

Commission Blueprint 2.0

- Scaling For Profit With Google Adwords -



Introduction...

This report goes into detail on how to think outside the box when setting up a new affiliate campaign by searching for “alternative” keywords that in many cases convert much better than the more obvious ones that you would usually associate with a particular niche or market.

Essentially, it’s looking for different angles of attack for an affiliate campaign, which if done correctly *can* be extremely profitable.

To demonstrate this, I’m going to walk you through a very simple but highly effective campaign that was literally making thousands of dollars each day bidding on a variation of just one keyword... and how it was then expanded out to an additional two keywords to increase the profits even further.

Important: One thing you will notice here is that in order to generate this type of revenue a lot of money was spent on Adwords. Obviously in the current economic climate, for most people investing this amount of cash may be unrealistic. As a result, in the *main* Commission Blueprint 2.0 Course we generally concentrate on free traffic methods, or ones which cost very little to implement (Google Adwords strategies are obviously covered too)... but really the main reason why have written this particular report is to show you the thinking behind this particular example as it should help when you are setting up other types of affiliate promotion.

The Campaign Details...

This campaign was in the weight loss market and was promoting a product from the Clickbank marketplace called 'Fat Loss 4 Idiots'.

You will probably know about this product and will have seen it being promoted absolutely everywhere which is why the gravity (which gauges the number of affiliates making sales) is always so high. Incidentally, the guy who owns the product has made an absolute killing from it - over \$20million in sales; which for a sub \$50 product is pretty amazing.

However, what we found was that with a direct link to this sales page from an Adwords Ad (without using any sort of pre-sell) the conversions weren't all that high and the ROI numbers didn't stack up.

This was especially the case when bidding on the usual types of 'weight loss' keywords such as variations of 'lose weight' and 'fat loss' etc.

Even when using a pre-sell page, the problem was that these keywords types were (and still are) extremely competitive - and therefore expensive - and in order to generate enough traffic to make lots of sales, the cost needed per click for the ad to appear in positions 1 to 3 on Google's search results was far too high, especially as the commissions only average out at around \$30.

This is something that is going to be covered in the 'picking products' section for the main Commission Blueprint 2.0 course, but when you take a look at the following figures it's easy to see why this level of commission rate would never work for these keywords...

For instance, if you imagine that to be on the first page of Google you would need to be bidding around 60 cents per click (at least), if the product converted at 3% the numbers just don't add up.

Think about it like this...

300 clicks = \$180.00

Of the 300 clicks, on average 100 people will click through *from* a 'standard' presell page *to* the product sales page.

Of the 100 people, 3% will buy (working on the above estimation)

...and that means the revenue will be \$90 on a \$180 ad spend. End result - Failed campaign!

So How Do You Solve This Problem?

Simply - by utilizing a different angle of attack. In order to make money selling this product we would have to use different 'types' of weight loss keywords (and ones that cost far less) and then optimize the campaign until the numbers stacked up like this:

300 clicks = \$90.00

Of the 300 clicks, 150 people click through from the pre-sell page to the sales page (a 50% HTR).

Of the 150 people, 4% would need to buy which will mean 6 purchases would be made from those 300 clicks meaning the revenue will be \$180 on that \$90 ad spend.

And this is exactly how *this* weight loss campaign was run and how it became profitable. It was optimized until the numbers worked like the above.

BUT... the question you'll probably asking yourself is this:

Which keywords we're we bidding on for the CPC's to be so low?

Well, we had to find keyword that were between 20 and 30 cents per click in order to make a profitable campaign (we always aim for a 100% Return on ad spend – in other words, spend \$100, make \$200)... and that also had enough traffic potential to make some decent income.

We'll cover keyword research in the main course obviously, so in this report I'll just come straight out with them to save some time...

