

Health Plan Quote

[About Us](#) | [FAQ](#) | [Privacy Policy](#) | [Terms of Use](#) | [DMCA](#)

Request a FREE QUOTE in 5 minutes!

Protect Your Health and Save Today!

Step 1 - Get Started

You

Gender:

Height: ft in

Weight: lbs

Smoker? No

Birthdate: / /

Zip:

Health Plan Quote is not an insurance carrier or broker. We cannot guarantee a quote from a specific carrier, and we cannot guarantee that all products are available in all states. The information and suggestions on our site are intended for informational purposes only, and we expressly disclaim any representations or warranties, express or implied, regarding the accuracy of such information.

© Copyright 2006-2009. Health Plan Quote.

Compare Health Plans and SAVE!

You shouldn't have to put your health at risk in order to pay your other bills every month, but insurance premiums can be expensive. Request a **free quote** today and see how much you could be saving on your health insurance plan. It's completely hassle-free, and you can request a quote in **5 minutes** or less!

As you can see it has all the characteristics of a good offer to promote and test.

Although you do want to find specific offers that best fit with each of the strategy I'll show you.

If you're still having trouble finding the right offer to promote, again you can always ask your affiliate manager for good offers to promote. Just ask him/her what the top converting offers are and give a general idea of what type of offers you want to promote. I usually go for popular niches such as dating, debt relief, and foreclosures. Your affiliate manager will then tell point to you possible offers you can promote.

You want to keep in touch with your affiliate manager as much as possible when it comes to CPA marketing. Once you've proved that you get results from your efforts, the affiliate manager will trust you. He/she will then give you exclusive offers that only a select few affiliates can promote. These offers usually pay higher than normal offers and convert better. Your affiliate manager can also raise payouts of existing offers you promote if you want to.

3. Implementation Steps-

This is where I will explain how everything comes together. I explain when and where to use tools and what steps you need to take. This is pretty much where the big picture shows up.

After reading all the strategy sections, you should have a good understanding of how they work. Then you can make an informed decision on which strategy to use.

Preview from Notesale.co.uk
Page 19 of 65

In my example, when a user call my number, I will have a voice mail message that gives several free tips on getting rid of debt. And either at the beginning or end of my message, I will tell them that they can get a free debt consultation if they go to my site/domain.

Now the site/domain can just be a redirect to a CPA offer, or a CPA offer relating to debt removal in this case. This way, the user is inclined to go to your domain, which directs them to a CPA offer, which they will likely fill out.

This is very powerful because you are getting traffic, but not paying for any clicks because users are not cling on your ads. This is quite effective for going into markets where keywords are very competitive and the costs are around \$2-\$4 per click. By implementing this strategy, you can bid on the popular keywords that will give you a lot of impressions. You can bid high to get a lot of impressions, but pay very little in terms of click charges since your ad encourage users to call you instead of clicking your ad.

In my example, I can use that ad and bid \$5 per click on the keyword “debt consolidation” and get a lot of impressions for it. “Debt consolidation” is a very popular keyword and will likely get a huge amount of impressions. In fact, that keyword has a search volume of 1,220,000 in the month of September:

Choose columns to display: ? Show/hide columns				
Keywords	Advertiser Competition ?	Local Search Volume: September ?	Global Monthly Search Volume ?	Match Type: ? Broad
Keywords related to term(s) entered - sorted by relevance ?				
debts		201,000	201,000	Add <
debt help		201,000	246,000	Add <
debt settlement		368,000	301,000	Add <
consolidate debt		90,500	110,000	Add <
credit debt		1,000,000	5,000,000	Add <
debt collection		301,000	246,000	Add <
debt management		246,000	368,000	Add <
debt counseling		135,000	165,000	Add <
debt consolidators		9,900	14,800	Add <
credit card debt		550,000	550,000	Add <
debt consolidation		1,220,000	1,220,000	Add <

The power of this strategy is that it allows me to get traffic, likely huge amounts of it since I can use this to bid on high volume keywords. And I can do this without paying for too much click charges, since most users will call my number rather than click on my ad. This will essentially allow me to get traffic to my site almost for free.

In the next sections, I will explain how this whole strategy works in detail, as well as any necessary tools that's needed.

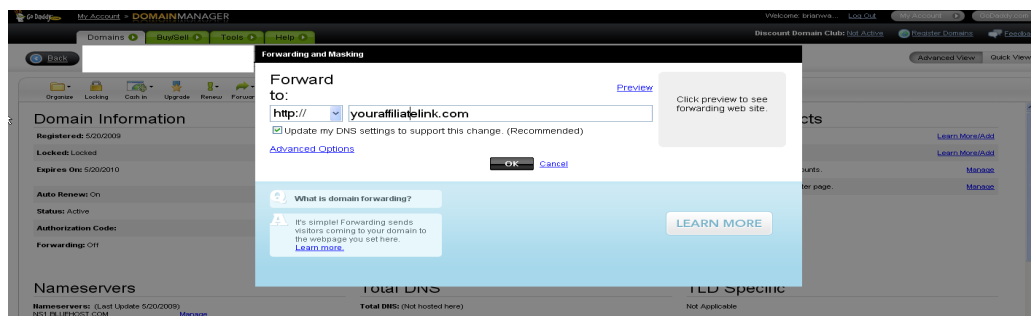
Tools and Resources Needed:

The first set of tools needed is to have your PPC accounts ready. Here are the following PPC engines you can use:

[Google Adwords](#)

Google Adwords is the most famous PPC engine out there. If you have a Google Adwords account, all you have to do is make sure you make sure you turn on “Content network” for the ad group of keywords you want to use:

Next step is to register your domain. I suggest using [Godaddy](#) for domain registration, and have the domain redirect to the affiliate link of your chosen CPA offer by going to your domain manager panel:



Getting your affiliate link from your CPA network is straightforward, but if you do get confused for any reason, your affiliate manager can help you find the link you should use.

