



## **\$1500/day with Pay-Per-Call**

*"Wealth, like happiness, is never attained when sought after directly. It comes as a by-product of providing a useful service." -Henry Ford*

Henry was right. Great wealth can be attained by providing exceptional service, and the better service you provide, the more opportunity for wealth. The question is, how do you provide a service or make it easy for people to get what they need as quickly as possible? After all, in this world of lightning speed expectations, people want results, and they want them fast!

That leads to the question: When people need something and they are on the go (aren't we always on the go?), where do we turn. The answer is, we turn to our phones. No, I'm not talking about that thing plugged into your wall. I'm talking about the almighty cell phone.

Let's say you are comparing mortgage refinance rates and want to get different options from a trusted mortgage company. You pull your phone out of your pocket or purse and search "mortgage refinance rates." Now, the results will bring back several options; 10 organic search results that you can click on, squint your eyes at, and try to read on that little screen on your phone! Or, you can actually talk to someone. After all, you have your phone in your hand. If there was just some way you could hit a button and be connected to a mortgage advisor that could help answer any questions you had about mortgage rates...

There indeed is a way to talk on your phone with the right person, and if you look around at the sponsored results on Google (you know, the yellow boxes with ads in them), you have the option of clicking to call. Click the number and you're talking to someone on the phone, getting the answers

you need without having to squint your eyes. Now that's something Mr. Henry Ford would be happy to see! Convenience is "the money" and not just to the searcher in this way, but to the right online marketer, literally.

"What does this have to do with being a marketer?" you may ask. If you've ever wanted to provide a service and get paid for it, yet not have the overhead of running a traditional brick and mortar business, then this has everything to do with being an online marketer doing pay-per-call marketing. With Pay-per-call marketing, you get paid when someone...calls. Let me explain.

Pay-per-call advertising allows you to post a phone number on cell phones using search channels such as Google Adwords or Microsoft Adcenter, and if someone clicks your number and stays on the line for a certain duration, yet get paid! This is one of the most brilliant forms of affiliate marketing because the conversion rates are so high; I've seen steady conversion rates of around 40% and higher. Think about it - if someone wants, or better yet needs a service, they are usually going to call for it. Let's say someone's house is flooding at 3:00am on the morning in their town of San Diego, CA. They have to act fast. There's no time to grab the computer and the cell phone is usually the closest thing to them. The first thing that this person types in their phone is "24 hour plumber san diego." They want the phone number and they want it fast. Remember, that means no organic search results. They want an ad on the top of the results with a phone number they can click and they want it NOW! If you provide that clickable number and the person calls it and stays on the line for 1 minute (or depending on the advertisers requirements), you could get paid anywhere from a few dollars to \$20 or more!

So how do you get this set up? Just like traditional affiliate marketing, you sign up with a trusted mobile pay-per-call Network, apply for the various offers (one being a plumbing service offer in the example above), get accepted, and start promoting your ads with the phone numbers provided to you by the Pay-per-call network. If you do the proper market and keyword research, write a compelling ad, and have a basic understanding of how advertising works with the various search engines like Google Adwords or Microsoft Adcenter, then you can make some good money.

Campaign Summary | Get Started | **Promo Numbers** | Creatives | Advanced Links

Click the button to add promo numbers and assign a promo description to each to better track your campaign placements

Phone Number	Media Type	Promo Description	Calls to Date
You currently have no assigned promo numbers.			
<input type="button" value="+ Add Promo Number"/>			

Once inside the Pay-per-call network, you simply go to the campaign you want to promote after being accepted by the advertiser. From there, click "Add Promo Number," and your unique phone number will be generated to promote via Google, MSN, or other online and offline channels depending on advertiser restrictions.

### What Kind of Money Can You Make with Pay-Per-Call Marketing?

You can make some terrific money with pay-per-call marketing. It all comes down to how hard you are willing to work. For some idea, take a look at this great article: [Pay-Per-Call Earns Internet Marketer \\$500K](#).

I can't reveal the niche or offer related to the earnings below as this is sensitive information, but take a look at the daily earnings over a month's time period below. These are commissions from just one campaign from a successful pay-per-call marketer.



