

Welcome to Module 2

In this Module, we're going to be talking about one of the most popular methods of making easy money through Facebook fan pages, and that's through the use of CPA offers.

Now if you're not familiar with CPA marketing, CPA stands for Cost Per Action. Essentially what you will be doing is advertising various free or paid offers, and sending traffic to their landing pages via an affiliate link you are given. When the traffic you send to the landing pages converts either by signing up for a free trial of a product, or entering to win a contest, you are paid for each person that signs up for that offer.

In recent months, CPA marketing through Facebook pages has really exploded, and tons of marketers are starting to turn to Facebook because that's where big money is right now.

CPA marketing can be very lucrative if you know how to send targeted traffic to these offers. Some of the top CPA marketers consistently make thousands of dollars every day, so there is a lot of potential in CPA marketing.

Now in the first Module, we covered how to pick a niche, create your fan page, and set up ads to drive traffic to your fan page and increase the number of likes that page has. Once your fan page is growing rapidly and has a large fan base, you can begin inserting links to CPA landing pages anytime you post to your fan page.

Now, the level of success you have promoting CPA offers through your Facebook page and the money you will make depends on two things..

1. **The Offer** – The CPA offer you are promoting on your page has to be related to the topic of your fan page. For example, if you create a fan page that talks about the latest electronics and technology, you can post links to CPA offers where businesses are giving away iPads or Macbooks in exchange for the user signing up for a trial of some product.

By the way, these types of offers typically payout anywhere from \$1-\$2 per sign up. You don't want to promote a product that helps people lose weight on a fan page about the latest electronic gadgets, because you won't get any conversions.

2. **Size Does Matter** – We're talking about the size of your fan page. On average, any update you post to your fan page will only be seen by 15% of your fans. Facebook changed the way fan pages connect with their fans and no longer show posts to everyone who likes the page. This is just another way for Facebook to suck money out of their advertisers because as a page owner, you will have to pay to have your post shown to more fans of your page. If

your post goes viral, meaning it has a lot of likes, comments, and shares, it will then reach a larger audience.

Each post you make to your fan pages that contain a link to an external site are also seen far less than regular posts containing no links. Facebook does everything it can to keep the traffic within Facebook, instead of sending it elsewhere.

This means you want to have a good-sized fan page before you start promoting CPA offers, or you won't be seeing any conversions. You will see the best results and highest number of conversions if you start promoting CPA links when your fan page has grown to 10,000 or more fans. This may sound like a lot of fans, but with the advertising methods we covered in the first Module, this won't be a problem.

In this Module, I'm going to show you how to easily find CPA offers to promote, how to cloak and track your links, as well as the best ways to post their links on your page to maximize your conversions.

Part 1 – Finding CPA Offers

By far the best way to find CPA offers is through Offer Vault. You can visit the website here : www.offervault.com

Offer Vault allows you to search all of the different CPA networks in one place and find offers that are related to the niche your Facebook page is in. Going with our above example of the technology/electronics Facebook page, you can search "ipad" or "macbook" or "xbox one" and find offers where iPads or Macbooks or Xbox One's are being given away in exchange. You get paid for every lead you send their way.

When promoting CPA offers through Facebook pages, the best types of offers to look for are email submit offers. This means you are paid for every visitor you send to the CPA offer's landing page that enters in their email address on the front page.

When you find an offer you want to promote, the name of the CPA network the offer is available through is listed next to the offer, and you can simply click that link and apply to that CPA network.

If you have never done CPA marketing, it is important to know that you will have to apply to the various CPA networks before being able to promote offers. A lot of people are afraid of the approval process, because they don't like being rejected. The truth is if you're honest in your application and submit as much information about yourself regarding your background in marketing, you have a very good chance of being approved.

For people just getting started in CPA marketing, I always recommend getting yourself signed up at Peerfly. It is one of the easier networks to navigate and they approve a majority of marketers. There are countless networks you can get signed up for, but a lot of them have a small selection of offers to promote, or require an upfront payment of \$200-\$1000 to become a member, and that's not always something that marketers just starting out want to pay.

If you're an active member of the Warrior Forum, it is likely that you've come across posts by Luke, who is the face of Peerfly. He's a good guy and easy to talk to, so if you want to apply to be an advertiser on Peerfly's network, send him a message and introduce yourself. It will help you get approved on Peerfly. [You can PM him here.](#)

Here's another trick to help speed up the approval process. When you submit your application, you will automatically be assigned what is called a network manager. This manager is there to help find you high converting offers, and will also help you set up PPC campaigns if you choose to advertise CPA offers through paid ads. After submitting your application, you will be given your network manager's contact information, usually a phone number, email address, and AIM/Skype ID.

Give your manager a call and introduce yourself, and let them know you have just recently applied to the network and look forward to getting started. The manager will likely ask you what type of offers do you want to promote, and how you intend to promote offers, so give him your game plan. Talking one on one with your manager is a great way to ensure your approval for the CPA network, and having a relationship with your manager can really help you increase the level of success you achieve through CPA marketing.

Part 2 – Cloaking Your CPA Links

Now sometimes promoting CPA offers on Facebook can be tricky, because Facebook has blacklisted most of the URLs that are given to you by the CPA networks in your affiliate link. Odds are that early on when CPA marketing first became popular there were too many people spamming links to CPA offers and the links were reported as spam too many times.

If you simply post your affiliate link to your Facebook page, Facebook will automatically remove the URL from your page. There are a few different ways around this that I recommend you take a look at.

One of the tools I always use is the Free iFrame URL Hosting by Luke from Peerfly.




