Beginners Guide

to

Pay Per View

PART 1

Introduction

You may or may not know that I own a website called PPVguru.com It is a private membership site that deals solely with PPV marketing. When I initially set up the site I did not intend for it to be marketed towards people who had never been involved in PPV marketing. However, to my surprise we gained quite a lot of marketers that had lost their current traffic source and were looking for a new source of traffic. I found myself continually repeating myself about things which I took for granted. So to take it one step further I decided to write this complete beginners guide on PPV Marketing.

So, if you are brand new to this type of marketing by the time you have read this book you will fully understand the process and how to make money at it.

As you read through this book you will see various terms which are used in the industry and I will highlight them in **bold** and give a brief description of what they are after the paragraph in which they are used. E.g.

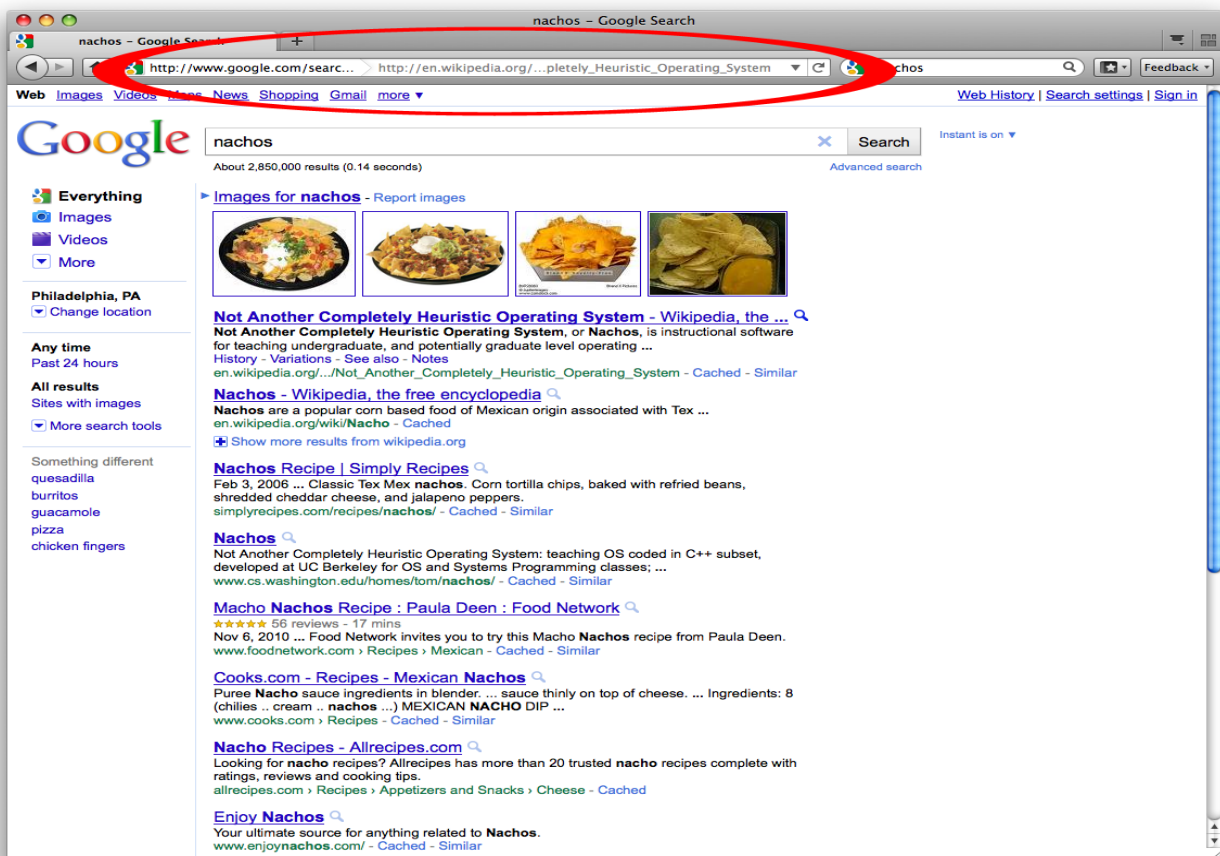**Bold; a term for making the text darker and bolder**

What is PPV Marketing?

