

Before you do anything...

Be aware of advertising policies

Before you hit that launch button on your Google or Microsoft Ads campaign, here's a friendly heads-up: do yourself a solid and dive into the policies of advertising on platforms like Google and Microsoft.

Violating their policies can be a bit like stepping on a banana peel – it might seem harmless, but it can lead to a not-so-fun fall.

We're talking account suspensions or even bans. Yikes, right?

So, before you unleash your creativity, flip through the policies to at least be aware of them and manage your way through it.

I talk about compliance issues a little bit when I talk about setting up your landing page.

Find Google Ads policies [here](#). And Microsoft Ads policies [here](#).

Start with white hat offers

This is for beginners only. If you have never ran ads before or if you get many ads disapproved, start with white hat offers.

What are white hat offers?

White hat offers are the products that don't break any ethical rules. They don't make ridiculous claims or promises. Products in the following niches: DIY, Woodworking, Manifestation, Spirituality, are mostly white hat offers.

Some products in the relationship niche are also generally okay.

If that didn't make sense, take this: don't start off by promoting weight loss or products that claim to solve medical conditions. 😊

Because it's super easy to violate policies by promoting health offers.

You will need to spend money

Here's the thing: to last long in this game you will have to spend money on software tools.

You need softwares to: create landing pages, track your campaigns and spy on other affiliates.

You can get away with not using a spy tool. But you absolutely have to create landing pages and track your campaigns. There's no way around it.

These are the tools I mention in this guide:

1. [Systeme](#) - a landing page and funnel builder that fortunately comes with a FREE plan. Start with the FREE plan. If you want to get serious, eventually you will need the paid plan.
2. [Clickmagick](#) - This one is a tracking tool. Allows you to know what works in your campaign and what doesn't. NO ONE can tell you what works and what doesn't. Unfortunately you have to test it for yourself to see. You absolutely need a tracker, there's no way around it.
3. [Spy Hero](#) - This one is a spy tool. Allows you to see what other affiliates on YouTube and Facebook are doing. It saves a lot of time doing manual spying and can save you money trying to figure out which offers are the best at the moment. You can get away with not using a spy tool. I teach you how to do manual spying in this guide.

With that being said, let's start doing affiliate marketing.

Understanding Affiliate Marketing

If you are a beginner beginner, let me explain to you what affiliate marketing is all about.

So, imagine you're really into recommending awesome products or services to your friends because you genuinely love them.

Now...

Think about getting a little bonus every time your friends take your advice and make a purchase.

That's basically what affiliate marketing is all about.

Here's the lowdown: You sign up as an affiliate for a company or product you believe in.

They give you a special link, kind of like your own secret code. When you share this link with others and they use it to buy something, you earn a commission – a reward for being the matchmaker between the product and the buyer.

It's like being a friendly middle-person, making connections, and getting a high-five (or some extra cash) for your efforts. The cool part is you don't need to worry about handling the products, dealing with customers, or any of the nitty-gritty stuff – you just spread the word and get rewarded.

Affiliate marketing is a win-win-win situation: the company gets more customers, your traffic gets cool stuff, and you get a sweet bonus.

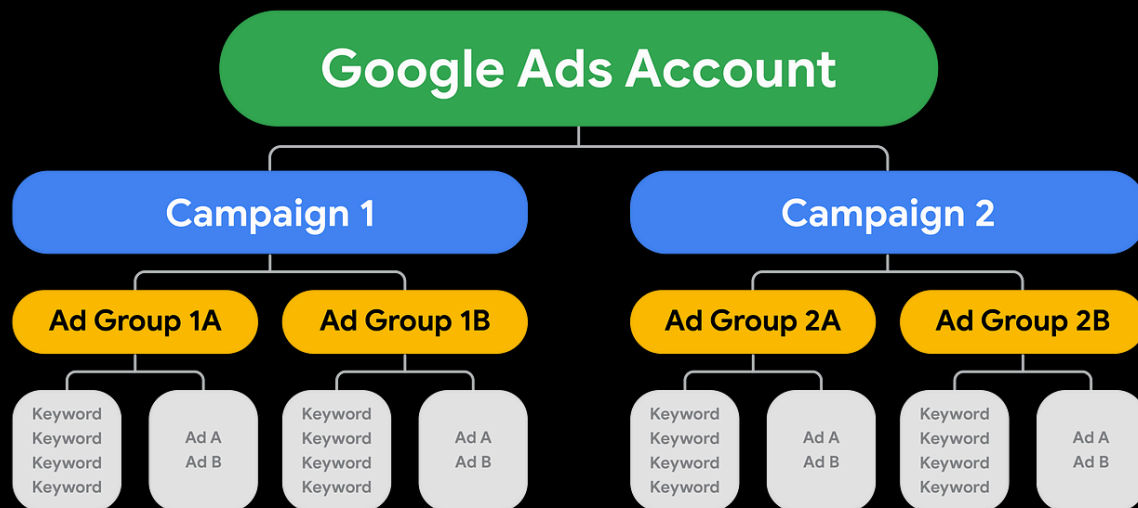
Plus...

It's a great way to create a quick side hustle. Especially when you tap into the power of paid advertisements online.

Now let's understand how Google can help you spread the word about your affiliate link...

