly profitable PPC campaigns extremely quickly whilst avoiding some of the tedious tasks like research, optimization and testing.

Basically what this method entails is using a tool called Keyword Spy, something you will have heard us talk about a few times before. In some instances, Keyword Spy isn't all that brilliant but for this method it can be highly advantageous as I'm about to show you.

What Keyword Spy does is track other affiliates' campaigns and then hands you the most crucial data on them including the keywords, ads *and* the products that are being promoted. As a result you can quickly analyze what is successfully making money and then take this data and COPY the campaigns.

You can get a free trial of Keyword Spy here: [www.commissionblueprint.com/kwspy](http://www.commissionblueprint.com/kwspy)

It's a neat trick and it isn't just limited to Clickbank either. They cover all of the major affiliate networks such as Commission Junction, Linkshare, Tradedoubler, Amazon and a few others.

Obviously, Keyword Spy is a paid tool, but for this method, you only need it for one month in order to make this method work.

I'm just going to run through this step by step and explain what I'm doing and why, then you can take action and hopefully start making some money.

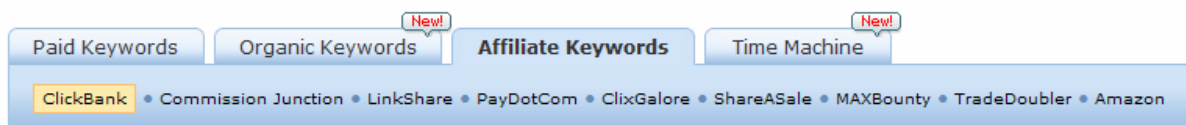
### Step 1

First of all, log into your Keyword Spy account and locate the search bar at the top of the page where it says "begin your keyword search here".

**Begin your keyword search here:**

A screenshot of a search bar with a magnifying glass icon on the left and a 'Search' button on the right.

To get the ball rolling, just hit the 'search' button without typing anything in and it'll direct you to the 'research' page. Once on the research page, you'll see a tab called 'affiliate keywords'. Hit that and then you'll be shown these options:



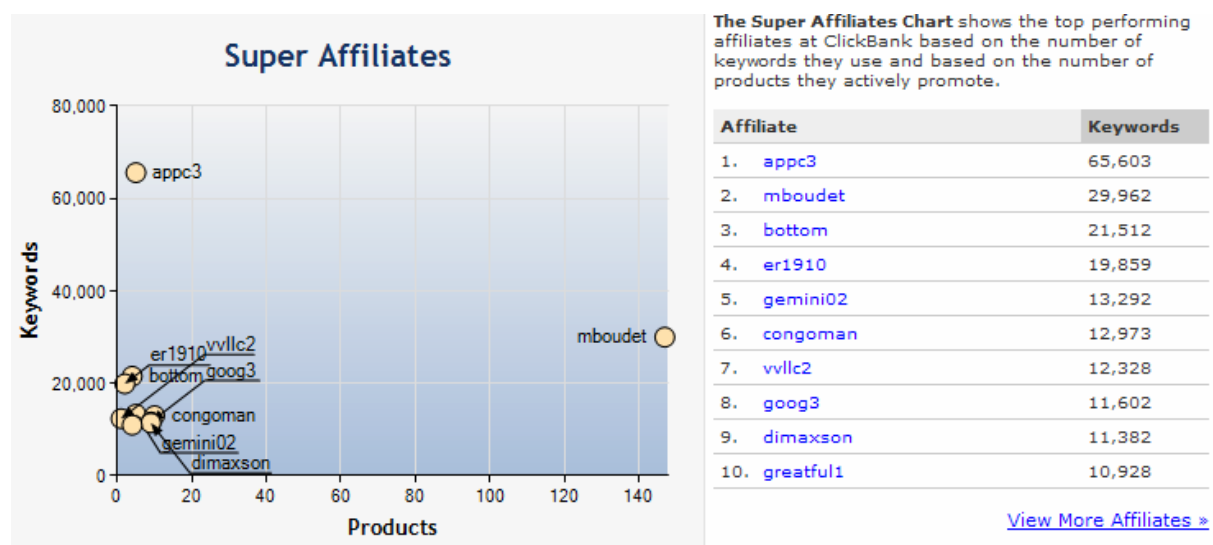
## Affiliate Network: ClickBank

The default here is Clickbank, but if it shows you another affiliate network, click the 'Clickbank' sub-tab as shown in the screenshot above.

