



# POWERHOUSE AFFILIATE

Creating a Profitable Mobile Advertising  
Campaign  
(Buzzcity)

Produced by:

<http://www.PowerhouseAffiliate.com>

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## Introduction

"Mobile Marketing is the Future" ... unless you've been living under a rock, you probably heard it a million times last year.

The slew of mobile devices having access to the World Wide Web creates a whole new bunch of opportunities to market over the internet.

From the way we spread information to the way we interact with each other, it has forever changed user and 'buyer' behavior which may become a key factor in the future of digital marketing.

Listen.

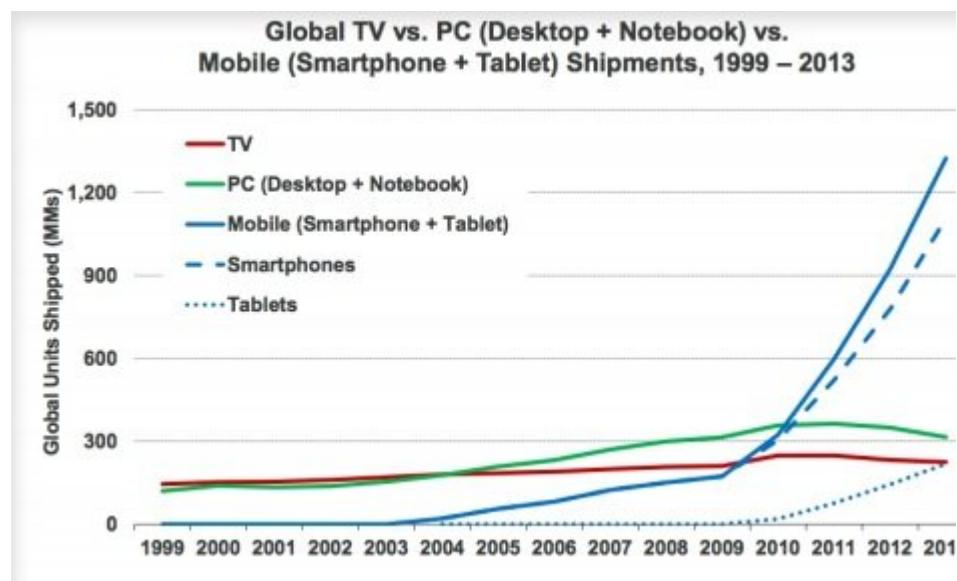
Almost (if not all) every popular website has a mobile version of their website which can be accessed even with lower end mobile devices. This accessibility actually increases a website's value by enabling it to be available to the majority of web surfers. And with a new wave of more advanced devices coming out in the market, things have never looked better for mobile.

You're probably wondering how big this sudden shift to mobile is.

Way back 2011; Mary Meeker, an analyst predicted that mobile internet usage would overtake desktop usage globally in 2014. Of course she was met with a few strange looks and raised eyebrows when she said that but in 2014, mobile reached a tipping point and it surpassed desktop browsing last year.



In fact, Google has reported a very consistent 130% growth in search volume every year and is only expected to grow in years to come as more mobile devices (more advanced) are being released.



It is important that you take advantage of this huge wave and have an effective mobile advertising campaign in place.

Now don't get me wrong, although mobile has exceeded the desktop platform when it comes to doing online searches, it still isn't THE dominant buyer platform. So you shouldn't blindly invest just because of the hype. That's one way to lose a lot of money.

I would have to admit that even though mobile marketing is the future, it's just not - YET.

With that said, here's how to make mobile marketing work for you as an affiliate.



## Choosing an Offer to Promote

Ok.

First thing you have to do is choose a good offer to promote. We're not necessarily looking for 'great' offers but just good enough will do. I often see a lot of affiliates struggle in finding that perfect offer when there is no 'perfect' offer to begin with.

To find these good offers, you can go to [vaultaffiliates.com](http://vaultaffiliates.com). If you haven't signed up yet, you can go ahead and sign up [here](#).

Remember that the offer you promote is very important. In fact, it's the very first step to building these successful mobile campaigns.

As a rule of thumb, you have to choose an offer that pays between the ranges of \$0.60 to \$2.00.

## Why?

Because what you're aiming for right now is not to earn a lot of money but rather to get a good conversion rate.

Yes. You're only aiming to break even.

You'll be needing the data and stats later on. Oh and here's another thing, DO NOT choose offers that ONLY targets United States. For starters, choose offers you can promote to other countries like United Kingdom, South Africa or Libya instead. Doing so will offer you a lot of control in your campaigns. You can always try and go back to promoting those once you've streamlined your process.



Clear?

Oh, and please check the landing page of your offer and make sure that it is mobile responsive. You won't believe how many affiliates forget to do this. It just makes perfect sense to make sure that the offer you're promoting is mobile optimized.

So you've chosen an offer. The next step is choosing an ad platform. There are a bunch of mobile ad platforms that you can use but for this example we will use [BuzzCity](#) to start your CPA campaign.

BuzzCity is a global advertising network. This is the ad network we're going to use to drive traffic to your offers. And just like any ad network, all you have to do is sign up as an advertiser.

Note: make sure that you're putting in your REAL details.

Once you're done signing up ...

### Create Your Campaign

1. Click on 'Get Started as an Advertiser' to start.

2. Click on 'Campaign planner'

Inside the campaign planner, you can see the top markets (ranked based on ads served) on the right hand side of the page. You can directly go and promote offers targeting those countries or you can follow my advice and try to find lower ranked countries first and optimize before you go to higher ranked markets. Now what I usually do is to go with the UK market first since it's 10<sup>th</sup> on the list and an ad serve of more than 740.4 M so it's neither big nor small and the bid is only from \$0.01 to \$0.02.

Right now, aim for those countries on the 11<sup>th</sup> to 20<sup>th</sup> position.



3. Get a list of 4 or more countries that you can work with based on your offer. Your goal is to compile at least 200 million or more ads served. In this case, the more the better.

4. Set up a new campaign like you would in any ad network and just take note of the following:

- Name it with your offer
- Campaign Type is cost-per-click
- Set the number of days. I usually set it to 5.
- Set daily budget to \$5.
- On the device class, makes sure that you choose 'mobile devices'.
- Banner type would be 'images'.
- Check off 'Larger Ads'. Trust me you won't want larger ads for tablets and smartphones. This is a conversion killer.



- Upload your banner. Doesn't matter how big because it will be re-sized automatically.
- Copy and paste your Target URL.

Easy right?

5. Geo-targeting. Now this is where it gets a bit tricky. Right below your target URL you would have to assign a specific country that you want to target. This is where your research earlier will come into play.

Assuming I want to target UK audiences, all I have to do is click on the '+' sign right below "country and audience targeting" and click on the appropriate continent which in this case is Europe.

The screenshot shows a user interface for targeting. On the left, there's a sidebar titled "Audience" with a list of selected channels: News & Information, Entertainment & Lifestyle, Portals, Utilities, General Content, Community or Glamour & Dating. To the right, under "Country and Carrier Targeting: Price per Click (USD)", there's a section for "Selected Countries" with a red box around it. Below that is a "Custom Rates" section with a note about checking minimum bids in the Campaign Planner and entering a price per click for regions or countries. A red arrow points to the "Europe" entry in the list of continents, which is preceded by a plus sign (+).

| Continent     |
|---------------|
| Africa        |
| Asia          |
| Europe        |
| North America |
| Oceania       |
| South America |



There will be a suggested bid of \$0.01 but I prefer to make it a tad higher (like \$0.015 to \$0.02) so that my ads get served even if there is competition around. You can always have this tweaked if you're receiving less clicks than expected.

|                              |                                     |                                   |
|------------------------------|-------------------------------------|-----------------------------------|
| <input type="text"/> Sweden  | <input type="text"/> Switzerland    | <input type="text"/> Turkey       |
| <input type="text"/> Ukraine | <input type="text"/> United Kingdom | <input type="text"/> Vatican City |

6. it's time to manage your device targeting. Don't just leave this as it is. Most marketers using this platform do but I want you to be different. On this one, you have to click on:

ALL DEVICES > OTHERS > and EXCLUDE PROXIED-BROWSER TRAFFIC.

7. You can leave the Channel Targeting alone but if you know what you want (especially if you don't want your content displaying on adult sites), then feel free to tweak it. Once you're done with this, all you have to do is submit your campaign for approval and fund your account.

Ok. You've chosen an Offer and Created a Campaign.

What's next?

Optimize

If the word 'optimize/optimization' sounded foreign to you, don't worry. It just means fixing or optimizing your campaign until it returns a positive ROI.

Got it? Good.



Here's a warning though ...

Your campaigns will usually start with a negative ROI. That's normal. Most of those who are new to CPA marketing stop doing CPA altogether once they start losing money. You're going to lose money alright but if you're going to lose it, lose it smart. It doesn't mean that you'll always win. It just means that you'll rarely lose.

So how do you win?

By learning how to optimize your campaigns. Make your loss work to your advantage.

For every campaign you create you should aim for at least 300 to 500 clicks for every \$5 spent. If you're not getting enough clicks within a 24 hour period for a \$0.01 bid, then that means you should bid a little higher. That's why I prefer to set the initial bid higher than the usual because I can see results almost instantly with my campaigns and I can tweak it within 24 hours of showing my ads.

As for conversions, assuming that your offer pays at \$2, you should be aiming for at least 2-3 conversions or takers. If it pays at \$1.50 then aim for 3 to 4. Always aim to break even so you are guaranteed more ad money to test your campaign. If you are breaking even then just let your campaign run for 2 – 3 more days to make sure that it's not a one-time wonder and see if you're still breaking even with it.

Think about it ... if you're spending \$5 and getting \$5 back PLUS some valuable traffic data, how many times would you do it?

Heck, I'd test the hell out of it! Wouldn't you?

That's why you need to find that breakeven campaign because once you find it, you're now going to use that as your 'control' for split testing which is the FINAL step. You can't



do split testing if you don't have a controlled campaign. Without it, you're just basically throwing money away.

To make your campaign profitable, test different variations of your 'control' and see which variation will get you more ROI. Launch another campaign (I suggest you do this one at a time so you can track) to split test with your control. If the new campaign performs better than your original campaign then scratch the original campaign and use the new campaign as your control.

You can first split test banners or images. Once you know that the banner works, you can launch a campaign with the same banner but targeting different Operating systems (IOS, Android, and Blackberry) and check which OS gets you the best result for that particular banner. If a campaign returns a less favorable result, drop the losing campaign and keep the winning one.

You can test banners, channels, carriers and different OS. You can test a lot of other things aside from these examples mentioned but those are the basics.

Keep doing this until your campaigns return a bigger profit and then scale it up by targeting higher ads served countries like U.S and Canada. This time around, your campaign is optimized enough for you to get your investment back even if the bid is higher than the usual.

Here's the deal, your goal here is ROI. Most marketers focus on click through rates (CTRs) and conversion but if you ask me, I don't care how much I spent on a click or how many converted. If you're consistently getting a return on investment then that is good enough.

There's no such thing as a perfect campaign. Aiming for perfection only leads to procrastination.



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