Understanding Google Ads

To understand how Google Ads can help you spread your affiliate link, you have to understand **Campaigns**, **Ad Groups**, **Ads** and **Keywords**.



Campaigns: Think of a campaign as your big picture strategy. It's like planning a road trip. You decide where you want to go, set your goals (like more website visits or increased sales), and choose your budget. Each campaign has a specific objective, so it could be all about promoting your brand, selling products, or getting people to sign up for something awesome.

Ad Groups: Now, imagine your campaign is the overall journey, and ad groups are like the different stops along the way. In each ad group, you group together related ads and keywords. It's a way to organize your campaign and make sure you're reaching the right people with the right message at each pit stop.

Ads: Your ads are like the catchy billboards at each stop on your road trip. These are the messages that will grab attention and convince people to take action. You get to be creative here – use compelling headlines, add some eye-catching images, and throw in a dash of personality. The goal is to make people want to click and learn more.

Keywords: Now, think of keywords as the GPS for your road trip. These are the words or phrases that help Google understand when to show your ads. If someone searches for one of your keywords, your ad has a chance to pop up. So, pick keywords that match what your audience might type into Google when they're looking for something related to your business.

1. Choosing Your Product

The secret to finding the perfect product to promote is this: **only promote what other affiliates are already promoting at that exact moment.** That's it.

Why?

Because if a product is selling now, chances are it has a good Video Sales Letter (Sales Page), good customer support and low refunds. All you have to do is run traffic.

But how do you find out which products are selling at the moment? Well, there are two methods: the **free but time-consuming method** and the **paid but fast method**. Let's look at both.

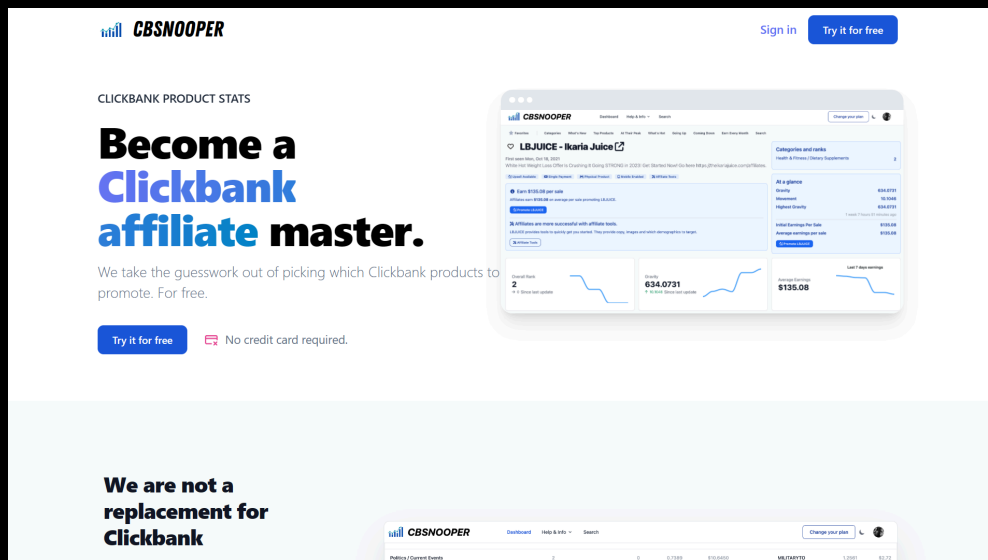
1.1. Find winning products for FREE

Step #1: There's a website that contains historical data on all affiliate products on Clickbank.

On this website you can see the popularity of Clickbank offers over a period of time. You can see whether a product is increasing in popularity or if it's falling off.

You can then use this to decide whether the product is worth promoting or not.

The website is cbsnooper.com



Click on “Try it for free” and create your free account.

Here’s an example of what you will get inside:

| Recently Added | | | Trending Products | | | Top Products | | |
|----------------|---------|------------|-------------------|----------|----------|--------------|----------|----------|
| PRODUCT | GRAVITY | WHEN ADDED | PRODUCT | GRAVITY | MOVEMENT | PRODUCT | GRAVITY | MOVEMENT |
| JFOURIE67 | 0.0000 | 3 days ago | PRACCKA | 125.4102 | 7.9660 | PURAClick | 632.8184 | 2.0286 |
| MOBILYSTC | 0.0000 | 3 days ago | NEUROZOOM | 82.4383 | 7.6518 | LIVPURE | 347.8582 | -0.5339 |
| ROADTO22M | 2.9216 | 4 days ago | LEANBIOME | 93.9346 | 4.0346 | PRODENTIM | 294.3138 | -1.3576 |
| WEGHLOSS | 0.0000 | 5 days ago | NEOTONICS | 121.8871 | 3.8129 | ATTRACTBR | 256.3402 | 2.7058 |
| LUKA0 | 0.0000 | 5 days ago | TEDSPLANS | 123.4247 | 3.7346 | CORTEKI | 234.4910 | 1.0192 |
| | | | CLICKW | 27.1212 | 3.1060 | LBJUICE | 230.5642 | -5.3279 |

I like to look at the “**Trending Products**” and “**Top Products**” tables.

The higher the gravity of the product, the more affiliates have sold the product in recent times which means higher chance of the product being a winner. But that’s not enough.

A product could have been a winner two months ago but still have a relatively “high gravity”.