The initial keyword was 'Weight Watchers' and the two additional keywords were 'Jenny Craig' and 'Nutri System'. In other words, HUGELY popular diets with *literally* tens or even hundreds of thousands of people searching for them every single day, especially during the period just before the summer and *even more so* right after Christmas and New Year. In fact, the traffic literally trebles starting: 2nd January. It's quite a sight to behold.

We had the keywords... so how was the campaign set up?

Well we used a pre-sell landing page which was based along the lines of: don't sign up for 'Weight Watchers' (or one of the other diets)... buy 'Fat Loss 4 idiots' instead as it works MUCH BETTER for weight loss.

Pretty obvious really... BUT... you do have to be quite careful how you word your promotion. If you bid under brands on Adwords and completely slag off the product or service in question it will probably lead to your ad being taken down if a complaint is made by the company to Google.

So rather than do this, the best thing to do is to actually 'compliment' the product first and *then* go on to suggest an alternative.

Essentially you're positioning it as an effective "Alternative" and really there's not a whole lot that can be done about this by anyone, although you never *really* know with Google.

We created a separate landing page for each set of keywords (changing the keyword 'weight watchers' to 'Jenny Craig' and so on...) and integrated some social proof and other conversion tactics that we talk about in the main course.

The pitch revolved around how 'Fat Loss 4 Idiots' would most likely save them time, money and how and why they may be able to lose weight fast.

Important: You may be aware that Google has recently changed it's rules for affiliate websites and landing pages that are being advertised on the Adwords system - as a result many people's campaigns have recently been "slapped". In the Commission Blueprint 2.0 course we are going to be showing how you can get round this problem using a very simple method that has been proven to work.

Anyway, landing page done. Now for the campaign set up.

Setting Up The Campaign...

The next stage was to set up the actual Adwords campaigns. Again, this will all be covered in detail within the main course but as an overview, what we did was as follows:

We created a keyword list for each of the diet brands and used all three match types for each keyword. For instance the Weight Watchers keyword list looked a little like this:

[weight watchers](#)

[weight watchers plan](#)

[weight watchers book](#)

[weight watchers calculator](#)

[“weight watchers”](#)

[“weight watchers plan”](#)

[“weight watchers book”](#)

[“weight watchers calculator”](#)

[\[weight watchers\]](#)

[\[weight watchers plan\]](#)

[\[weight watchers book\]](#)

[\[weight watchers calculator\]](#)

... and so on. We also used some common misspellings such as ‘weight watcher’ and ‘wieght watchers’. Then these keywords were adjusted for the other diet brands, Nutri-System and Jenny Craig. Such as:

“Jenny Craig plan”

“Jenny Craig book”

“Jenny Craig calculator”

“Nutri System Plan”

...etc

Then, we created the ads...

Now with the ads, you have to be a little careful. If you are bidding on brand names, Google usually won’t let you use the ‘name’ of the brand in the main body of your ad text, apart from in the display URL. So for the Weight Watchers keywords we created something this:

Counting Points is Wrong

Try This Easy To Follow Program Instead To Lose 9 Lbs Every 11 Days

Essentially what we are doing here is creating a relevant ad (the Weight Watchers program revolves around counting points), implying that there may be something else *even better* on the market and then use the actual keyword ‘Weight Watchers’ as a sub-domain in the display URL to try and improve quality score and add further relevance.

The Bidding Strategy...

We've talked about this in other material that we've released before, but one of the most important things you should do when first starting an Adwords campaign is to get a high CTR (click thru rate).

We have some really good case studies of this in the main course but the best way of doing this is to set a low daily budget to begin with so you don't spend too much money in one go, bid high enough so your ad is in the #1 - #3 position (also set the "position preference" to 1 - 3 in your campaign settings) and then wait a week before you start lowering your bids so your ad has some time to build up a decent CTR as well as some "history". Be warned: (You may lose money to begin with.)

Then, if you are able to achieve a consistently high CTR, when you start gradually lowering your bids in order to try and get your campaign into profit, your ad *should* remain in the same position even though you are not bidding as much for each click.

