# Send Traffic or Make Money by **PPC Advertising**

5 Quick Steps – Easy to Follow

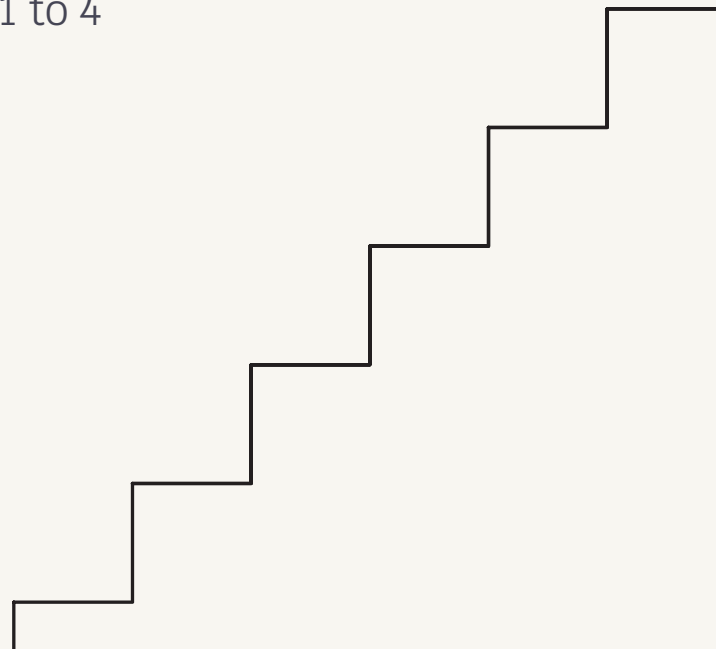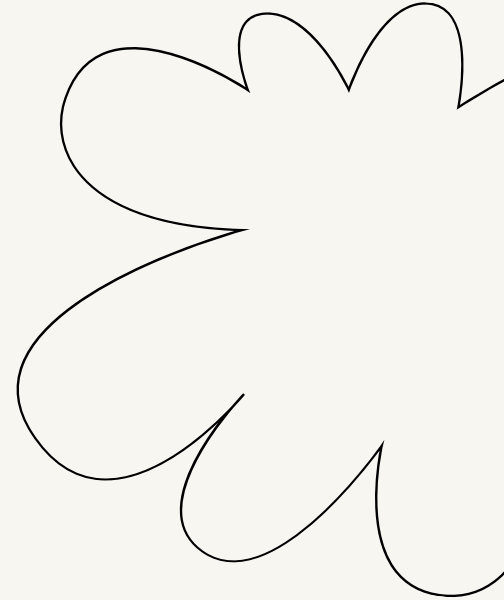Submitted by:

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**digitib**

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# The author

Hello, my name is Ivica,

and I'm independent full-time digital marketer & PPC advertiser located in Serbia, East Europe. I have years of experience in digital marketing, and my mission is to serve or help people like you in this complicated online world.

I possess years of experience utilizing different tools and services for online business and online advertising.

Over the course of several years, I've successfully created multiple lucrative websites, and currently manage two of them:

**Digitib.com** & **PPCWay.com**

The Digitib.com focuses on providing insights into essential tools and services for online affiliate business, while PPCWay.com is exclusively dedicated to the niche field of PPC advertising on the Microsoft service.

With this extensive background, I can provide you with recommendations for tools and services that will expedite and simplify your journey towards achieving your online business goals.

Each of the tools & services I recommend has undergone thorough testing, ensuring their high quality. Utilizing any of these tools has the potential to greatly assist you, if you decide to use them.

You can always **contact me** for advice and support for your online journey.

No matter who you are and how experienced you are right now, it's possible to make things better and improve your internet presence.

Tell me your story. We are all on the Internet now, right?

# Short introduction

**PPC ads**, which stand for **Pay-Per-Click ads**, can be used by various individuals and businesses:

**Businesses:** Any type of business, whether small, medium, or large, can utilize PPC ads to promote their products or services. This includes e-commerce stores, local businesses, service providers…

**Marketers:** Marketing professionals, both in-house and agency-based, often employ PPC ads as part of their digital marketing strategies. They use PPC platforms to reach their target audience, drive website traffic, generate leads, and increase conversions.