Anything with a gravity of +250 is very good. But beware of products with negative movement (number in RED in snapshot above) as this signals that popularity could be decreasing.

Take note of the most popular products and move to the next step.

Step #2: Next, we are going to use [Facebook Ads Library](#) to find the ads other affiliates are using to promote these products.

Facebook is arguably the most popular platform where affiliates put their ads on. So, if a product is selling a lot at the moment, chances are most of the affiliates are promoting on Facebook.

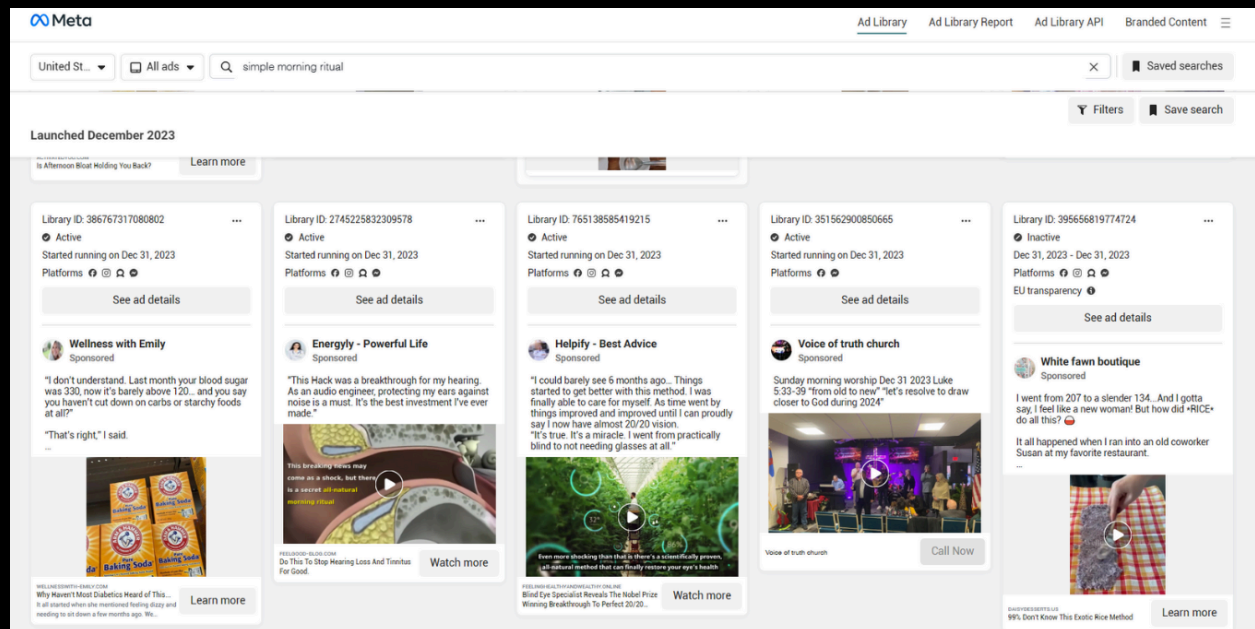
I have noticed that most Facebook Ads to Clickbank products include some familiar keyphrases. Such as:

- Bedtime routine
- Bedtime ritual
- Morning ritual
- 10 second ritual
- 10 second hack
- Morning hack
- Simple morning ritual

Go to [Facebook Ads Library](#) and type each of the above keyphrases and look at the results. Will be mostly affiliate marketing ads to Clickbank products.

Among these ads, some will be targeted to the products you found on cbsnooper.

For example: after typing “simple morning ritual” I found an ad for the Cortexi product (see below). Which we saw is trending on Clickbank.



When you find ads for products you found on cbsnooper, pay attention to the time the ads have been running. If an ad has been running for **+15 days or so**, it probably is a winning product and you can try to sell it as well.

Take note of the different marketing angles these advertisers are using. This will prove beneficial during the **keyword research** stage.

Looking for winning products for free is a tedious and time-consuming task. If you want to save time, do the next step...

1.2. Find winning products using Spy Tools

The best spy tool at the moment, in my opinion, is [Spy Hero](#). You can spy on Facebook Ads, Youtube Ads and Native Ads, all in one platform. It even comes with a mobile app you can use on the go!

Head over to [Spy Hero](#). And get your 14-day FREE trial. Create an account and sign up. You will see a screen like this:

You can search for the particular offer you want by typing the product name in the “Offer” field. You will get all the ads for that product that are running on Facebook or YouTube depending on what you want.

