



# Where To Find Internet Marketing Advertising Dollars

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# YOUR GOOGLE BANK ACCOUNT

The very first place you should investigate to generate revenues from advertising is the Google search engine. Their Google Adwords advertising campaigns have proven fruitful to many Internet marketers and can form the backbone of your Internet marketing strategy.

## GOOGLE ADSENSE AND ADWORDS

There are two ways to use Google advertising, as a publisher using the AdSense account, or as an advertiser using the Adwords account. Either way can generate revenue for you as an Internet marketer, but one is free to start and the other is not. That's because the Google AdSense offers Internet marketers the ability to sign up for a publishing account for free, but requires advertisers who want to add their own offerings to the program to pay for advertising. So, let's go over each strategy to see how you can use either part of this valuable program to generate dollars from advertising on the Internet.

## BE AN ADVERTISING PUBLISHER

This is the easiest route to generating money from your Internet activities and it's free! You just sign up to join the Google AdSense program as a publisher. They will give you a publisher id number that you can use to help insert different types of ads into your established websites, blogs, and other types of online posts. You do have a choice to use text or banner/image type of ads, but what gets served to your pages is dependent on the content of the page itself. And, that's where many Internet marketers don't do enough leg work to raise their potential for profit.

If your pages are about a very general topic like cats, you may end up getting very random ads served up that later you find out make you .01 cent per click, if that. That's because advertisers generally pay Google by the number of people who actually clicked on the ad and were led to their site. But, they get to decide what they want to pay for that privilege and some advertisers pay very minimal amounts. So, how do you figure out which topics to target on your web pages so that the ads that are randomly selected by the Google server end up paying you more?

You do a little research into the types of keyword phrases that pay more. That information is also available through Google, through the Google Keyword Tool. This nifty online tool lets you put in keyword phrases or topics that you want to research and it will put up a list of similar keyword phrases that advertisers are using and paying to be published. It will also show you how much people search for this keyword phrase and how many people you are competing against to grab a piece of the advertising pie. But, the most important way to increase your potential for picking the right keyword phrases to target is to look at the CPC (cost per click) associated with each keyword phrase. Picking higher value keyword phrases to target within your online content means the server is more likely to serve up ads to your embedded script that have a higher CPC too. To see that, you have to select the option to Show the CPC value on the resulting list too.

Once you have several phrases or topics that you think will pay out well, then you write content that targets those keyword phrases. Typically, a safe keyword density is about 2% or less. Anything more than that can be seen as an effort to spam the search engine and might actually work against you. You want the search engine to figure out that you are targeting a specific, high-paying, niche, but you don't want it to realize that it's completely intentional, or Google penalizes the content and drops it in their search engine result pages. So, if you have a 500 word count article on a web page, and you have one keyword phrase you want to add, it should only appear at most 10 times, but ideally anywhere between 5 to 7 times will work too.

Now, when the ads are served, the odds that they have a higher paying CPC is in your favor. And, that translates into money for your Google bank account. Each time a person clicks on a ad that you've embedded in your pages, it counts towards a payout, if it has a good CPC. This shows up in your Google AdSense publishing account and once you hit \$100, a check is mailed to the address you provide. Many Internet marketers make thousands once they understand the system and use it pervasively within their websites and blogs.

## BE AN ADVERTISER

The other way to use Google is by signing up for Adwords campaigns. Even though you have to pay for the privilege, you do get a choice as to how much you want to pay. The advantage of having an Adwords campaign is that you can use the power of Google's search engine and Adwords campaigns to target sites that are relevant to your market. You pay to advertise on them, but the additional traffic they generate can mean more income for you when you sell more too. So, don't just sign up to be an advertiser unless you have a specific set of products or services you want to sell. But, even then, they

don't have to be products that you create, you can also use Adwords campaigns to drive traffic to your affiliate offers.