**Website Owners:** Individuals or organizations that own websites, blogs, or online platforms can use PPC ads to monetize their content. By displaying ads on their website, they can earn revenue when visitors click on those ads.

- I acknowledge the effectiveness of different advertising techniques such as push, native, display…

- However, it baffles me why advertisers fail to capitalize on the active search behavior of visitors on search engines, neglecting the opportunity to employ PPC (Pay-Per-Click) ads that cater to their specific needs.

- Your duty there is only to give them what they want. Can it be easier job to do?

- Additionally, it seems that the Microsoft ads platform is often overlooked, despite offering advantages like reduced competition, cost-effective clicks, and access to a valuable audience that is not insignificant in size.

Perfectly makes sense to give people what they are searching for on search engine machines. For example: If they are searching for page builder, send that audience to your affiliate offer for page builder.

**So, let's get started!**

# My disclosure
# and steps

## Disclosure

The strategy I employ is incredibly simple, making it accessible for anyone to learn and apply.

By following my guidance, you can effectively replicate my success.

Rest assured, all my suggestions are both legal and ethical, presenting no reasons for failure if you remain dedicated.

Nevertheless, I cannot guarantee individual success, as it ultimately depends on your comprehension and implementation of the steps involved.

Additionally, I must warn you that my strategy necessitates investing in tools and paid campaigns, which carries the inherent risk of potential financial losses.

Personally, I establish campaigns for diverse affiliate and CPA offers, as well as on my dedicated PPC advertising website.

I personally utilize all the tools and services I recommend. If you choose to purchase a service or a tool through my provided links, I will earn a commission as compensation.

I believe it's fair and transparent to disclose this information, as it allows you to make an informed decision.

However, if you decide to follow my instructions, there is a high likelihood that you will find satisfaction and receive valuable, effective and logical information from me.

# Steps

First and foremost you need to register your Microsoft ads account.

*Click on this link to sign up & create your Microsoft ads account.*

You should follow simple instructions to get your account. Also, you should connect your bank account with Microsoft account, because you will pay for your ads.

1. **Choose offer to promote**. Try with TPMN CPA network. It is free to join.

2. **Research what users typing in search engine** to find out more about your offer. Use SpyFu service to make your research and choose keywords to run your ads.

3. **Create campaign around your offer**. Write add, insert chosen keywords, implement tracking code to find out what hopefully make sales for you. *Use ClickMagic tracking tool.*

4. **Make sure you keep track on few things** (tracking tool will show you data) such as: campaign spends, affiliate network stats, results of the campaign (conversion rates, sales…) according to that make changes & **optimize**, so your campaign can reach its full potential.

5. **Keep repeating** previous steps, again and again, until you are satisfied with results.

# Step 1

Choose offers to promote

In order to earn money online, you need an offer, which you will advertise.

I recommend beginning by registering on the **TPMN affiliate network**, which offers a wide variety of advertisements to choose from. The registration process is straightforward and free of charge.

It's important to note that if your registration isn't immediately approved, you should reach out to someone on the site and kindly request expedited approval.

Assure them that you are committed to promoting offers from their network and generating as many sales and commissions as possible, benefiting both parties involved.

When selecting offers to promote, consider focusing on subjects such as: health, weight loss, wellness, and similar niches. However, you have the freedom to decide where to start based on your intuition.

Once you have made your choice, the next crucial step is conducting keyword research.

It will offer you insights into how the network operates and assist you in making informed decisions about the offers you choose to promote.

You can also, search on google something that you are interested in + affiliate program and find more products to promote online (for example: kids shoes affiliate program).

Basically, you can promote everything using PPC advertising. For beginners I recommend Bing Microsoft advertising platform. It is easier, cheaper and less restrictive than Google PPC advertising. When you get some experience with Microsoft Bing, you are ready to go to Google PPC advertising platform.

For your research about products you would like to promote, use Google and type in: your niche keyword + affiliate program, and find websites that offer affiliate program and once you are approved start promoting.

Also, you should find your unique affiliate link to use in order to make conversions and commissions.

