

## Success in Pay Per Click Advertising - 5 Models to Maximize Profits in PPC Search Engine Marketing

There are many business models to maximize your profits online and allow you to earn huge of money on the internet. In this article, you will discover and learn 5 affiliate business models in pay per click search engine marketing to earn huge affiliate commission and grow your home based affiliate business.

### 1. PPC - Merchant Site.

Basically, this approach is the easiest affiliate marketing strategy to earn commission online. You can start earning affiliate commission in PPC online advertising by: (1) joining the affiliate programs and getting the affiliate links (2) signing up the PPC search engine account and (3) creating PPC online advertising campaigns with those affiliate links. It is used to drive directly visitors from pay per click (PPC) search engine, like Google Adwords, Overture and MSNAdCenter, to merchants' website. The approach is suitable for testing the new affiliate products in your affiliate marketing business only. With the niche keywords, this technique is a great way for testing whether those new products can be sold in the markets. You can not maximize profits online and earn huge commission with this approach.

The purpose of this approach is to test driving traffic to the merchant sites. It will be perfectly fit for new products entering into the markets. You can easily setup your PPC advertising campaigns for testing those new products. Obviously, you can use this technique only for testing those products to evaluate whether it can be sold or not.

### 2. PPC - Review Page - Merchant Site.

The next affiliate business model is to provide quality contents along with the product reviews in the review web page. You should consider creating your own review page. This is one of the most popular affiliate marketing business models for affiliate marketing entrepreneurs. Also, it is an effective way to convenience the visitors with the contents, before they make any purchases. You can drive visitors from PPC search engine to your review page directly. Within the review page, you can give high quality content and unbiased products reviews. Also, you can embed the affiliate links into the review page in order to drive forward your visitors to merchants' website.

The purpose of this approach is to drive quality content to your visitors before they will make any purchases. It can be used perfectly when you have profitable several affiliate products at the same time. Otherwise, it can be used if you ensure that those affiliate products are profitable.

### 3. PPC - Review Page - Tell a Friend - Merchant Site.

This approach is applied the concept of viral marketing strategy in order to spread your review page or website to other people. The viral marketing strategy is one of the quickest approaches to increase your reputation, creditability and reliability. It is all about the "Word of Mouth" strategy. The "Tell a Friend" script is a great example of viral marketing strategy and it can be used perfectly for this business model. With this script, your review page will be sent out to other people quickly, like a virus. After sending to the other people, it will redirect your visitors to the merchants' website for selling further.

The purpose of this approach is to spread out your review page, where the content is, to other people quickly and massively as much as possible. With the "Tell a Friend" script, your web page will be sent massively out as soon as possible too.

### 4. PPC - Squeeze Page - Review Page - Merchant Site.

Another great affiliate marketing business model is to combine both of email promotion internet marketing, review page approach and back-end selling process. You can drive visitors from PPC search engine to a squeeze page, which is a web page used for capturing visitors' personal information. When you capture completely the personal information in the squeeze page, it will redirect your visitors to the review page where you can give them the product recommendation. Finally, it will lead your visitors to the merchants' website for purchasing purpose from the review page.

There is doubt that the combination of email promotion internet marketing and product review approach is used for utilizing the power of back-end selling process. You can sell other affiliate products to those visitors or even your existing buyers in the future. You can follow-up them about the products or services. This will create the impressive to your customers or potential buyers.

### 5. PPC - Squeeze Page - Tell a Friend - Review Page - Merchant Site.

The last affiliate marketing business model is the best approach for affiliate entrepreneurs to earn huge affiliate commission and maximize the power of several affiliate marketing strategies in this article. Obviously, you can insert the viral marketing strategies, particularly the "Tell a Friend" script, in order to spread out to the world. You can redirect from your squeeze page to the web page with the "Tell a Friend" script, before forwarding to the review page, where the content is, and merchant site respectively.

The purpose of this business model is used for affiliate marketing entrepreneurs who want to increase massively profits online through the affiliate products. With the power of emails, viral marketing strategy and product review approach, you will maximize return on investment and profits in PPC online advertising for your home based affiliate business.

Final thoughts, the inside secret of affiliate millionaires to your success in those business models is to drive high quality traffic through hot niche keywords with low competitors from PPC engines. Without the appropriate techniques in PPC online advertising, you can not maximize your profits online with those above business models in the affiliate marketing business.

[Learn more secrets](#) of how to become a wealthy affiliate millionaire through PPC online advertising. You will discover up-to-date affiliate information, top profitable recommended online affiliate marketing programs, do effective research, improve continuously your home based affiliate business, learn how to make big money online from home over \$5,000 a day and participant with other successful affiliate marketing entrepreneurs. You will discover great tips on internet affiliate marketing for your highly successful. Also, you will save your time and money for your trial & error.

### About the Author

Siripong R. or zMillionDollars is a recognized authority on the subject of building super-profitable pay per click campaigns. His website, [www.iPayByClick.com](http://www.iPayByClick.com), provides a wealth of informative articles and resources on everything you'll ever need to know about pay per click advertising. Free special reports at: [www.iPayByClick.com/free-report](http://www.iPayByClick.com/free-report).

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