The way Adwords works is that you will end up choosing a CPC for the keywords that you are targeting and using in your campaign. You can have many groups of keywords and send different campaigns to various websites, if you have more than one online venture. This is helpful if you are trying to figure out if a particular group of keyword phrases are effective at increasing a particular product showing up on one of your pages. Otherwise, it would not be as easy to tell whether your campaigns are effective or if you need to modify them a bit.

Now, you also want to pick a daily maximum so that you don't end up spending more than you can afford on your Adwords campaigns. So, say you pick a \$50 per day limit on a particular ad that you've created. If you also chose a CPC value of .10 cents then the most clicks you can get per day would be 500 clicks per day off that ad. If you get less, you are charged less, but if you get to 500 clicks, then Google suspends the ad until the following day. Of course, sometimes they can't suspend the ad fast enough and you go slightly over.

So, now you see, that not only is the keyword and CPC important, but you also will be responsible for creating the ad copy. Here is where you need to create attention-grabbing headlines and brilliant copy. Remember that Google often serves up ads in groups and so your ad will be competing for attention with several other ads. So, make it count. The attention you draw back to your site can then be used to generate more sales from your Internet marketing ventures.

## WHY NOT USE BOTH?

There's nothing that says you can't use both, and many people do! This increases the probability that you raise your advertising revenues because you are not only increasing traffic to your relevant offers, but you are also making money off people clicking on ads on your pages. Just be careful that you don't end up with competitor's ads on your sales pages or that will defeat the purpose of buying a campaign. Instead, opt to use Adwords for your sales pages with no Adsense, and then choose, Adsense when it doesn't matter whether someone clicks out of your page to another offer that isn't yours.

## AFFILIATE ADVERTISING

Affiliate advertising works similarly to Google's program of allowing both publishers and advertisers, but here the goal is to find actual products or services that people are offering to pay you to advertise. So, instead of random keyword phrases, you get to actually view the advertising offers associated with the ad you choose to advertise. Similarly, you can choose to advertise your own offerings and create an affiliate program for people who want to partner with you in selling your products.

You can actually stand to make great money with affiliate advertising, if you end up with popular products that people love to buy. The payout is not based on clicks on the advertising, however, it is based on whether a customer who clicks on the ad ends up buying from the host site. While this may seem harder to get someone to do, it actually pays better. You can stand to make a large amount of money from commissions off sales that sometimes give up to 60% of the sale price back to the affiliate partner! Other ways that affiliate programs pay out is a pay-per-lead model in which you are compensated if a person clicks on a link and then does some preferred action like filling out a form. Then, you might get a small commission for generating that referral.

## HOW TO GET IN ON AFFILIATE PROGRAMS

You could go to sites that match your market niche and painstakingly research each one, one by one, to see if they have an affiliate marketing program. Then, you would have to apply to it and wait to get approved. That's the long way of doing things. Fortunately, there are many third-party intermediary sites that collect affiliate programs and allow you to sign up with them, just for signing up to one site – theirs. These are sometimes known as affiliate banks.

Two of the most popular are Commission Junction, at [cj.com](http://cj.com), and Clickbank, at [clickbank.com](http://clickbank.com). You would sign up as either an affiliate publisher or a marketer. Similar to the Google setup, you have to choose whether you want to publish or advertise an affiliate program. Depending on which you do, you may have to pay for the privilege. Publishers don't pay whereas marketers do pay.

## BE AN AFFILIATE PUBLISHER

The nice thing about these affiliate banks is that you can easily search for products based on a category of market that you want. You always want to find affiliate offers that fit into your niche, so that you don't shock your readers with ads for electronics when

your site is about home decor. And, you have several ways to order the results list in the category that comes back. You can choose ads with larger payouts or more popular ads. There are different options for sorting and viewing the affiliate ads that you can use within your blog and website content.

Once you choose the affiliate offers that you think will work for you, then all you have to do is get the code for it and embed that within your website or blog content. You will typically link it to words in the content of your site that have something to do with the offer. Once a person clicks on it, they are sent to the affiliate hosts site where hopefully, they buy something.