Free iFrame Hosting

I created this service to allow my PeerFly publishers and affiliates throughout the internet marketing industry to easily iFrame their affiliate links without having to sign up for their own web hosting. Feel free to use this service as much as you like and tell your friends about it!

http:// .com-if.us/

Create iFrame

Creating your iFrame is simple. Copy your affiliate links or whatever page you want to iFrame and paste it into the box above. Click **Create iFrame** and your iFrame link will be created for you!

You can enter your raw affiliate link in the lower field, and enter in a custom keyword in the top field to keep track of your links. Then click the orange Create iFrame button.




Free iFrame Hosting

I created this service to allow my PeerFly publishers and affiliates throughout the internet marketing industry to easily iFrame their affiliate links without having to sign up for their own web hosting. Feel free to use this service as much as you like and tell your friends about it!

Your link has been created! Here it us:

Create iFrame

Creating your iFrame is simple. Copy your affiliate links or whatever page you want to iFrame and paste it into the box above. Click **Create iFrame** and your iFrame link will be created for you!

The iFrame tool will automatically give you a new link to use, and you can simply copy that link and paste the link to your Facebook page. You can access this tool at www.iframe.lukepeerfly.com.

Alternately, you can use a traditional link cloaking tool to track clicks to be able to post the link to your Facebook page as well as track clicks to your affiliate links.

The best tool I have found that is both easy to use for people who are non-techy and accurate with it's stats is a free Wordpress plugin called Pretty Link Lite. It allows you to enter your affiliate link for the CPA offer, then allows you to create a cloaked link using your domain. For example, if your domain was example.com, you could make your affiliate link example.com/offer.

You can track the number of clicks your affiliate link gets from within the Pretty Link Lite dashboard, but your conversions would have to be tracked through your CPA network. You can learn more about the Pretty Link Lite plugin at www.wordpress.com/plugins/pretty-link. There is also a Pro Version you can upgrade to for a price if you want to make use of additional features Pretty Link offers.

Within your CPA network's account, there will be a place where you can view your daily link clicks, conversions, and payouts. However, some people like using their own tracking tools instead of relying on the CPA network's stats.

If you want to get real technical tracking your links, there are multiple paid link tracking and cloaking solutions on the web, including CPVLAB, which was made for CPA marketers, Ad Trackz Gold, HyperTracker, and Linktrackr.

These solutions allow you to cloak your link, track impressions, clicks, and conversions, among other things. But again, there are free solutions that do the same thing.

Part 3 – Posting Your Links to Your Fan Page

Now that you have found a CPA offer that is related to your fan page, and have cloaked your link, you're ready to post it to your page. Like I mentioned in the beginning of this module, you will see much better results by waiting until your fan pages are up around 10,000 fans before you begin posting your CPA links.

I run various pages for clients, and one of these pages is in the gaming niche. (In Module 4, we'll talk about how you can become a Facebook Marketing Consultant.) Here's an example of a post promoting a CPA offer that I have used in the past.



Here is a screenshot of one of the posts I have made promoting a CPA offer on a gaming page I manage. This post was made back in November, when the new Call of Duty video game had just been released. I found a CPA offer where people could register to win a free copy of the new Call of Duty. The payout was \$1.20 for every sign up I referred.

The actual post I made to the Facebook page says, “Share and Like if you Love Call of Duty!”. This encourages users who are fans of Call of Duty to like the image and share it with their friends, which gets the affiliate link seen by more people.

Beneath that headline, I let people know about the Call of Duty giveaway by saying, “Want A Free Copy of Call of Duty Ghosts? Fill out This Quick Survey for a Chance to Win >> {My Affiliate Link}”

I found a Call of Duty image that I could use to attract more eyes to the post, rather than making the post pure text. It has been proven that adding images to your posts results in higher fan interaction, meaning it will lead to more likes, more shares, and more comments.

I have found that people respond better to your post when you first include a call to action, in my case it was “Share and Like if you Love Call of Duty!”. After your call to action, then plug your affiliate link to your CPA offer.

You don’t want to add affiliate links into every post you make on your page. The fans of your page will start to get annoyed seeing promotional links every time you make a post to the page, and will start to unlike your page. Spread your links out to once a day or once every other day to make sure your fans aren’t getting annoyed.

You may also find that people start leaving comments on your page saying, “this is fake” or “this is a scam”. The general public doesn’t understand the concept of CPA marketing, so they think these type of websites are scams, which is understandable. So just as a forewarning, you may run into some of these comments. It’s best to delete these comments as quickly as you can, because it will hurt your conversions.

Now remember, the amount of success you have depends on the CPA offer you are promoting, and the number of fans your page has. The more targeted your offer is, and the larger your fan page is, the more money you will make.

And like I mentioned in an earlier video, there are marketers who are making consistent \$1000 days using this exact method that I'm showing you now. It is one of the simplest ways to make big money through Facebook ads. You just have to spend some money up front to build the audience of your fan page.

Module 2 – Recap

We've reached the end of Module 2, and I really hope you got a lot out of this. CPA marketing and Facebook is quickly becoming one of the more popular ways to make money online, and there's tons of money to be made.

In this module, we talked about..

- How to Find Quality Offers to Promote
- How to Get Approved By CPA Networks
- How to Cloak and Track Your Links
- How to Post Your Links to Your Facebook Pages

In Module 3, we're going to be talking about another Facebook marketing method to make money that is becoming even more popular than CPA and Facebook.

As always, if you need any help or have any questions about the information contained within this module, please use the support desk inside the FB Fever Member's Area.