And yes, it is so simple. But in reality it requires a lot of actions from you to make it happen. Continue reading…

***Note:***

In your affiliate dashboard you will find tracking tokens for tracking your campaigns (every platform has different system, but it is easy to figure out how it works).

In field of subid (tracking token) you should insert {KeyWord}.

This tag will help you optimize your Microsoft ad campaigns.

In your affiliate report instead of {KeyWord} Microsoft will send exact search phrase that visitor has been inserted for that action. That will tell you exact search phrase that made you a sale and commission.

# Step 2

Do keyword research

To maximize your earning potential through advertising, I recommend using the SpyFu tool for thorough research on the topic of the offer you intend to promote.

This tool will enable you to confirm whether the chosen topic is promising, gain valuable insights, or even explore alternative offers to invest your advertising budget in.

Use my template to create PPC campaign

**_Download here template for Bing PPC advertising_**.

You should populate table with your data. Use that table that you have filled with your data for advertising on Microsoft ads.  You can use the same technique for Google ads.

| | | C | D | E |
|---|---|---|---|---|
| 1 | | | | |
| 2 | | 1 | Start | Campaigns +Create |
| 3 | | 2 | Step 1 | Visit website, Search, Next |
| 4 | | 3 | Campaign name | Bga A AdPeriscope ADP T0 27Okt21 |
| 5 | 1 | 4 | USD per day | 5 |
| 6 | | 5 | Location | US |
| 7 | | 6 | Who | People in your targeted locations |
| 8 | | 7 | Language | English ... Next |
| 9 | | 1 | Your website | https://www.adperiscope.com?utm_campaign=affiliate&fp_ref=ivica79&fp_sid={keyword} |
| 10 | 2 | 2 | Ad group name | adperiscope |
| 11 | | 3 | Enter keywords | uneti keywords ... Next |
| 12 | | 1 | Create ad | Create ad, choose expanded... |
| 13 | | 2 | Final url | https://www.adperiscope.com?utm_campaign=affiliate&fp_ref=ivica79&fp_sid={keyword} |
| 14 | | 3 | Title part 1 | {KeyWord:AdPeriscope} |
| 15 | 3 | 4 | Title part 2 | Try AdPeriscope Now |
| 16 | | 5 | Title part 3 | |
| 17 | | 6 | Ad text 1 | Unlock the Secrets of Profitable Adult Advertising Campaigns by Spying on Your Competition |
| 18 | | 7 | Ad text 2 | Buy Now! |
| 19 | | 8 | Ad text 3 | |
| 20 | 4 | 1 | Ad group bid | 0.17 ... Save |
| 21 | | | | |

For your Bing PPC campaign you will need:

1.   Name for your campaign. I'm using next coding for naming: Traffic Source (Bga for Bing advertising), Product name, Targeted countries, date of starting campaign). – this is my way of staying organized but feel free to organize however you want.

2.   Daily budget for advertising (I recommend 5 USD daily for starters)

3.   Targeted countries (US, CA, UK, AU, NZ…)

4.   To uncheck option for targeting audience that is looking for targeted countries. Check only visitors in targeted countries.

5.   To choose ad language. You can use different languages for advertising.

6.   Your affiliate link. This link is from your affiliate program account.

7.   To give some name for your ads group. It is up to you and is visible only for you.

8.   Keywords. I'm using only exact keywords. Use formatting: [keyword] for exact targeting.

9.   Final URL for sending traffic. You can use affiliate link to send visitors (check in your affiliate program if PPC advertising is allowed). Most affiliate programs allow this type of advertising.

10.  To make your ad. You can see recommended ads on **SpyFu** and get idea for titles and texts for your ads.

11.  Bid. This is the price you would like to pay for click on your ad. Bing will charge only clicks (impressions are free, but it is very important to create good ad – you will pay less for clicks).

# Step 3

Create paid PPC campaign

Once SpyFu provides you with the relevant keywords and ads, you can proceed to select the ones that suit your campaign. Afterward, simply upload them to the Microsoft advertising platform and let your ads run.

During the ad placement process, it's crucial to activate the **ClickMagic service**. This involves incorporating a link within your ad that will enable ClickMagic to track the performance and behavior of visitors who click on your ad.

By utilizing **ClickMagic**, you will gain valuable insights such as which ads and keywords are most effective, the countries, age groups, gender, and devices of your audience, and other relevant information.