The host site will keep track of your sales based on the member id they assigned you when you joined their site. Some affiliate offers will even give you a period of time to make a sale, like Amazon.com. Anytime a person revisits the site within that timeframe and buys something, your account is credited. Check to see some of the larger Internet marketing affiliate programs too, that may not be available within the banks because they are popular.

Sometimes Internet marketers prefer to send people to a redirect page where the affiliate offer URL is located with their id. This way, should they find out the affiliate offer is not working for them, they don't have to change all their copy to put in the new code on old copy. Instead, they change the redirect page and just get a similar, but different, affiliate offer to take the place of the old offer. None of the keywords or hyperlinks have to be changed that way. This is also a great way to get rid of affiliate offers quickly that may be scamming people and come back to reflect on your reputation.

## BE AN AFFILIATE ADVERTISER

To be an affiliate advertiser you can go to one of the major networks we mentioned or you can set up your own scripts that people can use from your website. It's fairly expensive to use affiliate banks, but you also get a much higher exposure than a do-it-yourself model. You can do a pay-per-sale model or a pay-per-lead model. Depending on what you choose, your costs will differ.

Being an affiliate advertiser works very well for infoproducts that are delivered automatically over the Internet. You pay a setup fee to the affiliate bank to get the program going and commissions to the affiliates, but the cost of producing a product is very low. And, delivery costs are non-existent due to the power of the Internet. So, you can stand to make quite a bit of money using an affiliate program with an infoproduct.

# NEWSLETTERS

One very effective way to get advertising space for free is to generate a monthly or biweekly newsletter. All it takes is a bit of time each month and it can be a great tool to get people to sign up up to a mailing list. As long as you include relevant and helpful information in your newsletters, you can also include some advertising for your most recent specials and offers.

The typical strategy is to offer a free newsletter to anyone who wants to subscribe to it, in exchange for permission to contact them via email. There are many people who are weary of handing out their email address now, so you have to make it worth their while. A newsletter by itself is not going to do it anymore. You need to add a free product, a coupon, or some other incentive and make the newsletter an afterthought. This way people don't feel as if they are being harvested just for their email address.

You do have to be careful not to spam people's email boxes or only include advertising in the newsletter. People will either filter out your emails or give you a temporary email address and then drop it later. So if you say you are giving them a free product or coupon, be sure to deliver it as promised and respect your customer's confidentiality.

Once you have some people signing up, you will start to build up a contact list that can be used to market people into a sales funnel. The newsletter can be part of that campaign to advertise and the bigger your list, the bigger your advertising influence. The costs to generate an electronic newsletter is minimal compared with the potential to advertise to a wide audience that is genuinely interested in your market niche. So, be sure to add this particular tool to your advertising toolbox.

And, just because you have your own newsletter, doesn't mean you can't pay to be included in other people's newsletters. This is a great way to reach a bigger audience than just people finding their way to your website. You can find other online newsletters with a large subscription and pay to advertise your site and offers in it. Don't just limit yourself to online newsletters though, look up trade magazines and social organizations that put out newsletters to advertise within their publishings. You will then be able to cull new markets that will be interested in your products.

Since almost everyone in this day and age in the United States has access to a computer, you can just include your URL within the advertising to convert someone from a physical reader to an online browser. Give them a coupon code in the advertising and you might even make a sale. Remember to give some sort of incentive to have them log online to check out your website and offers.

# WRITING REVIEWS FOR ADVERTISING REVENUES

If you have a flair for writing and have built up a website or blog with good traffic and ranking, you can attract advertising dollars in the form of writing product reviews. You can make up to \$50 for each review, and offers are not hard to find.

Of course, you can write a review for anyone's product and make money by adding affiliate links to that product in the review. So, that's also a strategy that people use to make money. However, usually this is a pay-per-sale model and so people not only have to click the link, but buy the product too.

