

CPA Marketing Training

CPA offer Cheat Sheet

1. Freebies & Sweepstakes

Offer Types:

- Gift card giveaways
- Cash sweepstakes
- Free product samples
- Discount vouchers
- Prize draws Form

Form Requirements:

- Email address
- Basic contact information
- Sometimes demographic questions

Typical Payout Range: \$1.50-8 per lead Conversion Difficulty:(Very Easy)

Best Traffic Sources:

- Social media
- Email lists
- General audience forums

Tips for Success:

- Focus on the "free" aspect
- Use exciting language ("Win!" "Free!")
- Create urgency ("Limited time offer")
- Show social proof ("Thousands already entered!")
- Best offer to start with for "Newbies"!!

2. Business Opportunities

Offer Types:

- Work-from-home information
- Side hustle guides
- Online business systems
- Franchise information
- Passive income methods

Typical Payout Range: \$15-70 per lead Conversion Difficulty: (Easy to Medium)

Form Requirements:

- Contact information
- Business experience questions
- Income goals
- Sometimes investment capability

Best Traffic Sources:

- Entrepreneur forums
- Income opportunity seekers
- Work-from-home groups

Tips for Success:

- Focus on lifestyle benefits
- Emphasize low startup requirements
- Use income potential examples
- Highlight flexibility and independence
- Try these types of offers **After** you have a few “Wins” under your belt!

Choosing the Right Offers for Beginners

Best Starter Offers:

- Gift card sweepstakes
- Email submit surveys
- Free sample offers
- Credit score checks
- Streaming service trials

Why These Work Well:

- Simple conversion process
- Universal appeal Lower barrier to entry
- Easy to promote with free traffic methods
- Quick approval from networks

Testing Strategy for CPA Offers

- 1. Choose 2-3 offers from different categories:**
Select a small number of offers across different niches to test which resonates best with your audience.
- 2. Send equal traffic to each:**
Distribute your traffic evenly to get a fair comparison of performance across different offers.
- 3. Track which converts best with your audience:**
Monitor metrics carefully to identify which offers have the highest conversion rates and EPC.
- 4. Focus on scaling winners:**
Once you've identified top performers, allocate more resources to maximize your returns.

Some Important Terms to Know

Payout: The commission you earn per conversion

EPC (Earnings Per Click): Average amount earned per visitor you send

Conversion Rate: Percentage of visitors who complete the offer

Suppression List: List of emails that cannot be submitted (already registered)

Reversal: When a lead is rejected and commission is removed

Cap: Maximum number of leads accepted daily/weekly (can be increased)

Allowed Countries: Geographic regions where the offer can be promoted

Traffic Sources: Methods allowed for promoting the offer

Key Reminders for CPA

1. Success You'll learn detailed offer selection in Module 4-
The comprehensive strategies for choosing the most profitable offers will be covered in depth later in the course.
2. Start with simpler offers as you build experience-
Begin with easier conversion offers to build confidence and understand the fundamentals before tackling more complex campaigns.
3. Always read offer terms completely-
Understanding the specific requirements and restrictions for each offer is crucial to avoid wasted effort and potential account issues.
4. Ask your affiliate manager for recommendation-
Affiliate managers have insider knowledge about which offers are converting well and can provide valuable guidance tailored to your traffic.
5. Test multiple offers to find what works best for you Continuous testing and optimization is the key to discovering the most profitable offers for your specific audience and traffic sources.
6. Focus on quality traffic rather than offer volume It's better to send targeted, high-quality traffic to a few well chosen offers than to spread thin across many offers with non targeted visitors.

For detailed strategies on selecting and promoting specific offer types, refer to Module 4