Call Result



Campaign Media Types



Call Geography



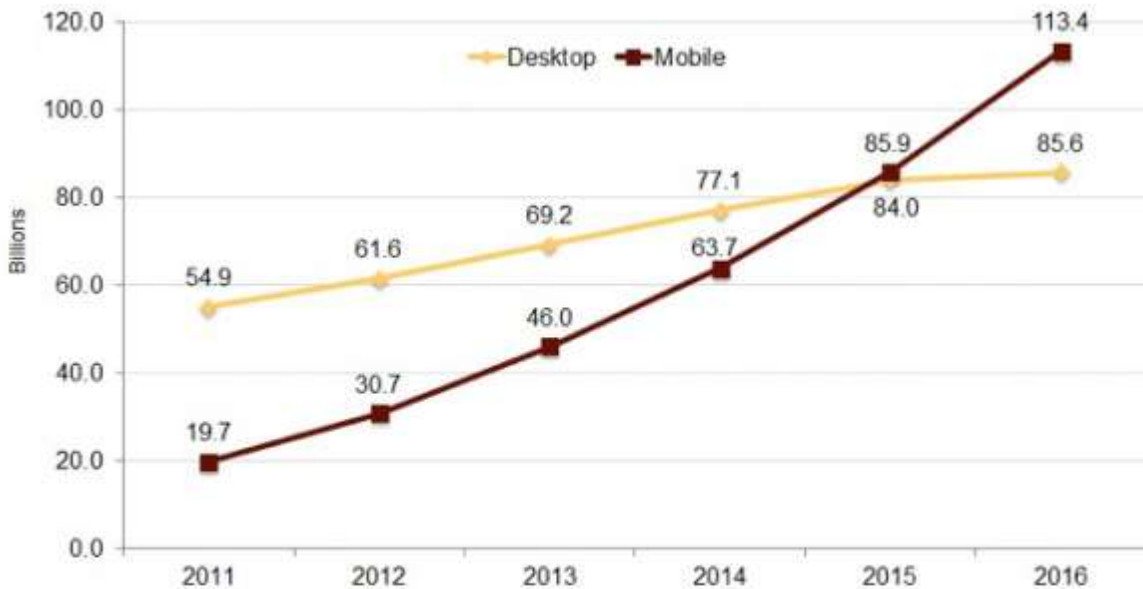
Now, I repeat, with just one offer this affiliate is generating as much as \$1,500 a day in commissions. It takes time, patience, and a methodical approach to scale earnings at this level, but here is proof that it can be done; it's easy money once you get your first campaign off the ground. Imagine if you had several successful campaigns at this level. There are plenty of people that do, and if you're serious about taking your online business to the next level, then you could do the same.

For the more advanced call performance marketers (like the one who generated the earnings in the above screenshot) who understand the value of tracking, there are ways to track calls that come in from specific keyword queries. With RingRevenue (the platform that generates the phone numbers and call statistics like the one above), this is possible by utilizing their special RingPools™ technology. The search query used to find your ad is picked up with a piece of JavaScript code that is put on your landing page and tied to each call that is generated. For every call, the script will deliver detailed performance data, including the advertising source, the keyword that drove the call, and other useful information. You can then adjust your bid prices and keyword strategy based on the given data. Determining your ROI by keyword is essential with Pay-per-call or any form of keyword driven, paid traffic. RingPools™ are a great way to acquire this data. See this video demonstration for more information:

<http://www.youtube.com/embed/OSodl9x0rig>

Now you know there are people out there making very good money with pay-per-call marketing. If that's not enough, understand that the world of mobile presents us with the largest marketing platform available today. Did you know that there are about 7 billion people on this planet? 5.1 billion of those people own a cell phone. Yes, that's right, over 70% of the world's population owns a cell phone! I'm not going to come up some hypothetical explaining how much money you could make if you could reach just .00000001% of that, but just know that the world of mobile is growing, and on a localized level we are riding an explosive trend of mobile search.

In fact, according to [BIA Kelsey](#), local engagement via mobile devices is growing to such an extent, that by 2015, it is projected that in the United States there will be more local searches from smartphones than from PC computers.



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Source: BIA/Kelsey (2012)

*"It is true across the board. Roughly one in seven searches, even in the smaller categories, are happening on a mobile phone, but how many of you are putting one seventh of your resources into mobile – anyone who hasn't got mobile only business? Your customer is trying to engage you... it would be like not doing business with your customers on Thursdays."*

**Jason Spero, Google** (Feb 2011).

Considering the above projection, there could be no better fit than pay-per-call marketing for taking advantage of this astronomic number of local searches. Why is this the case? Most pay-per-call offers are localized in nature. In other words, the the products and services promoted through call-based marketing are applicable to just about any local region in the U.S. and other countries (more advertisers in other countries will partake in this model when they understand how effective it

truly is). If over 40% of all mobile searches are local, this translates to a significant opportunity for mobile to pay-per-call marketing.

If you haven't already, now is the time to get in learn pay-per-call, one of the easiest, most effective forms of marketing available to us. Pay-per-call marketing is on a long path to exponential growth and we are just at the beginning of it. Advertisers benefit greatly from the pay-per-call model as the conversion rates are high and they only pay when they get a quality lead. For these reasons, some of the biggest companies in the world are subscribing to the pay-per-call model of advertising and they are always looking for quality publishers to promote their products or services, such as plumbing, tax, auto insurance, vacation offers, and much more.

We are sitting on mobile marketing goldmine. It's time to jump in if you haven't already. The question is, will you get in now and grab your piece of this mobile empire?

<http://performinsider.com/2012/09/1500-a-day-on-pay-per-call/>