And, there is a bit of controversy over writing reviews for products and then adding affiliate links to it too on the same posting. It means that you may not be as honest if you didn't have a profit motive for recommending the product, so people can view it as a bit shady. So, if you value the image of authenticity you are building for your website or blog, truly only recommend products which you have tried and are highly enthusiastic about.

Now, if you don't have enough of those products, you can still write reviews for anyone's products and make money, whether you like the product or not. That's because there are third-party sites where people can add their blogs and get approved to accept review offers to write for advertisers wanting some attention on highly viewed or rated blogs. Once you're accepted, you can go in and find the product offers you want to review and then just give your honest feedback on the product. They will pay you to write the review, not for commission to sell the product. One online spot to check out that does this is called [ReviewMe.com](http://ReviewMe.com).

There are rules for what blogs are accepted. You may need to use a particular blog package, like Wordpress. Or you might be asked to have a certain Alexa ranking. Just keep submitting your blog every three months or so until it is accepted and then you can start accepting offers for reviews.

## SPONSORED ADS



Speaking of blogs, this is a very good venue for generating ad revenues. That's because blogs are usually updated frequently and highly indexed for search engines. They can become popular very quickly and generate significant interest from the Websphere and also, more and more, from mainstream media. If you get a mention in the mainstream news, you can see your blog's popularity shoot up tremendously and with that comes the opportunity for more and more advertising revenues.

Even if you haven't had a mention in mainstream media, it's fairly easy to set up multiple blogs on various niche topics that you've researched. You should use your knowledge of SEO to write relevant posts and to attract the search engines. You should tag and categorize your posts extensively. If you network with other bloggers, it gets even easier to attract more and more attention just by adding a post daily and learning to comment on other similar blogs, with a backlink to your blog, of course.

Once you have the blog at a good level, think about offering advertising on it from sponsors. Just add an "Advertise on this blog" link and then give out your terms. These will be sponsors who will pay you to either add a link to their offerings or sites, or to add a link and a brief description. These are typically done on a subscription basis and placed in an area of prominence, like the BlogRoll so that people who like your blog will check out the links you recommend.

Do be careful about adding too many of these links and try to avoid third-party link sites like Text-Link-Ads that are now being targeted for downgrading by Google. It doesn't do you much good to get a sponsor paying \$50/month for a link only to find out your entire blog has been blasted off the face of Google for using too many sponsored links or for using places that sell links to blogs. So, you can use this strategy, but be careful to keep your blog active within Google's search engine and check their policy on sponsored links, as it can change at any time.

If you have a technical streak, there are plenty of people who would love you to review their electronics or software online. Since writing and being technical is a very narrow skill set, you can even set up blogs for just this area and make a bit of money. Check out SoftwareJudge.com to find opportunities to review software online.

## SELL PROMOTIONAL ITEMS

If you are the type of person who is always coming up with brilliant one-liners, then you may have a career in advertising by selling promotional items. With places like CafePress.com, you can even sell items with your website's URL on them and a snappy saying, thus getting twice the bang for your buck! You get to sell a physical item you didn't produce, and you get to use it to advertise your sites along with the sale!

That's because CafePress let's you create all sort of items from their stock, one at a time. They provide the "wrapper" for your images and sayings, and you just create it online as a virtual product. Then, you can link to that virtual product on your website or blog and sell a particular product that can appeal to a mass number of people, without ever having to keep any inventory either!

Now, the types of products that you can create range from imprinted cups and T-shirts to other more personal items like photo calendars. You can create an entire virtual store and then use it to sell items that you only created in your imagination. You will get a commission from each sale that you make and it literally costs you very little to try it.

You can even order the items for your business and keep the commission as a discount for ordering through CafePress.

## SELL INFOPRODUCTS

Here is a great way to not only advertise your offerings, but also make money too at the same time! That's because you can create an entire line of infoproducts which not only provide your customer with valuable information, but also give you space to put your own advertising for upcoming products within the infoproduct for people to buy even more!