## Step 2

What you are going to look for now are Adwords campaigns that are being run by so-called 'super affiliates' with one thing in mind - to copy them and profit!

The first thing to do is look a little further down the page and you'll see a section called 'Super Affiliates'. It looks like this:



On the right hand side, you are shown the top 10 Clickbank affiliates who get traffic with Adwords and they are ranked based on the number of keywords and products they promote. You can also hit the 'view more affiliates' link to see the rest. (There are thousands!)

So what are we looking for?

Well, the main aim is to find an affiliate who is promoting multiple products with a small number of keywords in each campaign. This is because we want to find highly optimized promotions that we can replicate fast.

Campaigns with thousands of keywords will be more difficult to copy as they'll require additional and extensive testing and we want to make life as easy as possible.

If you look at the chart in the previous screenshot, there is one affiliate who stands out because he appears to be bidding on lots of products and fewer keywords. As you can see, the Clickbank ID of this affiliate is 'mboudet'.

Right, the next thing we want to do is to click on his affiliate ID (highlighted in blue) to investigate what he's up to in a little more detail.

### **Step 3**

So after we've clicked on the affiliate ID, we are taken to a different page where his results are shown in full.

**Note:** If the data is jumbled up, click the 'product' button as shown below and the system will list all the products and keywords in the correct order like this:

Search Results: 1 - 25 out of 29,962 keywords <a href="#">Next »</a>					View Columns: <span>Main</span>	
No.	<a href="#">Keywords</a> ?	<a href="#">Product</a> ?	<a href="#">ROI</a> ?	<a href="#">Position</a> ?	<a href="#">Competitors</a> ?	
1.	video easy website	1236659	<div><div></div></div> 24	<div><div></div></div> 4	<div><div></div></div> 10	
2.	easy movies website	1236659	<div><div></div></div> 0	<div><div></div></div> 6	<div><div></div></div> 6	
3.	calorie diet menu negative	20bucks	<div><div></div></div> 5	<div><div></div></div> 2	<div><div></div></div> 3	
4.	calorie diet free negative plan	20bucks	<div><div></div></div> 0	<div><div></div></div> 4	<div><div></div></div> 4	
5.	free negative calorie diet plan	20bucks	<div><div></div></div> 1	<div><div></div></div> 8	<div><div></div></div> 9	
6.	negative calorie diets	20bucks	<div><div></div></div> 8	<div><div></div></div> 6	<div><div></div></div> 10	
7.	negitive calorie diet	20bucks	<div><div></div></div> 0	<div><div></div></div> 1	<div><div></div></div> 1	
8.	the negative calorie diet soup	20bucks	<div><div></div></div> 0	<div><div></div></div> 1	<div><div></div></div> 1	
9.	negative calorie diet plan	20bucks	<div><div></div></div> 3	<div><div></div></div> 3	<div><div></div></div> 4	
10.	negative calorie soup diet	20bucks	<div><div></div></div> 0	<div><div></div></div> 3	<div><div></div></div> 3	
11.	what is the negative calorie diet	20bucks	<div><div></div></div> 0	<div><div></div></div> 2	<div><div></div></div> 2	
12.	secret recipes from restaurants	2cook	<div><div></div></div> 33	<div><div></div></div> 1	<div><div></div></div> 3	
13.	cooking secrets	2cook	<div><div></div></div> 5	<div><div></div></div> 2	<div><div></div></div> 3	
14.	recipes secrets	2cook	<div><div></div></div> 14	<div><div></div></div> 2	<div><div></div></div> 4	
15.	secret menu	2cook	<div><div></div></div> 1	<div><div></div></div> 7	<div><div></div></div> 8	
16.	a950 secret menu	2cook	<div><div></div></div> 14	<div><div></div></div> 1	<div><div></div></div> 2	
17.	secret receipes	2cook	<div><div></div></div> 0	<div><div></div></div> 1	<div><div></div></div> 1	
18.	recipes secret	2cook	<div><div></div></div> 24	<div><div></div></div> 2	<div><div></div></div> 5	

Take a look at the above results. For each individual Clickbank product that he is promoting, you are given the exact keywords that he is bidding on within Google Adwords.

What this shows, (assuming that he has optimized the campaign), are the exact keywords that are MAKING HIM MONEY!

Let's take a look at the first product on the list with the Clickbank ID '1236659'.

This product is located here: <http://www.easywebvideo.com>...and is some type of software that helps users place video's on their websites.

The first thing to notice is that he's only bidding on two keywords.

When this particular campaign was started, the chances are that he would have been bidding on at least 50 keywords. As a result we can assume that the two that remain are the ONLY ones he found to be profitable.

It's the same thing for the next product on the list with the ID: '20 bucks'. This is the <http://negativecaloriediet.com>.

Again, he is only bidding on 9 keywords and because this is a niche where you could formulate literally thousands of keyword variations, it is undoubtedly the case that these 9 would have been whittled down from 50, 100 or even 500! Again, these are likely to be the most profitable keywords for this specific product.

Of course, there are pages and pages of amazing examples showing the exact same thing as well as hundreds of other successful affiliates to check out.

## **Step 4**

So what do you do with these results?

Well, the first thing to do is to go through the list of products that are being promoted and see which ones you want to market.

The fastest way of doing this is by clicking the 'products' tab as you can see below and all 147 will be listed in order so you won't have to scan through pages of keywords.



Then all you do is click on the name of each product and you'll be shown the keywords that are being bid on.

Then it's time to take action by setting up an Adwords campaign and testing out a few of these products to make some money.

I'm not going to go into how to create the Adwords campaigns because we cover that elsewhere. But what I would advise is to use a direct link to each of these products using the keywords that you've snatched and if it's successful and you're making money from that, then create a pre-sell page to really boost conversions.

**Just thing to note...** If you click the 'Ad Variations' tab, you'll be able to see the exact ad which is being bid on for each keyword too. Make a few tweaks and then use it.

So to wrap up, this is a pretty neat trick that'll get you on your way to a successful campaign in no time at all... and of course, as ever, once you've found one that works, leave it to run, start on the next one and gradually build up your profits from there.

Again, you can get a free trial of Keyword Spy here:

[www.commissionblueprint.com/kwspy](http://www.commissionblueprint.com/kwspy)

The trial link is on the top right hand side of the page

## Technique # 2

### The Bonus Strategy...

Now this isn't all that new and some of you will know about this method already. However, it does work and we have to take into account those who may not have used it before or know how to use it effectively.

Method #1 may be familiar, but method 2 may not so be sure to read them all the way through.

As a general overview, what the bonus strategy entails is promoting a product as an affiliate and offering the potential purchaser an extra incentive or bonus so they buy through your affiliate link.

### Method One

Ok, here's the first way of implementing the strategy and in this example I'll show you how I promoted a single Clickbank product on Adwords with low costs and massive results by using an incentive of an extra bonus.

Here's what I did step by step:

### Step 1

I went to the Clickbank marketplace and found a product that was both a proven seller and had a very generous affiliate payout.

In this case it was [www.SeoElite.com](http://www.SeoElite.com) which is a very successful piece of SEO software created by Brad Callen.

The commissions were (and still are) around \$100 per sale.

**TIP:** When you're choosing a product for this technique, make sure it has a 'gravity' above 100, a low refund rate and pays a commission of between \$60 & \$100)





## **Step 2**

After choosing the product, I created a webpage to “pre-sell” it using the same methodology as I discussed in the ‘pre-sell secrets’ manual within the main area of the Commission Blueprint course.

On the pre-sell page, I outlined the benefits of the product and proved that it worked by showing screenshots of some of my own results.

However, instead of simply recommending it, I also created a highly relevant bonus that I would send the visitor if they bought through my affiliate link. In this case was a copy of an ‘info product’ that I had previously created.

What I did was to explain to the potential buyer that they’ll undoubtedly fail with this particular product *unless* they use it in accordance with the bonus that I was offering.

Here’s an example of a *similar* page I wrote to promote another product in the same way called ‘Keyword Elite’...

<http://www.profitpraxis.com/KeywordElite.htm>

(You can copy the wording from this one if you want)

Here’s another example that promotes ‘Speed PPC’:

<http://plrwholesaler.com/bonuses/speedppc/>

## **Step 3**

After setting up the website, I went ahead and created a new Adwords campaign to drive traffic to the pre-sell page. However, instead of bidding on 50 or 100+ keywords, I *only* bid on very tight keyword variations of the brand name; in other words ‘SEO Elite’.

In this case the keywords were:

[Buy SEO Elite]

[SEO Elite]

[SEO Elite Review]

## **Step 4**

I then wrote 2 or 3 killer ads and made my bids high enough to grab the number #1 spot to get exceptionally high CTR's.

I also selected a 'position preference of '1' to make doubly sure I would be right at the top and accumulate the most amount of clicks (you can do this by following the 'campaign settings tab' in your Adwords account)

This isn't the exact Ad, but it was very similar in style to this:

[Don't Buy Seo Elite](#)  
[TheWebSherlock.com/KillSEOElite.htm](http://TheWebSherlock.com/KillSEOElite.htm) Discover this Dirty Secret to Get **SEO Elite 4.0 + XC** for FREE!

## **Step 5**

I then began the campaign and initially had to suck up a rather terrifying CPC (cost per click) of around \$2. However, I slowly lowered my bids each day whilst maintaining a very high CTR and as a result remained at position #1 and received the maximum amount of clicks.

So what happened was that the people looking to buy SEO Elite would search for the product on Google, click my Ad, see the quality of the bonus I was offering, realize how much it would benefit them rather than buying directly from the site and would then order the product through my affiliate link.

(Remember, because I'm only bidding on the actual brand name, the traffic is ULTRA targeted.)

They would then send me the sales receipt by email and after I confirmed their order, I'd send them the bonus.

**Tip:** If you were to do this, the easiest way would be to set up a separate [www.gmail.com](http://www.gmail.com) email address specifically to receive and send bonus requests.

## **So how well does this work?**

Well, for the campaign I mentioned above, it worked well to put it mildly.

In fact, for this particular promotion, I collected the following data over a 2 week period:

**Clicks:** 398

**Average Cost per Click:** \$1.67

**Ad Spend:** \$664.66

**Sales:** 26 x \$100 = \$2600

**Net profit:** \$1935.34

**Conversion rate:** 6.5%

Pretty darn good especially for a \$160 product.

Obviously this is just one example and you could set hundreds of these up in so many different niches.

If you are stuck for 'bonuses', [www.NicheEmpires.com](http://www.NicheEmpires.com) is an excellent source for finding them and is updated with new material each month.

## Method Two

Ok, this runs on exactly the same principle as 'method 1'. You set up the same style of webpage and Ads and utilize the same promotional techniques.

The only different aspect is the actual bonus.

What a lot of affiliates do now is offer 'rebates' to people who buy through their affiliate link.

What this means is they offer a discount and therefore a lower price than if the potential purchaser were to buy it directly from the product website.

Here's an example: <http://couponandcashback.com/SEO-Elite/> .

In some ways this is a little easier to implement than creating a bonus because there's far less work involved... and it's also much easier to use when promoting other niches, whether it be golf, dieting, cat training or whatever.

BUT... and it's a BIG but... this can be a little risky, especially if you're promoting a Clickbank product that has a 60 money back guarantee.

What I would recommend, if you were going to pursue this line, would be to offer discounts on higher priced products that have shorter money back guarantees. Then you can deliver the rebate once a refund can no longer be sought.

A perfect example of this would be if you were to promote [www.SpeedPPC.com](http://www.SpeedPPC.com) .

The affiliate commissions for this product are \$250 per sale and the money back guarantee is 30 days.

So you could offer a \$50 reduction to people who purchase through your affiliate link and then pay them via pay pal once the 30 day period is up - and also after you had been paid by the affiliate programs!

You could word it a little like this:

<http://www.yellowwebmaster.com/speed-ppc-rebate/>

(You'd want to make your offer page a little better than this though!)

One thing to bear in mind though is that you should double check that the product creator actually allows affiliates to offer rebates. Some will. Some won't. It's something you'll need to check.

Ok that's it... many more tips and tricks coming your way this weekend!