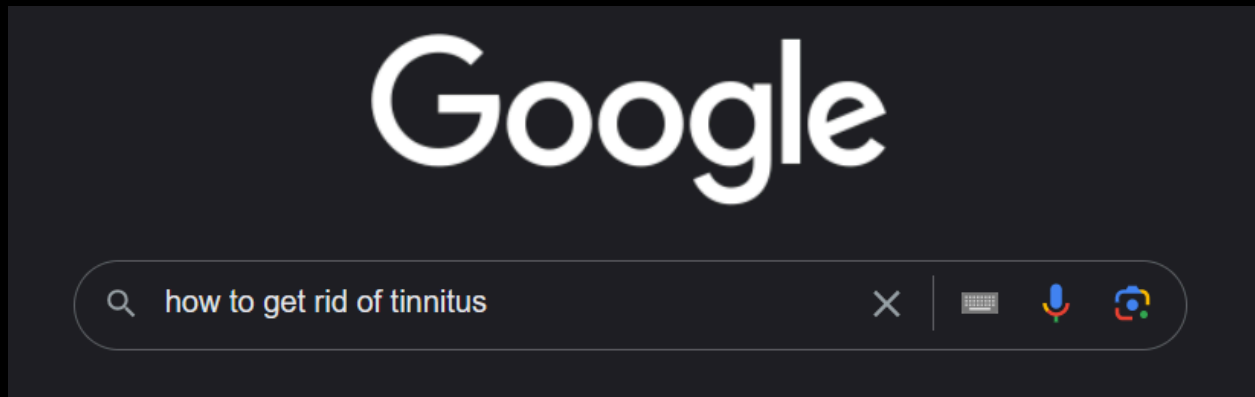
In the snapshot above, I was looking for ads for the offer “Prostadine”.

Spy Hero will give you the ads for the offer. You will also get: the image creatives, the video creatives, their ad copy, their landing page, the affiliate network they are using (the same offer can be available on multiple networks), how many days the ad has been running, and more information...

If you find one or more creators running an ad for more than 15 days straight, this means that the product potentially is a winner and you can move to the next stage.

2. Do Your Keyword Research

As you probably know, Google and Microsoft Search Ads are based on Keywords.



Users type a certain keyword in the search bar, and your ad shows up for that keyword. Simple as that.

Keywords are the search prompts that you and I type in the Google or Bing search engines.

Before creating your ads, you have to plan and do research around the keywords you would want your ads to show for. This process is called **Keyword Research** and it's crucial to your success.

If you want to find the best keywords to show your ads for, you first need to know what kind of problems your product aims to solve.

2.1. Be aware of the pain pleasure principle...

Sigmund Freud suggested that people make choices to **avoid or decrease pain** or make choices that **create or increase pleasure**. This includes buying choices.

With that in mind, you have to watch the Video Sales Letter or read the sales page of the offer you want to promote and write down every possible way that the offer can **create pleasure** or **decrease pain**.

Every pleasure or pain point that you find is a potential marketing angle for you to approach and capitalize on...

Example: One of my most recent profitable campaigns was for a product that aimed to fight prostate enlargement.

Upon watching the VSL of the offer, I found the following marketing angles:

- **Avoiding prostate reduction surgery:** this product could be a solution for people who don't want to go through the reduction surgery. (decrease pain)
- **Save money on prostate reduction solutions:** this product could help people save thousands in the alternative solutions for prostate reduction. (create pleasure)
- **Sleep better at night without having to constantly wake up to urinate:** this product could help people get better night's sleep. (create pleasure)
- **Pain during or after urination:** get relief from pain during urination. (decrease pain)

Each pain or pleasure point here is an idea for an Ad Group.

These were only some of the angles that I found. Find pain and pleasure points for the product you want to promote.

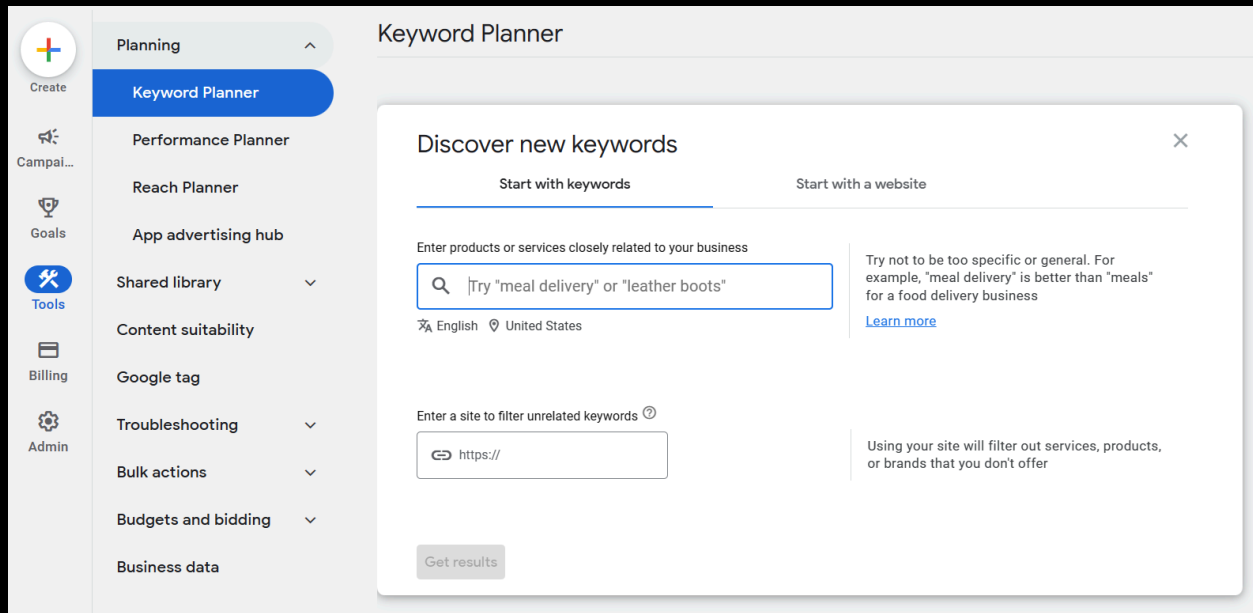
2.2. Use Google's Keyword Planner

Keyword Planner is a tool that can give you keywords ideas for your campaign. As well as give an estimate of number clicks you will get, estimate cost per click, competition, number of searches per month and other.