PPV stands for pay per view marketing. It is interruptive marketing which is a piece of software which is activated and generates a pop up by you typing something into your search box or url bar.

The url bar is circled in red below:

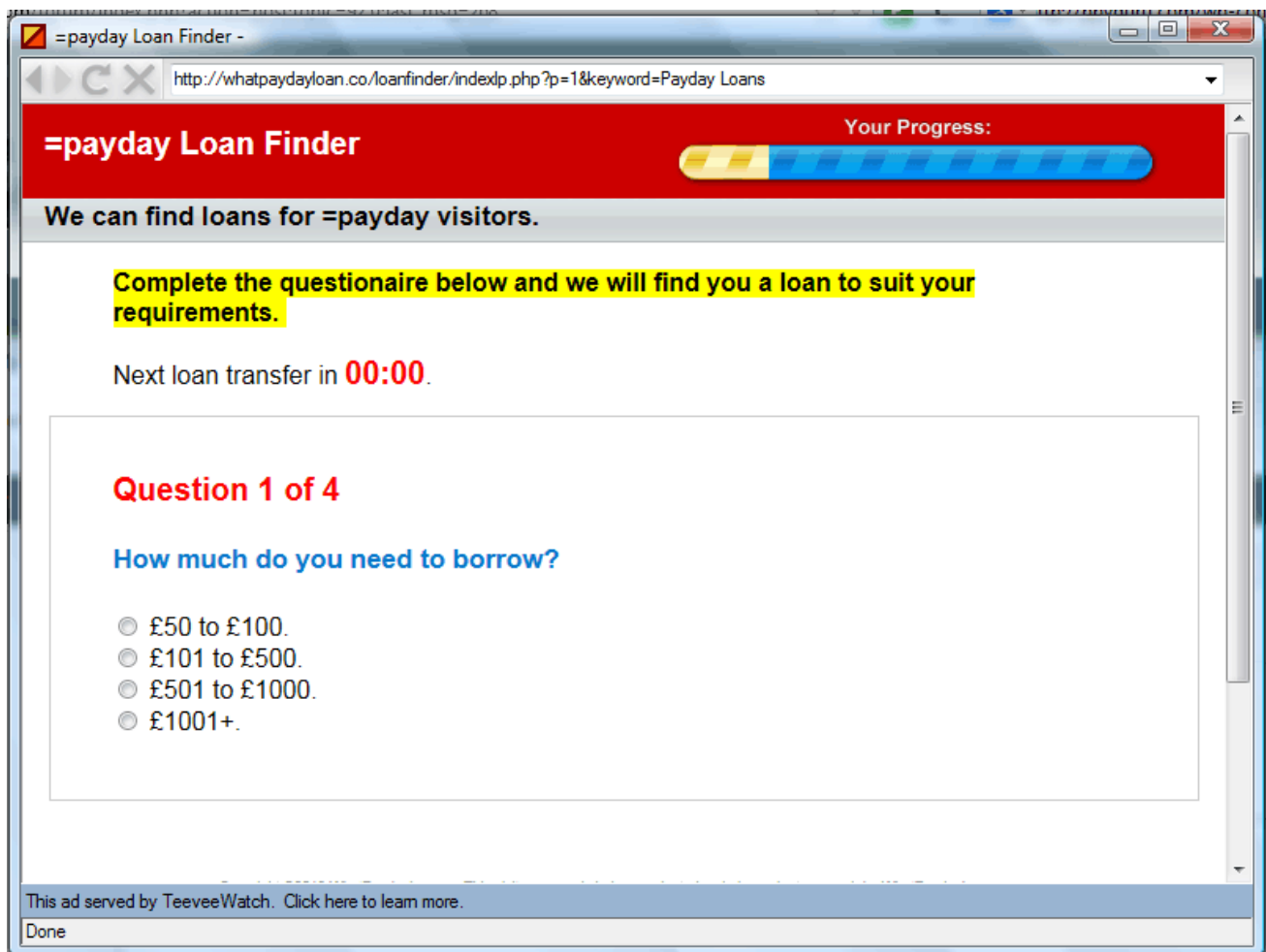It's the part that has http://google.com/blah/blah at the top of your browser page.