Over time, this data will help you identify what drives commissions and what proves to be less fruitful, allowing you to optimize your campaign accordingly.

To minimize expenses and maximize sales and earnings, it's vital to leverage this valuable information and make informed suggestions to the Microsoft advertising platform. By doing so, you can fine-tune your campaigns and achieve optimal results.

Use **SpyFu** to populate table for your PPC campaign (8. keywords and 10. ad research)

Log in to **SpyFu** account.

After logging in to SpyFu account go to PPC Research tab and type into search bar URL of website you would like to promote.

I will use anstrex.com spy tool for advertisers.

This is great tool for advertisers that are telling you what is already working well for competitors and can give you ideas how to promote your affiliates and be profitable from the day 1.

So, I'm promoting **Anstrex** and will use that as an example here in this guide.

With that search you will get Monthly PPC Overview for Anstrex PPC. Take time to watch results.
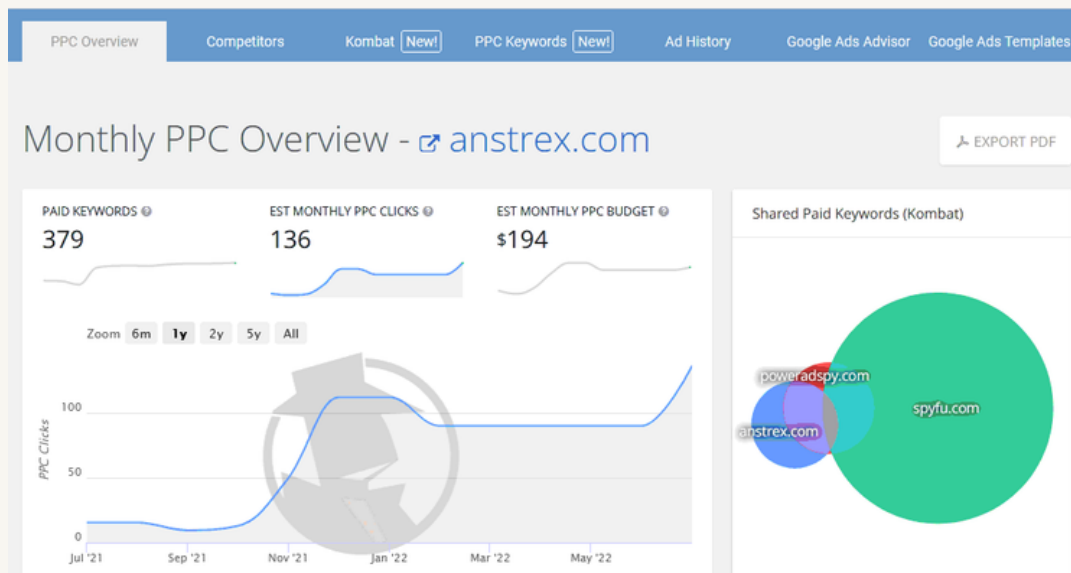


Next research step is to switch to PPC Keywords tab and find out about **Anstrex** PPC keywords.

Now you should use powerful **SpyFu** filter feature to choose strong PPC keywords  you will use for your PPC advertising campaign. Use your common sense when using this filter. .

For example:

- Filter keywords with CPC bid price greater than 1$ (if competitors are paying for some keywords there is some money) — those keywords are good.

- Filter keywords with big volume search (there is a demand in those keywords)

- Exclude word FREE from searching (you do not need visitors that are searching for free tools)

- Include buying words (like: buy, order, purchase, review… those are most possible buyers)

- It is crucial to use common sense and follow your gut when picking keywords

- Take you time and filter no more than 30 strong keywords that you are confident in.

- Export all those keywords from SpyFu and insert in your PPC template table for your Microsoft Bing advertising campaign.

Now you have PPC keywords for you template table.

Now, hover over a certain keyword that is the strongest for you, and see an ad that competitor is using for advertising.

You can copy the same ad or adapt it to your needs.



Now, you have an ad for your template table for Microsoft advertising.

# Step 4

Track and optimize your campaigns.

