



WEEKLY ACTIONABLE CONTENT SERIES

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Offline “CPA”: Classified Print Ads

Quick Intro

Another strategy from “My 100k Blueprints.” I thought some of the strategies inside were fantastic. I’d like to share this one with you now:

Offline “CPA”: Classified Print Ads

This one is a long-term fav; we’ve been doing this for more years than I care to count. It works beautifully, with continual improvements coming from advances in reach & capability. Best of all, you can apply some basic creativity and spread this out in a hundred directions. The opportunities and

potential are truly limitless!



Premise & Summary

This blueprint revolves around using inexpensive off-line advertising, such as classifieds, to get traffic to your domain, which then redirects to a CPA offer.

It's incredibly effective in part because it so rarely done, and is almost infinitely scalable.

If you think of it in the context of paid traffic, you'll see clicks for pennies or less, sometimes much less. Based on visibility, circulation, and impressions, we've run campaigns that yielded hundreds of clicks on a few \$10 and \$20 ads.

This is something anyone can do, with minimal investment. \$50 or \$100 could return you hundreds or thousands of dollars.

The same things that make CPA harder and harder online, competition, ad blindness, etc., make this off-line method even more effective. It's not something people see often, and the language and context of print advertising, particularly classifieds, is such that people are incredibly vulnerable to these ads.

With a little creative thinking, this method can be expanded and scaled indefinitely.

The Blueprint

Step 1 – Choosing Offers

In order to complete this step, you'll need to have access to offers. This means at least one account at a CPA network.

While it's true that the more networks you have accounts at, the more offers you have to choose from, I personally prefer narrow focused efforts. Unless I have a huge amount of business to spread around, I prefer focusing my efforts on a smaller number of providers, suppliers, etc. This gives me the additional benefit of concentrating my volumes, and the added leverage that gives me in my relationships with account managers.

One excellent resource regardless is offer vault: <http://www.offervault.com>

Offers that work well for this model include personal finance such as bad credit loans and credit cards, surveys, biz-ops, and high-perceived-value freebies such as Walmart Gift Cards, Free iPhones, etc.

You'll want to check the terms of the offer carefully, specifically the allowed traffic sources. If you want to play it safe, call up your account manager and tell them what you're intending on doing. As long as it didn't specifically prohibit classifieds upfront, I've never had an account manager balk when I told them the traffic source was classified print ads or direct mail.

** Offer Tips **

You want offers that have the easiest 'conversion path' – meaning the visitor converts with the least possible involvement. "Zip-submit" offers are ideal in this respect.

That said, since you're pulling visitors from an altogether different place, with an altogether different mindset (and defenses!), you may want to experiment. For example, the highest-paying offers in finance generally require full lead info, sometimes the equivalent of filling out a 3-page application. Hard to do when you're sending someone from an online ad.

Not so hard to do when you've captured a distressed homeowner reading their local classifieds trying to get help with their mortgage... you get my drift?

Match your offer as best as you can. If you're advertising in mass-market periodical 'classifieds' sections, think mass-market-appeal offers i.e. iPhones, gift cards, etc.

Use EPC's as a measure, but only a relative measure.

Step 2 - Domain & Redirection

You can go one of two routes: domain names that are keyed to a particular effort (such as “shopping-sprees.com” for gift cards), or a more generic domain name that can be used – and reused – for many efforts (such as “national-offers.com”).

Either way, you want to try for short, memorable, and easy-to-transcribe: remember, no one

is clicking on what they see – they have to tear it out, write it down, or try to remember it, then type it in. Don’t make it any easier to mess up than necessary.

And don’t get hung up on trying to ‘re-purpose’ old domain names just because you already have them. Based on the reasoning above, you really don’t want to be “penny wise and pound foolish” by trying to save 8 bucks.

Once you have the domain, you’ll want to set up a re-direct. You can do this one of two ways – either right from your account panel for most registrars, or using a redirect script.

While it may be easier going the registrar route, you’ll have more control, and be able to make changes quicker, using a simple redirect. You’ll need hosting however.

Here is a simple iframe redirect script you can use (replace “Your Domain or Offer Title” with your domain or offer title, and replace “target-link.com/aff-ID” with your offer link):

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Frameset//EN"
"http://www.w3.org/TR/html4/frameset.dtd">
<html>
<head>
<!-- added to cache -->
<title>Your Domain or Offer Title</title>
<meta HTTP-EQUIV="content-type" CONTENT="text/html; charset=UTF-
8">
</head>
<frameset>
<frame marginwidth=0 marginheight=0 frameborder=0
name="TOPFRAME" src="target-link.com/aff-ID" noresize>
</frameset>
</html>
```

You'll want to create name the file "index.html" and put it in the root directory of your hosting (sometimes the "public_html" directory).

When someone types in your domain – the one listed in your ads – it will create an iframe (invisible frame) opening that offer landing page within what looks like your domain.

Step 3 – Buying Ad Placements

There are literally tens of thousands of places to buy classified ads. You can find newspapers and publications accepting classifieds at your local public library, at newsstands if you live in

or near large cities, or you can simply go online and search by area using variations of the following:

(city/place) + "classified ads"

Alternately, you can use our 'secret weapon', a national print ad aggregator. They buy in bulk space and puts together bundles allowing you to get wide yet targeted placements without the headache of going to 20 or 50 or 500 individual papers.

You can get some incredible exposure this way; one current bundle gives you ad circulation of 1 million for just \$180 – an absurdly small amount for a very wide 'throw':

<http://100kPublishing.com/classifieds>

Once you see what they offer, you'd be hard pressed to do it any other way. In fact, when you see what you can do in terms of classifieds and at what cost, I almost guarantee your head will start spinning with other ways to take advantage of this medium.

*** TIP ***

You can place text-only classifieds, and 'image' classifieds. Whenever you can, place 'image' ads – and use bizarre, off-beat, strange, unusual pictures. Just to attract attention. The copy should do the rest. But for every percentage point gain in attracting attention, your earnings will go way up!

Variations We've Tried

Hiring high-school or college kids to do 'windshield flyers' in mall parking lots, stadium parking lots, etc. is extremely effective if you have the right offers, and create effective flyers (think split-testing). You'll need to be

careful with this as it may be illegal in some locations.

“Tear-offs” – those ubiquitous flyers you see in supermarkets, train & bus stations, etc., usually advertising baby sitting or yard sales, with a name/phone # printed vertically along the bottom and cut for easy tear-off.

These work well for higher-dollar offers providing you don't mis-match the offer and venue.

Variations We Haven't Tried

One variation I've been meaning to try but haven't gotten around to, is geo-targeted casino offers (the offers for online gaming that pay out when someone opens & funds a new account). I think this could be a tremendous “jackpot” for someone (pun intended!).

Targeting areas outside of easy casino reach might be very lucrative, particularly when you're talking about offers that can pay out \$100-\$200 and more – yes, that's \$200 per sign-up!

Another variation we haven't tried is focusing on pairing specialty publications with appropriate offers. Think 'Beauty' offers in Vogue, or those casino offers in some of those big- city Lottery periodicals – even in the national scandal sheets!

END.

As always, if you have any questions about this strategy, feel free to reach out to me at:

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Good luck out there guys!

-KAM