This is exactly what we did with this campaign and after lowering the bids the average cost per click was around \$0.30 and the ads we're in position 2/3 and achieving a CTR of around 2%.

Campaign Results...

300 clicks = \$90.00

Of the 300 clicks, 150 people clicked through from the pre-sell page to the sales page.

Of the 150 people, 4% bought which meant 6 purchases from the 300 clicks resulting in \$180 revenue on each \$90 spent. In other words a 100% profit.

Obviously it was up and down each day but once the campaign was running smoothly, this was generally the end result each 7 days and you have to look at results like these over a period of time as a 24 hour period does not provide enough data to accurately assess results.

So after it was established that the campaign was profitable, the fun really began!

Scaling Up...

This is where it gets interesting and what separates the winners from the losers in Pay Per Click. Well, by winners and losers I mean those who earn \$50 - \$200/day as opposed to those who make \$2000 per day with Adwords.

Making vast sums of money with Pay Per Click is all about scaling up once you know you have a profitable campaign and in the case of *this* campaign, the traffic was so immense, especially just after the New Year, the potential was virtually unlimited. All that had to be done was to open the taps on the budget and the profits would come thick and fast. In other the more money spent, the more money made.

However, this is where most people get scared, which by the way, is totally understandable. At the end of the day though, if you run a campaign over, say, a period of a month that CONSISTENTLY makes a profit overall (taking refunds into account), then scaling up isn't *all* that risky as long as you can get the credit or funds to do so.

Steve has an Amex card with a VERY high limit which enables us to scale in a big way.

Important Point: Be doubly sure you are going to get paid before you even think about dumping more money into a campaign. Clickbank is by far the best affiliate management company for paying on time with the advantage that they pay every 7 days now which is EXTREMELELY beneficial for cash flow purposes.

Anyway, back to this campaign...

So after the campaign was proven to be consistently profitable on a \$200/day budget, it was then gradually increased to around \$3500/ day and the clicks and sales came flying in at the same rate as before. As a result the daily profits were at around 80% - 100% with the odd bad day and therefore around \$3000 - \$3500.

Obviously everything was monitored very closely and you can see some of the results in the screenshot below. The \$70,352 paycheck was the post-Christmas and New Year one!

Allowance	Paycheck	Balance	CSV
\$3,538.30	\$31,842.19	\$0.00	CSV
\$3,650.69	\$32,853.70	\$0.00	CSV
\$3,012.83	\$27,112.97	\$0.00	CSV
\$3,337.01	\$30,030.62	\$0.00	CSV
\$3,020.93	\$27,185.85	\$0.00	CSV
\$2,686.16	\$24,172.92	\$0.00	CSV
\$3,132.62	\$28,191.12	\$0.00	CSV
\$3,558.51	\$32,024.10	\$0.00	CSV
\$3,677.84	\$33,098.05	\$0.00	CSV
\$3,399.91	\$30,596.67	\$0.00	CSV
\$4,276.51	\$38,486.10	\$0.00	CSV
\$4,625.11	\$41,623.45	\$0.00	CSV
\$6,023.33	\$54,207.44	\$0.00	CSV
\$7,817.21	\$70,352.40	\$0.00	CSV
\$2,738.64	\$24,645.25	\$0.00	CSV

Conclusion...

Hopefully you found this report interesting and that in some ways it has cleared up some of the confusion when you see people making thousands of dollars per day with Adwords. It is totally possible for anyone to do... you just need the funding, or to build up the funding gradually through profitable campaigns.

In Commission Blueprint 2.0, we are going to run through these strategies in more detail and we will also be giving you lots of great tips and techniques for making money with affiliate marketing WITHOUT having to invest any money upfront. We hope to see you there!

Remember, Commission Blueprint goes live on the 9th September 2009 at 9am eastern time at this address:

www.CommissionBlueprintTwo.com

thanks!

Tim & Steve