Place your campaign on Bing advertising platform

Simple, follow process from the template table i showed you to create PPC campaign and insert your data to start campaign. Log in to your Microsoft Bing account.
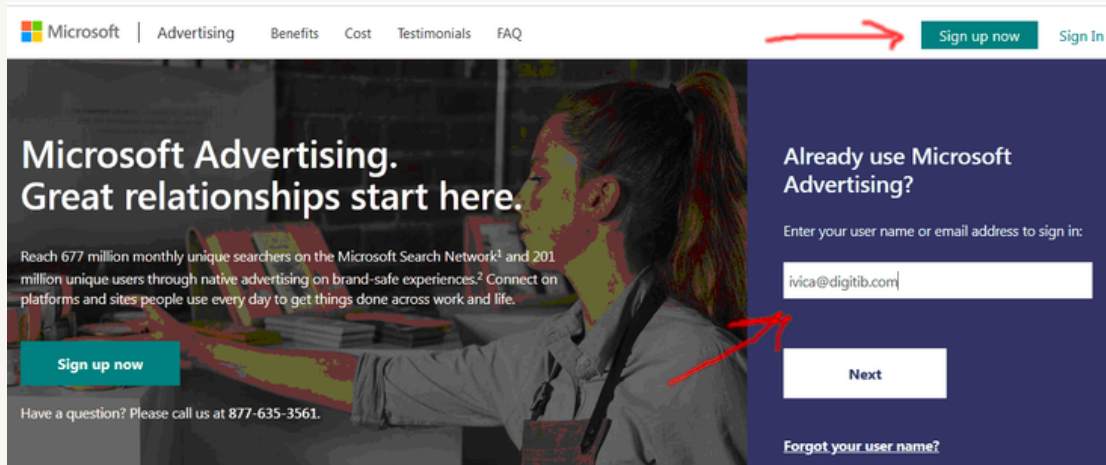


When you log in Microsoft ad account you will find Create campaign button and simple follow steps from template table and you will easy start your first advertising campaign.

For the first campaign take the time to find steps from template table to execute. Second time will be much easier for you.

When you finish all steps your campaign is enabled and ready to go after Microsoft stuff review. You will get impressions and clicks on your ad, and visitors will go to your affiliate offer.

Now it is time to watch spending on advertising platform and results on your affiliate dashboard for optimization.

Also, you can use advanced metods for your PPC advertising:

#1 Build landing pages for your offers – *find here best landing page builder for you*

#2 Collect emails for email marketing - *find here best email marketing software for you*

# Step 5

Optimize your PPC campaign

Log into your Bing account, check clicks, and your ad spend.

Also, check your affiliate dashboard with statistic and see what is working for you.

If you have some traffic and clicks and hopefully sales it is time to cut off keywords that make no sales but only spending your money and let the keywords that do make you money continue running and make you more sales.

That way, you will reduce spends without reducing sales and make more money for less spend.

Believe it or not it is the whole process to make money from your advertising online. Yes, some campaigns will be losers, but some will be winners.

With time you will get more data and more experience and if you are using this strategy for 3 months consistently and with patience you will get some results and you will get more confidence to keep going and make more money.

Also, you can use advanced metods for your PPC advertising:

#1 Build landing pages for your offers – *find here best landing page builder for you*

#2 Collect emails for email marketing – *find here best email marketing software for you*

Feel free to contact me personally for more questions and clarification on email:

*ivica@ppcway.com*

# Conclusion

Engaging in paid advertising on the Microsoft ads platform offers a highly effective and accessible means of securing financial freedom and stability.

While it's true that initial capital is required to invest in campaigns, this approach leverages the power of advertising to target visitors actively searching for relevant content, making it an ideal and straightforward choice for beginners.

Setting up campaigns is a powerful process that can be quickly learned and implemented. Once you are prepared to take action, it's worth putting the described procedure into practice.

While the initial attempt may feel challenging and overwhelming, each subsequent endeavor will provide you with valuable data, hands-on experience, and knowledge that will hopefully lead to increased sales.

It's important to embrace the learning curve and recognize that your understanding and results will improve over time.

With persistence, the accumulation of data, and the application of acquired knowledge, you can navigate the world of paid advertising with greater ease and confidence, paving the way for financial success.

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