Think about it this way. Let's say you've decided to make a line of products for how to make money with tax lien certificates. You create an ebook that you think people might like to buy on this topic. Well, there is definitely nothing to stop you from making several reports, a video, or even interview investors who make money this way. All these formats can then also be sold as products. And, the beauty is that your customers have a wide assortment of products to choose from and price ranges too.

Now, let's say you really want to sell the ebook, but people aren't buying. So, you decide to sell or give away a teaser of what's inside the ebook. That's right, you create a report that you either sell or give away and then at the end you let them know there's much more information in your ebook. Then, you offer them a link and make them a creative offer that they will have difficulty refusing. So, you not only sell a product, but you use it to leverage your advertising for the next product in your sales funnel. That's the way to build repeat sales from people who already trust you enough to buy from you.

And, now, let's say you've come upon some great affiliate offers with information in them that could also appeal to people in your market niche, but that don't heavily compete with

your own products. You can add these links within the context of your ebook or report to show good faith; that it isn't all about your own products, but about good information. If they happen to click on them and buy, you still make money, even if it's not from a sale of your product. So, it makes you look more honest because you willingly add links that don't point to your own products, but they don't need to know you still make money from it.

When people buy infoproducts, they typically don't want to see it loaded with advertising. So, keep your advertising to a minimum of three of your own offers and then add the affiliate offers in a resource section at the end. This way, they don't feel as if they bought a marketing brochure and instead are encouraged to buy more infoproducts from you.

## **ADVERTISE IN UNEXPECTED AREAS**

Most online marketers save the big advertising of their products for the sales pages. This is not the only place you can generate revenue! Think about other areas that people are visiting online where a simple unexpected placement can reap large dividends. A couple of these places are the online order form and the thank you page. That's right! You can make even bigger sales from your advertising, if you understand that the best time to make a sale is when the resistance to buying has already been overcome. And what better time is that when the buyer is sitting on the order form trying to figure out how to add their product to their cart? Right?

This is where you can add some clever advertising that is sure to double your bottom line. The online buyer is already in a buying mood, and they've probably even decided on what product they want. So, why not suggest some more products or services that fall in line with what they've already selected? There's two ways to do this: with complementary products or by upgrading the offer.

### **COMPLEMENTARY PRODUCTS**

If your buyer has a specific product that they've put into the shopping cart online, then odds are they know what they want to buy. While that may seem the end of the sale, it's actually just the beginning. By knowing what products your customers have already decided to purchase, you automatically know what other items might appeal to your online customer. So, why let them leave without recommending a few of those products while they have the opportunity to add them to their cart before check-out?

Amazon.com is one retailer that does a very good job with this. If you go and find a specific book, you will be able to add it to your shopping cart, but right underneath they

tell you that other people who bought that product, bought another as well. And, at times, they give you discounts for buying both products at the same time. You definitely end up saving on shipping, so they help to make up the buyer's mind to add more to their shopping cart because it ends up working in their favor.

## UPGRADING

Another way to get a bigger sale and more dollars from your advertising, is to advertise an upgrade offer on the order form. Again, the idea is that you know what product the customer has added and so you can set up scripts to automatically notify your customer on the order form that there is an upgrade package available. If the upgrade package is priced to make it a great deal, then you can easily increase the bottom line of the order just by making your customer more aware of fantastic deals, after they've made the decision to buy!

This strategy is used when buying memberships, where there are multiple levels and each upgrade provides more benefits. Of course, you have to pay more to upgrade, but often the status of being at a "higher level" can also sell the service or product too, if the higher status is conferred upon the buyer in some tangible way.

## THE THANK YOU PAGE

Once the sale has been made, don't give up yet! You can still plant a seed for a future sale or direct your customers to other offers. That's because after the sale, people generally expect to get a "thank you" page online and a confirmation that the order has been placed. This is also a good spot to put in advertising to show where other types of offers on your site can be found and why they might benefit this particular buyer.