The next step is to sign up for an account at Tollable Digits. Once again, I recommend signing up for a basic \$6.99 per month account. I usually select a toll-free number when creating a virtual number, but you can also choose a local number if that's what you prefer. Keep in mind that you need a real number that the virtual number forwards to, so you will get a lot of calls if you plan on using this method. It's best not to pick up those calls and let the voicemail handle the rest.

After you created your account and set up your virtual phone number, you're almost ready to go. You just need to setup your voicemail. If you go into the control interface for your virtual number, you should be able to find a function that will let you set a voicemail. Here's a quick example of a voicemail I've used to setup for this method:

Poll Factory

This is the software that I recommend on using if you want to seriously go forward with this method. It costs \$100, but it is well worth the investment because it allows you to create these polls, and having impressive graphics for these poll pages. And you can create these polls in as little as 5 minutes with this software. It will make your things a lot easier, especially if you are the type who does not want to mess with HTML too much.

NVU

Strategy 3: The Content Bait

The main idea behind this strategy is to offer a bonus in the form of report/video/ebook/product if someone fills out a CPA offer. The best part of this strategy is that it's very flexible. The bonus content doesn't even have to be related to your offer. It can be on anything, it's just that I highly suggest basing the bonus content on current popular trends and topics. Visitors will then be forced to complete your CPA offers in order to receive the bonus content on your site.

This strategy also has the potential to build a good sized e-mail list for you. This is entirely optional, and I will show you exactly how to do this later on in this chapter.

Strategy Explanation:

Once again, you're going to use Google Trends, Yahoo Buzzlist, or Digg to find current popular topics and trends. But the best part of this strategy is that it is so flexible, and if you want to use it to build a mailing list in a niche, it's possible. I do however suggest doing so in niches that are profitable.

Then it's time to build a site that will offer your bonus content. I would get the bonus content first. The content can be anything from videos to reports to an ebook. You can either create the content yourself, or outsource someone to create the content for you. Alternatively, you can get a PLR product and offer that as bonus content.

Next step is to come up with free content to offer. This can be anything from simple 20-30 page reports or special video(s). You can either come up with the content yourself if you can, or you can outsource to a freelancer to come up with the content yourself. Videos are easy and painless to create yourself, just make a video informative and something that those in your niche would be interested in. If you don't want to write the report yourself, you can outsource to a freelancer for around \$60-\$85.

Alternatively, you can offer a PLR ebook, course, or report as the content.

Next step is to choose 1-3 CPA offers for visitors to fill out. It doesn't really matter what subject is the CPA offer about. It can be totally unrelated to your content that you're offering. However, I do suggest using only e-mail/zip submit offers or short form offers that don't require credit card information. Offers that require credit card info can be a hassle to fill out, and a lot of visitors will not complete the offer. But since e-mail/zip submits and short form offers are easy to fill out, visitors will not mind as much.

Remember to only use CPA offers that are incentivized. This means that affiliates are allowed to offer incentives to promote them. Not all offers are incentivized, so it's best to ask your affiliate manager to make sure an offer is incentivized or not. Take the affiliate links of your chosen offers, and have them down somewhere so that they can be used for later.

The next step is to create your web page and upload it to your domain. Once again you want a domain name that's related to your niche. Domains can be registered at Namecheap or Godaddy.

Your Traffic Sourcing

In this chapter, I'm going to discuss the main ways of getting traffic for all the methods. As you should know, no matter how good the strategy is you still need traffic to funnel into your offers. Although some of the strategies from before (like the semi-free lead strategy) already has it's own traffic built into it. And if you're using strategy 4 "Getting Others To Do It" then this is it's own main traffic source on it's own so you don't even need anything else. But if you want to start right, you could supplement them with the traffic sources in this chapter, or use them as a stand-alone for the other strategies that will need it.

Without wasting time, here's some of the best alternative ways to get traffic:

Article Marketing

Article marketing is one of oldest yet most proven ways of getting traffic to your site. Not only that but it is also very cheap, or costs nothing if you're willing to write articles yourself. It also builds your reputation and makes you more of an authority in your niche.

In terms of the actual articles themselves, they should be written in a way that's informative, yet lead them to find out more information by going to your site. Your articles should also be keyword optimized for SEO purposes.

The main way that PPC works is that you place a small text ad on keywords that you want to target. Whenever a user searches a keyword (using a search engine) that you target in your PPC campaign, your ad appears. The position of your ad is based on how much you are bidding for the price of the click. The higher you're willing to pay for a click, the higher position your ad will be displayed. This gives you more exposure, and you get more traffic to your site.

Here are the main PPC engines out there:

[Google Adwords](#)

[Yahoo Search](#)

[MSN Adcenter](#)

Although MSN is going to combine and form Bing at the time of this writing. If you want a basic idea of how to setup a PPC campaign, you should watch these videos:

<http://www.google.com/adwords/learningcenter/>

-Keyword Research Tools:

To build a good PPC campaign, you will need to utilize good keyword research tools to build good keyword lists. Here's two major keyword tools out there that will build you good keyword lists: