

## **Module 3 – How To Cash In On Your Mobile Traffic**

- You can make money using mobile sites even if you don't have your own product or service to advertise.
- The concept of affiliate marketing can help in making large and quick profits.
- It allows you to advertise other people's products and you get a commission every time a sale is made.

So you are probably convinced now that mobile marketing is full of opportunities, but can you really make a killing with this new trend? Since it is predicted that mobile users will continue to increase within the next five years (forecast of 10B users by 2015), you have a ready market that you can tap on. Are there ways to make money from your mobile site, aside from selling your own products and services?

Yes, even if you don't have your own product or service to advertise, you can still make money using mobile sites! Affiliate marketing allows you to advertise other people's products and you get paid every time a client gets introduced or a sale is made through your mobile site. There are many forms of mobile affiliate marketing that you can take advantage of. This will be discussed in details in one of the later chapters.

# Ways To Make Money From Mobile Marketing

- ClickBank Products
- Google AdSense For Mobile
- Applications
- Pay Per Call
- Cost Per Action (CPA)
- Mobile SEO (Search engine optimization) services

Here are just a few suggestions on how you can get a piece of the action and make money from mobile marketing:

## 1. ClickBank Products

ClickBank.com still has the largest database of ebooks that you can promote by signing up as their affiliate. If you don't have a ClickBank account yet, sign up for one and start choosing products from the "marketplace" that you can promote on your mobile site. Recently, ClickBank has introduced new features that are designed to make affiliates market products through their mobile-optimized sites.

### a. Barcode Encoding

Once you log in to your ClickBank account and create your hoplink (your affiliate link that you can use to promote products), you will notice a barcode to the right of the hoplink. This is called a Hopcode, which has your affiliate tracking information. If a mobile user accesses your Hopcode through their mobile phone, they will be directed to your Hoplink URL and if a sale occurs, you will get a commission!

#### b. Autodetecting of Mobile Users

If a mobile user gets to your Hoplink, ClickBank will immediately route the customer to the mobile-optimized version of the Hoplink to make the surfing experience for the potential customer easier. You will have a higher conversion rate once your mobile customers are directed to a site that can easily be read and navigated on their mobile devices.

#### c. Mobile Order Form

ClickBank now has mobile-optimized order forms that can be accessed through smartphones and other mobile devices. This means users will have an easier time navigating the site and making their online purchase, resulting in more sales for your affiliate products!

### **2. Google AdSense For Mobile**

Yes, it is possible to display Google AdSense ads on your mobile site. If you are a newbie in online marketing, Google AdSense is one of the surest ways to make money from your website. Advertisers pay Google to display their banners or text links on Google's network of publishers or website owners. You can sign up for Google AdSense and start displaying ads on your mobile site.

The Google AdSense for mobile can be used by anyone who has a Google AdSense account. Log onto your account and get a code from Google AdSense and then insert this code into your mobile website source code. Your ads are contextualized, which means the ads that Google chooses for your site are relevant to your site content. You then earn a commission whenever a mobile user clicks on Google ads on your site and visits the advertiser's website.

### **3. Applications**

The mobile applications market continues to grow, and if you are technical savvy, you can try creating your own downloadable applications. However, you may find it difficult to beat the competition, because there is an over-supply of free mobile applications in the market.

This doesn't mean that you should just simply ignore this powerful method of viral advertising. You can still offer smartphone applications because you can embed advertisements inside these apps. If you offer a free and highly useful app, it will create a buzz among your target market easily. You could be advertising your own product or service through free iPhone apps or sign up with a mobile ad marketing site such as AdMob and choose downloadable apps that you can promote using mobile devices.

#### **4. Pay Per Call**

Pay per call is the mobile version of pay per click. You are given an affiliate URL that has the phone number of the advertiser, which you can promote to mobile users. This is one of the most popular and effective methods of making money, especially if you are promoting restaurants, spas and other retail places within your area. Mobile users can easily call the number on your link because they already have their phones in their hands. Conversion is fast, easy and usually high.

#### **5. Cost Per Action (CPA)**

CPA has an effective internet affiliate marketing strategy. With the growth of mobile sites, it will continue to be a good source of online money for affiliate marketers. CPA is definitely not a fad, and a smart marketer should learn how it works and use it to his/her advantage.

CPA marketing involves promoting a sales offer to make a client perform a specific action that will benefit the advertiser. The action desired may simply be for a potential client to provide a mobile number or an email address. There are some advertisers who only pay if someone actually buys the products, while others may pay for simple actions that can result to lead generation.

#### **6. Mobile SEO services**

If you are familiar with online marketing SEO (search engine optimization) strategies, you can offer your services to small businessmen in your local area to help them get mobile and “be found”. Today, there is a bigger portion of the population who uses Google maps instead of the yellow pages, when they are looking for retail stores and providers for services they need. A business that has not gone mobile stands to lose a big chunk of its market against one that already has a mobile-optimized site.

If you know SEO and are quite good at it, you can capitalize on your skills and offer your services to the many businesses that do not have a mobile site. You can also offer your services to those whose mobile sites need improvement to generate traffic and increase sales. If you could help a company engage mobile users and increase their sales, they would gladly pay you a recurring monthly fee for your expertise.

Remember... there are 5 billion global users and growing everyday! If internet marketing has made a lot of people rich, there is a bigger potential on mobile marketing, and you, too, can benefit from this new money making machine.