Both Google and Microsoft have their own Keyword Planner tool. I recommend you only use the keyword planner tool of the platform you intend to run your ads.

To find Google's Keyword Planner simply create an ad account at ads.google.com.

On the left panel, go to **Tools > Planning > Keyword Planner**. Then click on **Discover New Keywords**.



Now type each pain or pleasure point you wrote down and get keywords ideas. Write down the best keyword ideas to be used on your campaign.

Example: Let's go to Google's Keyword Planner and get keyword ideas for the Prostate Enlargement product I mentioned above.

For the Ad Group about **Avoiding prostate reduction surgery**, I wrote "prostate without surgery" in the Keyword Planner and received the following keywords ideas:

- how to shrink an enlarged prostate without surgery
- how to shrink the prostate without surgery
- how to shrink prostate without surgery
- how can i reduce my enlarged prostate without surgery
- can bph be treated without surgery
- and many others (see snapshot below)

These are all valid keyword ideas to test in a campaign.

Don't worry too much about the estimated monthly searches as this metric is usually very far off the real mark.

You can copy a newly generated keyword idea into the search bar and get even more keyword ideas.

Keyword ideas

Forecast

Saved keywords

Negative keywords

🔍

prostate without surgery

📍

United States

🌐

English

🔍

Google

📅

Dec 2022 – Nov 2023

▼

📄

Broaden your search:

+ surgery

+ prostate

+ breast cancer without surgery

+ testicular cancer without surgery

+ lung cancer without surgery

+ colon cancer without surgery

+ breast without surgery

Refine keywords

🔍

Exclude adult ideas

×

Add filter

32 keyword ideas available

Columns

Keyword view

▼

⬆

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) |
|--|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|
| Keyword ideas | | | | | | |
| <input type="checkbox"/> how to shrink an enlarged prostate without surgery | 260 | -81% | -88% | Medium | — | \$0.62 |
| <input type="checkbox"/> how to shrink the prostate without surgery | 170 | +350% | -65% | Medium | — | \$0.64 |
| <input type="checkbox"/> how to shrink prostate without surgery | 170 | +929% | +414% | Medium | — | \$0.60 |
| <input type="checkbox"/> how can i reduce my enlarged prostate without surgery | 30 | 0% | -89% | Medium | — | \$0.70 |
| <input type="checkbox"/> how to reduce enlarged prostate without surgery | 40 | +25% | +67% | Medium | — | \$0.57 |
| <input type="checkbox"/> enlarged prostate treatment without surgery | 90 | -22% | +133% | Medium | — | \$0.72 |

Use your best judgment to select keywords to your campaign. Usually, the longer the keyword is, the more focused and intentional it is. Which is what I like.

I also like to go for the keywords that have high competition in the competition tab.

The selected keywords will then be used in an Ad Group intended for people who want to shrink their prostate without surgery. Then, move to the next pain or pleasure point and repeat the process. Simple as that.

3. Set up your landing page and tracking

With your keyword research done, it's time to set up your landing page.

The landing page is the website people will land after clicking on your ads.

Here's the important thing to remember: every Ad Group should have its own landing page.

Why?

Because every Ad Group focuses on a different angle (pain or pleasure point). And your landing page must be completely congruent with the angle of the Ad Group.

3.1. How to set up your landing page

There is a ton of softwares to create landing pages. You can perform your own research and choose the one that best fits your needs.

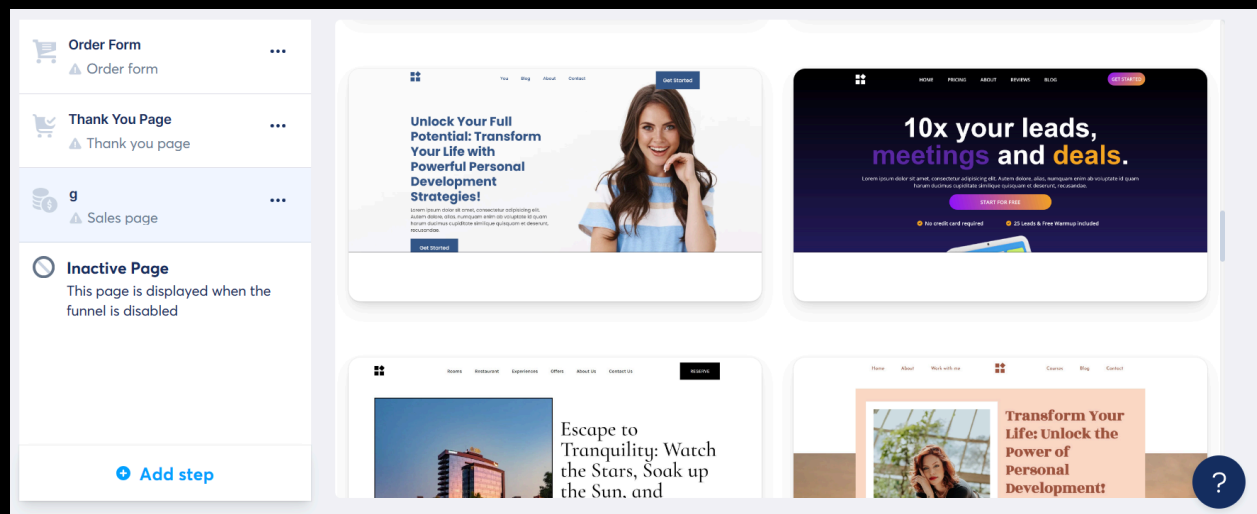
For the purpose of this guide, I will talk about [Systeme.io](https://systeme.io).