A **pop up** will appear depending on what you have typed into the url bar or an input box. An example **pop up** is below:

> **Pop up; term used for another smaller browser window opening on your computer. It appears over the top of the current page you are on.**

The above is an image of a pop up which is 800x600 pixels in size that was triggered by someone typing "payday loan" into Google.

As you can see it is a relevant advert in relation to the "payday loan" search term.

Many people think that these types of adverts are a virus on their computer but they are not. Every person who has these pop ups has given their explicit permission for this software to be installed on their computer.

The user may have downloaded a game, a free screensaver, a coupon toolbar or even a weather toolbar. When they installed the item they downloaded they are asked if they want this extra software installed. They or you have clicked YES and the software is installed. Within 24 hours you or the user will start to receive pop ups.

Pop up blockers cannot prevent these pop ups from occurring because they are not a part of the browser. These pop ups are a separate piece of software. They are not a virus that most virus detecting software will not remove.

Where do pop ups come from?

There are many companies that provide you access to these pop ups. Most of them auction off the pop ups and sell you keywords and target urls in a bidding war. The highest bidder will receive most **traffic** and obviously have the highest cost.

Traffic; is the term used for people who visit your **offer** or **landing page.**

Offer; is a term used for the web page that has the product on which you are trying to sell.

Landing Page; this is a web page that the visitor sees and entices them to click through to your offer.

Click Through; term used for a visitor clicking on your landing page which directs them to the offer.

My favourite **traffic sources** are:

Traffic Source; term used for where you buy the pop ups from.

Trafficvance.com – very good quality but very expensive. Requires $1000 deposit and a referral.

Leadimpact.com – medium range quality and mostly cheap traffic. Requires $200 deposit to start with and then minimum top ups of $100.

> **If you are starting out – I would recommend leadimpact.com to start your business and this is what the example will be on later in the book.**

Mediatraffic.com – is very hit and miss and some days can produce awesome results and other days produce some utter tripe. It has a minimum deposit of $100 and minimum top ups of $25.

Bidding per pop up can start from as little as $0.005 per pop up and I have seen them reach as high as $5.00 per pop up.

You have to treat these as three different animals. All three PPV companies have different markets and perform different.

Some features that appeal to me from each one.

Trafficvance:

Trafficvance has a very easy to use interface.

Trafficvance has a lot of case studies float around including the mass of case studies in our forums. http://ppvguru.com/forum/

With Trafficvance you can set up your ads and have them running in about half an hour mostly. They are very quick to approve your ppv campaigns. They work weekends as well which is ideal for when you come up with that lucrative idea and want results straight away.

The quality is very good on finance, health, and survey type offer. The offers I find that convert the best are for the older generation 30+ where as the others are more for a younger market.

Business and Industry	22.99%
Business and Industry > Marketing and Advertising	16.72%
Internet and Telecom > Search Engine	9.92%
Games > Video Games	9.79%
Finance > Credit, Loans and Mortgages	3.99%
United States	66.46%
Israel	13.63%
United Kingdom	9.84%
Canada	6.44%
Sweden	0.97%

others   2.66%

No adult allowed on trafficvance

Leadimpact

There seems to be tonnes of traffic from leadimpact with a far younger audience than trafficvance. I would say between 15 to 25 gets the most traffic.

