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Affiliate Marketing With Google Adwords

By **Christoph Puetz**

One of the best kept secrets in today's affiliate marketing world is the pay per click advertising

version with Google AdWords. Adwords allows advertisers to place small ads on websites or on Google.com search result pages. You probably noticed the little advertisements to the right on Google.com.

In Affiliate Marketing you are promoting 3rd party products and in return you earn a share of a sale generated from your marketing efforts. We all have seen those little Amazon.com banners on different websites. These would be a very simple form of affiliate marketing. More sophisticated versions are complete stores build around Amazon.com or based on data feeds from other vendors. In some cases the affiliate has to build his own website and store – in others there are white label website templates or pages available for the affiliate to work with. Only when it comes to the actual sale the customer is redirected to the 3rd party vendor who carries the actual product.

Not a new variant but a not very well-known version of affiliate marketing is the promotion of affiliate product links/websites via Google AdWords. The power of advertising on Google.com is combined with the affiliate link. The affiliate partner does not need a website anymore, he directly links the customer to the 3rd party. With Google AdWords very targeted marketing is possible and well-written ads equipped with the right keywords can bring in big bucks. All the affiliate has to do is to figure out which keywords are affordable to promote. And that's where secret to success is. Everyone can buy the expensive and obvious keywords to promote products but when it comes to affiliate success via PPC advertising (aka Google AdWords) the inexperienced marketing folks are being weeded out or are left with big holes in their pockets. Finding the right combination of keywords, target group, ad copy is the critical piece of the puzzle.

Overall – affiliate marketing via PPC on Google or via Overture (competitor of Google AdWords) can be very lucrative and quite a few people are making a living of it. It sounds easy to do but to break into this field a new affiliate needs a lot of luck, big bucks or patience and knowledge.

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An Honest Review Of Perry Marshalls "The Definitive Guide To Google Adwords."

By Joey Merrick

Perry Marshall is a very successful and well respected master of pay per click advertising. We have signed up for some of Perrys free ezine courses and were surprised to see that we benefited more from them than courses we paid \$50–100 for. So needless to say we were looking forward to see what Perry had to offer in The Definitive Guide To Google Adwords.

We aren't going to waste any time here: this is one of the best guides to pay per click advertising that we have ever seen. This is the only course on Google Adwords that you'll ever need.

Just a few of the MANY thing's contained in this course are:

- A step by step guide to setting up your account and your first adwords campaign.
- Right and wrong examples of real life campaigns.
- How to find low cost keywords that generate clicks.
- How to convert your traffic into buyers.
- What to do when the competition is stiff and keywords cost \$5–10.

In The Definitive Guide To Google Adwords everything is explained in great detail with screenshots and examples. You will also get some mp3 audio, a 12 step cheat sheet, and a fast start guide.

Perry even has a members only site where he continually updates the main manual when needed. His customer service is excellent, and everything is delivered as promised. For those of you who want a sample of what Perry can do, you can sign up for his free e–mail course here. Even his free information can make a positive impact to your adwords campaigns.

It doesn't matter if you are a complete novice or a seasoned pro, this book is well worth the price.

However, if you are brand new to affiliate marketing and would like to know which products to promote than Rosalind Gardners Super Affiliate Handbook is a great supplement to Perrys course.

Adwords can easily dry up the well if you do not know what your doing. Just ask us about our first mp3advance campaign. There was a time some members of our staff spent \$67 over 3 days without a single sale. Why take the risk? The Definitive Guide To Google Adwords can help you avoid all of the costly mistakes that we made in the beginning.

After implementing what we learned in The Definitive Guide To Google Adwords we saw our clickthrough rates go from 0.05% to over 25.0% while paying \$0.05 a click and that was all the proof we needed.

* This article may be distributed with the authors resource box intact.

Joey Merrick is the webmaster of

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where you will find

comprehensive reviews on several of todays hottest income opportunities and money making ebooks.

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