[Systeme.io](https://systeme.io) is an all-in-one business platform to build sales funnels, create online courses, webinars & memberships, run affiliate programs, send unlimited emails & sell physical products.

Great thing is that it comes with a free plan that is enough for most people just coming into affiliate marketing.

Upon creating your account, click on **Funnels** at the top. This is where you can create your landing pages/funnels.

Then, click on **Create** and fill all the blanks. I like to use the “Sales Page” templates on my landing pages.



Just grab one of the templates and edit it the way you want.

3.2. Write a compelling headline

The most important aspect of your landing page will be the headline. Write a headline that is closely related to the **theme/pain point** of your Ad Group.

Here is an example of a Headline that I have used successfully in the past, for the marketing angle we discussed above:



Click [here](#) to import this landing page to your Systeme account.

3.2.1. Compliance (using AI to stay compliant)

Writing compelling headlines is not an easy task because of compliance issues.

You know, Google and Microsoft (mostly Google) are very strict about what you write on your page. **Avoid crazy promises of unrealistic results on your landing pages.**

The headline above passed the test but should be avoided. Especially as a beginner.

That headline was used in a **Microsoft Ads** campaign. It would definitely cause problems on Google due to its strong promise. So I would never risk running it on Google, ever.

Try to stay as compliant as possible when creating your landing pages. Especially if your ad account is new (less than a year old), you have no spending history on the account or if you have a history of disapproved ads on the platform.

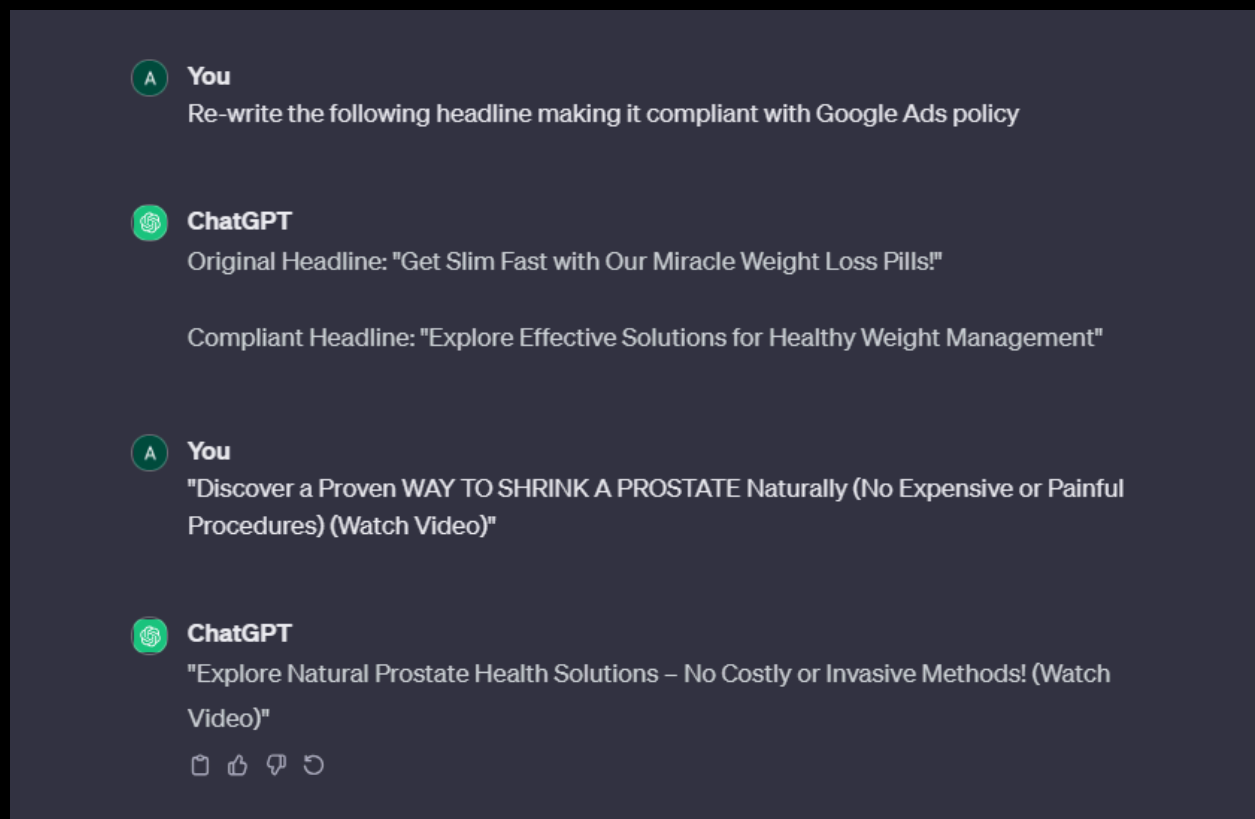
One way to get your headlines and copy text as compliant as possible is using ChatGPT.