Business and Industry	15.78%
Internet and Telecom > Search Engine	9.46%
Internet and Telecom	8.77%
Business and Industry > Marketing and Advertising	7.42%
Adult	2.67%

As can be seen from the above Leadimpact allows adult traffic and you can get a lot of targeted dating offers this way.

The quality on leadimpact is good but just quite as good as trafficvance.

Getting campaigns approved is a nightmare especially on a Monday after the weekend build up. They don't work weekends so you may have to wait up to 48 hours on occasion to get your leadimpact campaign active.

United States	59.08%
United Kingdom	13.09%
Australia	7.70%
Canada	3.93%
Israel	3.56%
others	12.64%

The country breakdown of traffic availability is mostly for the USA.

Media traffic

I quite like media traffic although their traffic is hit and miss at times. When it's good it's very very good. But when it's bad I want to burn it!

United States	91.95%
United Kingdom	6.62%
Italy	0.31%
Netherlands	0.29%
France	0.18%
others	0.65%

So there is a boat load of traffic for the USA. The uk traffic quality is pretty good and is aimed at more at technology and the mid range market.

Business and Industry	14.60%
Internet and Telecom	10.68%
Adult	5.43%
Autos and Vehicles > Automotive Industry	5.30%
Internet and Telecom > Search Engine	3.78%
others	60.21%

No adult allowed on Mediatraffic.

SIMPLE RULES ON ALL OF THE SOURCES

The higher you bid the more traffic you get.

Understanding a Pop Up

The best way to understand a pop up is to install the software. You do not have to install the software but you will get a better grasp of how it works if you do.

Trafficvance Pop Ups: http://www.arcadesafari.com/aj/777/6158/

You need to download and install the game.

This will start providing you pop ups within 72 hours. It is not instant with trafficvance.

A simple explanation on how a pop up works is as follows: Imagine a devil on your shoulder that can see what you type into your computer browser and before you click enter to visit a webpage the little devil presents you with a pop up of a similar webpage or even the webpage that you were about to visit.

A pop up can be activated by keywords or urls. These keywords and urls are called **TARGETS.**

This is a URL: http://www.arcadesafari.com/aj/777/6158/

This is a keyword: arcade safari

A **TARGET** in any part of the URL in the browser bar will activate a pop up. So for example if you have a target as w.arcadesafai it may still activate the same pop up. This is very useful to know as you will see later.

TARGET Keywords will activate a pop up when you type them into any input box and press enter in the browser.

Let us analyse the URL element a little more. We can target the root domain or the entire URL or both.

Entire URL : http://www.arcadesafari.com/aj/777/6158/

Root Domain: http://www.arcadesafari.com

Now most of the traffic sources do not allow http:// or www. To be a part of the target so we would change them as follows:

Entire URL : arcadesafari.com/aj/777/6158/

Root Domain: arcadesafari.com

Now we do not have to leave them at that. What we might find when we add these keywords to one of the traffic sources that there is a ton of competition so we can do some guru tricks and change them a little but still achieve the same target.

Root domain variations: arcadesafari.com

w.arcadesafari.com

ww.arcadesafari.com

.arcadesafari.com

w.arcadesafari.com/

ww.arcadesafari.com/

.arcadesafari.com/

So now you can see we have 6 more variations that will have the same effect as the root domain but the difference will be in the price of the bid for the pop up. The more complex the domain variation = the cheaper the bid.

> The trick with pop up targets is to get them as cheap as possible and as targeted as possible.

Now let us take a look at keyword variations. This is the base keyword that we looked at.

arcade safari

We can vary the above in an attempt to get more targets but cheaper than arcade safari. Here are some examples of what might trigger the pop up: arcade safar, rcade safari, arcade safa, arcade saf.

You notice that whilst it might not mean very much to us a computer is just a hunk of metal that does as it is told. If you tell a computer to change the screen blue when someone types BLUE it will do just that.

