

CPA Marketing Dos and Don'ts

Your Guide to Ethical and Effective Promotion

Introduction

This guide outlines the best practices, or Dos and DON'Ts for promoting CPA offers ethically and effectively. Following these guidelines will help you build a sustainable business with long-term income potential while maintaining good standing with networks, platforms, and your audience.

The DOs: Best Practices

DO Read and follow all offer terms carefully:

- Each offer has specific promotional guidelines
- Following terms ensures your commissions are safe
- Terms protect both you and the advertiser

DO Provide accurate information about offers:

- Clearly explain what the user will receive
- Be honest about any requirements to qualify
- Set realistic expectations about the offer

DO Target relevant audiences:

- Match offers to people who genuinely need them
- Promote to demographics that qualify for the offer
- Focus on quality leads rather than quantity

DO use approved promotional methods:

- Stick to traffic sources allowed by the offer
- Follow each platform's terms of service
- Ask your affiliate manager when unsure

DO keep records of your promotions:

- Save copies of promotional materials you create
- Track which methods and messages convert best
- Document your affiliate IDs and network contacts

The DOs: Best Practices (Con't)

DO disclose affiliate relationships when needed:

- Be transparent about earning commissions when appropriate
- Follow FTC guidelines for your promotional content
- Build trust through honesty with your audience

DO Test Offers Before Scaling:

- Verify tracking links work correctly
- Ensure the offer converts properly
- Confirm commissions are being tracked

DO Build Relationships with Affiliate Managers:

- Communicate regularly with your network contacts
- Ask questions when unsure about guidelines
- Request offer recommendations for your traffic

DO Continually Educate Yourself:

- Stay updated on platform policy changes
- Learn about new promotional techniques
- Follow industry news

DO focus on building a sustainable business

- Prioritize long-term income over quick profits
- Create systems that work consistently
- Build your reputation as a quality publisher

The Don'ts: Practices to Avoid

Don't make false claims about offers:

- Never promise results the offer doesn't deliver
- Avoid exaggerating potential benefits
- Don't create unrealistic expectations

Don't use misleading promotional tactics:

- Avoid fake "urgent" notifications
- Don't create false scarcity
- Never impersonate official organizations

Don't spam or harass potential leads"

- Never send unsolicited bulk emails
- Avoid excessive posting in groups/forums
- Don't message people repeatedly

Don't violate platform terms of service:

- Each platform has specific rules about promotions
- Breaking rules can get your accounts banned
- Lost accounts means lost traffic sources

Don't use competitor trademarks or copyrighted material:

- Never use trademarked terms in paid ads without permission
- Don't copy images or content you don't have rights to
- Avoid brand names in domains or page URLs without permission

Don't incentivize leads when prohibited:

- Many offers forbid rewards for completion
- Check terms before offering any incentives
- Incentivized traffic often leads to reversals

Don't use cloaking or link masking when prohibited:

- Many networks forbid hiding destination URLs
- Be transparent about where links lead
- Use approved link shorteners only

The Don'ts: Practices to Avoid (con't)

Don't direct link when landing pages are required:

- Some offers specify landing page requirements
- Always check if direct linking is allowed
- Landing pages often improve conversion rates

Don't promote to prohibited geos (countries):

- Each offer has specific geographic restrictions
- Traffic from wrong locations won't convert
- Can result in account warnings or termination

DON'T ignore network communications:

- Respond to affiliate manager inquiries promptly
- Address any compliance concerns immediately
- Stay informed about network policy updates

Common Compliance Issues: Email Marketing and Social Media

Email Marketing:

- Always include physical address in marketing emails
- Provide clear unsubscribe option in every email
- Never use harvested or purchased email lists
- Honor opt-out requests promptly
- Use accurate subject lines that reflect content

Social Media

- Follow each platform's promotion policies
- Don't create fake accounts to promote offers
- Avoid excessive posting in groups or communities
- Respect group rules about promotional content
- Don't misrepresent yourself or your relationship to offers

Common Compliance Issues: Paid Advertising and Content Marketing

Paid Advertising:

- Don't bid on protected brand terms without permission
- Ensure ad content complies with platform policies
- Avoid making claims that require disclaimers
- Keep landing pages consistent with ad messaging
- Follow platform-specific guidelines (Google, Facebook, etc.)

Content Marketing:

- Clearly disclose affiliate relationships in content
- Don't claim personal experience with offers you haven't used
- Avoid presenting affiliate content as unbiased reviews
- Respect copyright when using images or content
- Provide genuine value beyond just promotion

Consequences of Non-Compliance

Network Consequences:

- Commission reversals
- Payment holds
- Account suspension
- Permanent termination
- Blacklisting across multiple networks

Legal Consequences:

- Potential FTC penalties
- Copyright infringement claims
- Trademark violation suits
- CAN-SPAM Act violations
- Potential lawsuits from advertisers

Business Consequences:

- Damaged reputation
- Lost traffic sources
- Reduced offer access
- Lower commission rates
- Unsustainable income

If Ever in Doubt?

- If you're ever unsure about a promotional tactic or offer guideline:
- Review the offer terms carefully
- Ask your affiliate manager for clarification
- Err on the side of caution
- Remember: If it feels questionable, it probably is

Your reputation as a publisher is your most valuable asset in CPA marketing. Protect it by always choosing the ethical path.