ChatGPT is familiar with Google and Microsoft's policies (to a certain point, ok?) enough to guide us and help us make decisions regarding our landing page compliance.

Just use a simple prompt like:

Re-write the headline "[insert super non complaint headline here]" making it compliant with Google Ads policy

Here's me asking ChatGPT to rewrite the headline above and make it more complaint with Google Ads policy.



You see, the response ChatGPT offers no promises of unrealistic results. That's the kind of Headlines you want to use.

Use this tactic when creating your Ads also. Your headlines and descriptions must be compliant too. Use ChatGPT to help you stay compliant.

3.2. Set up tracking

Now we are going to use Clickmagick to set up tracking. Click [here](#) to get a 14-day trial of Clickmagick.

But why set up tracking though?

Because you can't rely on the stats you see in your ad networks!

But [ClickMagick](#) allows you to scientifically track your ACTUAL results from all your ads.

And when you optimize everything based on accurate data...

You get more conversions at a lower cost, and make more money. Honestly, this is probably the easiest way to level up your biz.

Watch the “**getting started**” video to understand how to start integrating Clickmagick with your landing page and affiliate link.

In a few words, you will have to:

- **Place your Click Tracking Code on your landing page.**

Set Up TrueTracking® for Example

Step 1 — Add the Click Tracking Code to your Landing Page, and only your Landing Page

Step 2 — Add Conversion Tracking Code wherever you want to record a goal or conversion

Click Tracking Code

Advanced Options

Track Organic Clicks

Save Visitor Information

Ref

```
<script>
  window.clickmagick_cmc = {
    uid: '[REDACTED]',
    hid: '[REDACTED]',
    cmc_project: 'Example',
    vid_info: 'on',
  }
</script>
<script src='//cdn.clkmc.com/cmc.js'></script>
```

Copy

- Build your affiliate link using the affiliate link builder and place it on the CTA buttons of your landing page

Affiliate Link Builder

[Postback URL Tool](#)[Postback Log](#)[Help](#)

Postback URLs allow you to accurately track your affiliate sales and refunds with a simple 2-step process. The first step is to pass a unique Tracking ID to your affiliate links. Here's how ...

If your affiliate network isn't listed, please see [What if my affiliate network isn't listed?](#)

Network

ClickBank (Affiliate)



Tracking Type

Campaigns



Affiliate Link

Update My Affiliate Link

- **Build your URL by using the URL Builder inside Clickmagick. You will need to have your landing page URL ready at this point. Make sure you use a custom domain here.**

UTM Parameters

[Optional CMC Parameters](#)[Generate Test Click](#)

When creating an ad URL, at least **the first three UTMs are required ...**

utm_source

The source of the traffic e.g. facebook, email, etc.



utm_medium

The marketing medium e.g. cpc, social, email, etc.



utm_campaign

The name of this campaign e.g. spring-sale



utm_term

Optional paid keyword e.g. {keyword}



utm_content

Optional name of the specific ad or link



Auto Cost Update

-



Make sure you use the {keyword} token for Google and Microsoft under the utm_term.

On Microsoft, I like to also use the {QueryString} token under utm_content to get the search queries that are triggering my ads.

The landing page URL you get from here is the one you'll use as the final URL in your campaigns on Google or Microsoft.

- **Set up Audience Optimization, to allow Clickmagick to send conversions to your Google or Microsoft account more reliably.**

Click [here](#) for the tutorial to set this up.

It would take many pages to go through each step of setting this up. You can find tutorials on YouTube by just searching “how to set up Clickmagick with Google Ads”.

After that is done, you can go ahead and create your campaign and ads.

4. Optimizing your campaign

Once your ads begin to show, you will start gathering data.

By data I mean: the search terms people are using, click through rate, best and worst performing keywords, best performing ads, and so on.