However, if you tell it to change the screen blue when they type BLUE and you type "blue" nothing will happen. A computer see's BLUE and blue as two different things. (Depending on its programming).

Why am I telling you this? We need to be precise with our targets which are keywords and urls as these are what our pop ups will activate on. If we have a wrong target then that could potentially cost us money. For example if we have facebook.com instead of facebook.com/arcadesafari as a target then we will burn all our money in seconds.

Landers, Interactions, Direct Linking

What are they and when to use them?

Landers: or landing pages as they are sometimes known should be used when the offers do not allow direct linking. These can help conversions massively on occasion. When I first studied PPV marketing I thought, how can this increase **conversions**?

Conversions; term used when an offer presented to a visitor achieves a point of payment to you. This could be the completion of a purchase or even a simple email submit.

Landers are great for warming up the visitor and turning them into a customer. You can add speech which pre-sells the product you are offering also maybe spruce up the landing page of the offer and add your own twist.

These normally consist of an image with a link to a sales page or an offer page. You can add all kinds of fancy stuff like countdown timers or **geo location scripts**. All of which can be found in the forum. (http://ppvguru.com/forum/)

Geo Location Script; a term used to locate the visitors home town, city and country.

Interactions

Interactions are great to engage your customer. To create an interaction you need to create something that draws the customer away from what they are doing and to entice them to click your offer link.

I have used some great methods over the years to get an interaction from a user.

The interactions which I like to adopt are as follows:

a) Create a Customer Survey in relation to the target.

b) Create a Customer Competition in relation to the target

c) Create a possible discount coupon

d) Create a diversion tactic in relation to the targets competitors.

e) Create an **infomercial** about the product.

Infomercial; term used to provide an information commercial or an information advert this is also known as an **Advertorial**

Let's take a look at each one separately.

Customer Survey

When creating a customer survey you need to keep a few things in mind.

i) Keep the questions short and simple.

ii) Make the questions relevant to the target.

iii) Try to mention the end product in the questions.

(A survey script is already made up and ready on http://ppvguru.com/forum/)

Customer Competitions

These perform really well with **trial products**. You can suggest to the user that if they enter the competition they will be offered some highly discounted products. For example, Skin Care products that retail for £49.95 or $89.00 can be bought by the user as a trial product just for the cost of the shipping (postage and packaging), which is usually around £2.95 or $4.95.

Trial Products; is a product which is offered for a trial period such as 14 days. If the product is returned the customer is not charged for it. If the customer keeps it then they are charged the full price.

Again keep in mind to keep the questions short and very easy to answer. We have all seen the Daytime TV competitions where they ask you one simple question to win a huge prize. The question on daytime tv is normally something that a 3 yr old could answer e.g.

How many hands does a clock have?

Choose :

a) 1

b) 2

c) 3

Then they have to send their answer via sms text message and they get charged £1.50 or $3.00 to enter.

You would then have a clickable button on each answer which would take them to a new page that says:

"Congratulations you have been chosen for a special offer."

And then you would load a list of the offers on the congratulations page. This works very well.

(A competition script is already made up and ready on http://ppvguru.com/forum/)

Discount Coupon

Creating a simple discount coupon for offers such as the trial offers are very productive. You basically create a box with a dotted line normally in red dashes. And inside the coupon advise of any possible discounts. For example if you have a trial product at £2.95 or $4.95 instead of the retail cost of £49.95 or $80.00 you could offer something like a 95% discount. Or suggest that limited time offer you can get this for just £2.95.

Create some URGENCY with this and you will find it converts much better. When I say URGENCY say there are only 5 discounted products remaining or that the offer ends today.

(A simple Discount Coupon Script is available on http://ppvguru.com/forum/)

Diversion Tactics

This works particularly well if your target domain has some high bids. This basically means there are lots of people bidding on the target. When this happens I target competitor sites or similar sites and make them aware that my offer is better than the one they are about to purchase.

