

# Ad Networks

There are lots of ways to get traffic to your sales letter, but the following advertising networks are the fastest, the easiest and the most popular... (and the ones I use myself):

[Facebook Advertising](#) – Start with this one. This is how you probably found this course.

[Google AdWords](#) – Same principle as Facebook Ads, but more complex.

[Reddit Advertising](#) – Simple self-serving platform; core demographic being tech-savvy males.

[PlentyOfFish Advertising](#) – POF is a free dating site, and allows to target users by income, for example.

## Some Best Practices

- Always prefer CPC over CPM. (CPC = you pay when people click on your ad vs. CPM = you pay each time your ad is shown on someone's screen; Note that the "M" in CPM stands for "mille" meaning "thousand", not for "million")
- Promise a benefit in your headline.
- At the end of the text in your ad, always have a call to action: "Click here.", "Sign up now.", "Click to buy."
- Experiment with adding a price tag to your ad. This will lower the response rate (CTR = "click through rate"), and since the price you pay per click is tied to how well your ad performs CTR-wise, you'll probably pay a bit more per click that way. BUT... by adding a price, you're also filtering out a lot of the freebie seekers who would have clicked your ad and not purchased anything anyway! In other words, if you add a price, then out of the people who click your ad more people might end up actually buying your product. You might make more money per 100 clicks that way, and so it'll be totally fine if you'll also have to pay a bit more for those 100 clicks (because they are worth more to you).
- If you can use a picture, use an attractive, eye catching one. People looking into the camera and "at the viewer" are more attractive than people who are looking away from the camera. And generally pictures with women on them get more clicks than pictures with men. You can also experiment with colors. For instance, on Facebook any picture with an orange background seems to work really well (maybe because orange works well against Facebook's blue signature color).
- Start by bidding the recommended bid. You'll most likely pay less than what you're bidding.
- Start by setting a low daily budget (e.g. \$10), just to get a feel for how things work.
- On Facebook, notice that Facebook will spread your budget over an entire day. So if you want to test your ads and spend \$10 quickly, you could set your budget to \$1,000, and then refresh the page and pause the campaign as soon the spending reaches, say, \$8. Note that this approach is dangerous, because the statistics that Facebook shows you are delayed. So while you might think you stopped your campaign at \$10, you might actually end up inadvertently spending \$20 or more. (Also, if you forget to watch your campaign and to pause it in time, you're basically allowing Facebook to spend \$1,000. So again, be careful with this.)
- Test one ad at a time, and measure how many sales it got you. Then calculate, for any given ad, how much revenue it brought you per click. For instance, if out of 100 people who click your ad #1, 2 people buy, and each of them pays \$49, then your revenue per click would be \$.98. That's the amount that you could spend theoretically per click and still break even. (Obviously that's not quite correct, because out of the \$49 you still have to pay ClickBank, who take \$1 + 7.5%.)
- Test multiple ads against each other. So after a few days, copy your old ad, and then make one change to it. Only change one thing at a time – say, your headline, or your image. By changing only one thing at a time, then if your new ad performs better, you'll be able to say, "Ah, so that new picture is what's

making it better". If you had changed a lot of things and created an ad that's entirely new, you would have no clue what is actually making the difference in response that you are observing.

- With Clickbank, you can use tracking parameters. Instead of sending traffic to your website, send it to your Clickbank hoplink. Your Clickbank hoplink looks like this: <http://1.YOURCLICKBANKID.hop.clickbank.net> (with "1" being the number of the product inside Clickbank). Replace "YOURCLICKBANKID" with your Clickbank name, and see if that link works and takes you to your salesletter. If it doesn't, log in to your Clickbank account, go to "My Website" and set the proper hoplink target URL (which should be the URL of your salesletter). Once the hoplink successfully takes you to your salesletter, you can use it as the target URL for your ads. The cool thing about this is that you can append a special code to your hoplink that allows you to track the source for any sale that was generated. For instance, for your first Facebook ad, you'd put in the target URL <http://1.YOURCLICKBANKID.hop.clickbank.net/?vtid=fb001>. For your second ad, you'd put in the URL <http://1.YOURCLICKBANKID.hop.clickbank.net/?vtid=fb002>. You can put whatever you like after the "/?vtid=", and Clickbank will record it, and when a sale is made the name you put behind the "/?vtid=" will appear next to that purchase inside your sales statistics. Using this tracking feature is a great way to test multiple ads at the same time, because you can always see from which of your ads each purchase has originated. (Note that the tracking code can only consist of numbers and letters, and may not exceed 24 characters. If you break those rules, Clickbank will ignore the entire parameter, so really keep this in mind.)