4.1. Adding negative keywords to your campaign

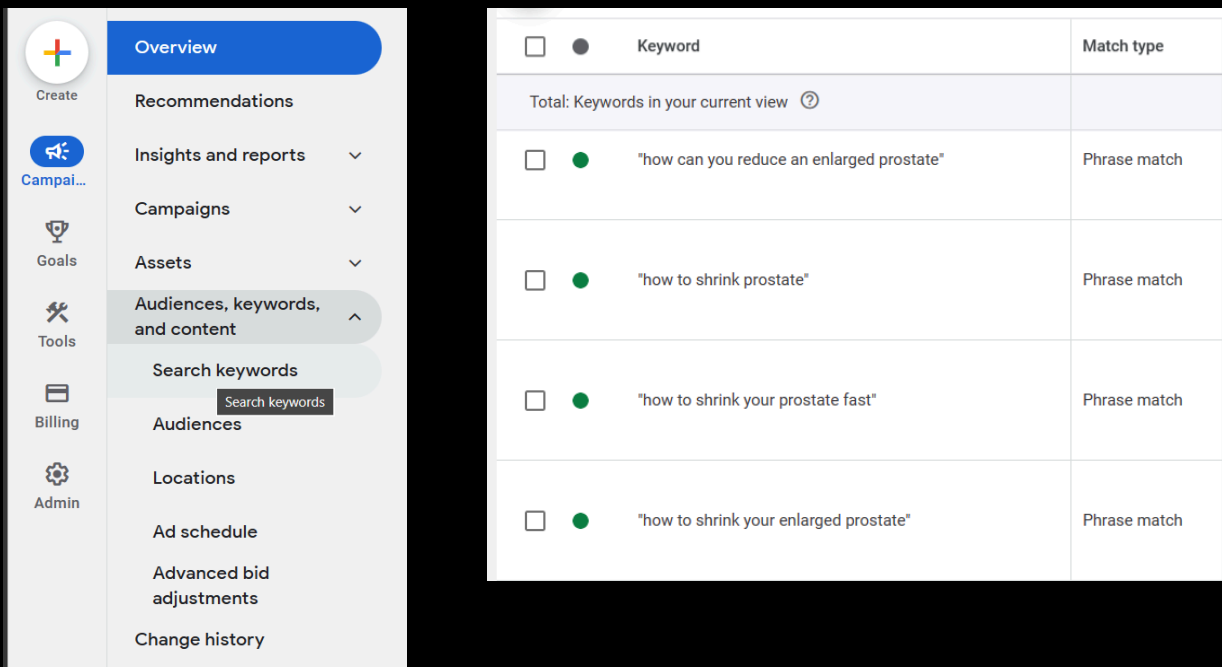
Negative keywords let you exclude search terms from your campaigns and help you focus on only the keywords that matter to your customers.

Better targeting can put your ad in front of interested users and increase your return on investment (ROI).

When using Google Ads, I like to go through the search terms that I am getting...

Since I mostly run Phrase Match keywords, some search terms that trigger my ads will be completely irrelevant.

You can find the search terms on the left panel of your Google Ads account. Under **Audiences, keywords and content > Search keywords**.



The screenshot displays the Google Ads interface. On the left is a navigation menu with icons and labels for 'Create', 'Campaigns', 'Goals', 'Tools', 'Billing', and 'Admin'. The 'Tools' section is expanded, showing 'Audiences, keywords, and content' as the selected category. Below this, 'Search keywords' is highlighted. The main content area on the right shows a table titled 'Keyword' with a 'Match type' column. The table lists four keywords, each with a checkbox, a green dot, and a 'Phrase match' status.

| <input type="checkbox"/> | Keyword | Match type |
|--|---|--------------|
| Total: Keywords in your current view ? | | |
| <input type="checkbox"/> | "how can you reduce an enlarged prostate" | Phrase match |
| <input type="checkbox"/> | "how to shrink prostate" | Phrase match |
| <input type="checkbox"/> | "how to shrink your prostate fast" | Phrase match |
| <input type="checkbox"/> | "how to shrink your enlarged prostate" | Phrase match |

As your campaign runs, you will find many irrelevant keywords triggering your ads.

What do I mean by irrelevant keywords?

Irrelevant keywords are keywords with no buying intent. People search for “free methods”, “scam”, “near me”, and search terms that are not related to your product or have no buying intent in it. You will have to use your best judgment here.

The irrelevant keywords, you should select by clicking on the box next to it and add as negative keywords. Do this every single day. Especially in the first days of running the campaign.

4.2. Optimization rules

You can't just leave a campaign running if it's not getting you sales or if it's not profitable.

Sure, in the first few days of your campaign chances are you won't be profitable. That's normal. Just don't let it drag for too long by following the rules below...

Rule #1: If a campaign gets you **ZERO SALES** after spending 1 - 1.5 x the Average Order Value (how much you will receive per sale, on average) of the product, you pause the campaign and move to the next product.

If you are on a tighter budget go for **1 x AOV**.

If you have more budget to test, be on the higher end. But I wouldn't go for more than **1.5 x AOV**.

The AOV of a product is the average payout of the offer that appears next to the product on Clickbank.

Good news if you get at least one sale during that period. That potentially means there is room to improve and get to a profitable campaign.

Rule #2: If an Ad Group gets **ZERO SALES** after spending 1 - 1.5 x the Average Order Value of the product, pause that Ad Group and continue with the other Ad Groups that have generated sales.

The Ad Groups that have generated sales can still be optimized even if they are not profitable yet.

We will have to play with the individual keywords inside to get profitable.

Rule #3: If a keyword gets **ZERO SALES** after spending 0.8 - 1 x the Average Order Value of the product. Consider pausing the keyword.

You can aim for an even lower number (like 0.5 x AOV) if you have many keywords inside that Ad Group. It really depends on your budget and your judgment.

Rule #4: If a keyword is not profitable after spending 1.5x the Average Order Value of the product. Consider pausing that individual keyword.

These rules are not absolute or mandatory to follow. Are just good guidelines to help you navigate your campaign's results and get profitable.

You should really use your best judgment here. There have been times that I let Ad Groups and Keywords run even after violating the rules above simply because these Ad Groups and Keywords were generating many Order Form Impressions without sales.

And these turn out profitable after some time.

Any questions? Just reach out

Reach out on IG [here](#), X [here](#) or reply to the email you received to download this guide.

Subscribe to my YouTube [here](#).

If you decide to join the paid plan of Systeme, Clickmagick and/or Spy Hero using the links shared here, I will help you personally and jump on calls whenever you need help.

Good luck!