For example: If someone is looking for a slimming pill and I have a slimming pill offer to promote, I would simply create a pop up that advises the customer to "STOP!!! You are about to over pay for SLIMMING PILL XYZ. Click HERE and get it for a fraction of the cost"

Informercial or Advertorial

These are quite complex but convert really well. What you do is create a website or a blog like a review site or a news site. Make it look official like CBS or something. Obviously do not copy CBS exactly as they would not be very happy with you.

Create a full page article on the product where you are giving it a review or an interview to the product owner. Now every time you mention the product in the advert make the name of the product a clickable link.

The more official these look the better they are.

Again there is an example on http://ppvguru.com/forum/ for you to copy.

Direct Linking

Direct linking is where you do not use a landing page or any other interaction prior to loading up the offer. You have to be very

careful with these as many advertisers do not allow you to direct link.

Direct linking is the easiest and quickest way to set up a campaign as all you have to do is get the affiliate link and place it into the traffic source and enter your targets.

Choosing an Offer

Many people make the mistake of thinking that picking an **email submit** is the quickest and easiest way to make money. **WRONG!**

Email Submit; a term used to describe an offer that converts as soon as a customer enters their email. There are two types of email submits. One is a **single opt in**, the other is a **double opt in**.

Single Opt In; conversion point is immediately after the user enters their email address.

Double Opt In; conversion point is when the user enters their email address and confirms the validity of the email by opening up an initial email sent by the advertiser and clicking the confirmation link within that email.

The problem with email submits is the rates they payout. They generally only pay between $0.50 to $2.00 which means you have to be getting conversions quickly and a lot of them to make it profitable.

I am not suggesting that you do not do these. I am suggesting that you not make masses of money doing them.

Work out the maths for yourself:

If you have an email submit that pays $1.00 for example and you have a budget of $10.00. Now let us say the cost of each pop up is $0.01 you will get 1,000 pop ups for $10.00.

You need 10 conversions at $1.00 each to break even. That's a 10% conversion rate.

Now using the same budget of $10.00 you get the same amount of pop ups which is 1,000 but this time you are promoting an offer that pays $30.00 which is about average for a trial offer.

You need just 1 conversion at $30.00 to make $20.00 profit. That is a 0.1% conversion rate.

So always try to promote the bigger paying offers. The best offers I find that make good money are:

1. Payday Loans – payouts up to $150

2. Insurance (Life, Health, Home, Auto or Car) payouts up to $100

3. Shopping sites – womens clothing, food, consumables are great as you get repeat business. Payouts up to $50

4. Business opportunities. Payouts up to $40.

5. Travel and Vacation (Holidays) – payout up to $150

So you can see from the list that the main targets are big value items. You certainly won't get as many conversions but you will make more money.

If you do go for these big paying offers a golden tip is to target comparison sites. These are websites that compare a list of competitors in a given market. The easiest way to find these comparison sites to target is to use bing, google or even http://magicurlscraper.com/ .

To get the targets simply enter the search terms in square brackets. The square brackets will search for that exact term. Example:

[payday loan compare]

You can also use the intitle search term Example:

Intitle:payday loan compare

This will display a list of website that has payday loan compare in the title of the website.

If you search for targets like this you will not go far wrong.

Conclusion

I hope that you now have a basic understanding of how PPV works.

In part 2; I will be showing you how to set up campaigns on Leadimpact, trafficvance, mediatraffic and maybe some others. This will include a full chapter on keyword bidding and tactics.

I will show you the basics of setting up your own tracking system so you can see what targets are profitable and what are not.

Part 2 will also include a full walk through of a campaign from start to finish including all the preparation works.

If you cannot wait for Part 2 to come out you should join the forum at http://ppvguru.com/forum/ where there is a wealth of information and over 200 campaigns that you can simply copy and paste and start making money right away.