

# “YouTube DOMINATION 1,028 Leads For As Little As \$0.01 Per Lead?!”

Internet Income Mastery

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## Quote Of The Day...

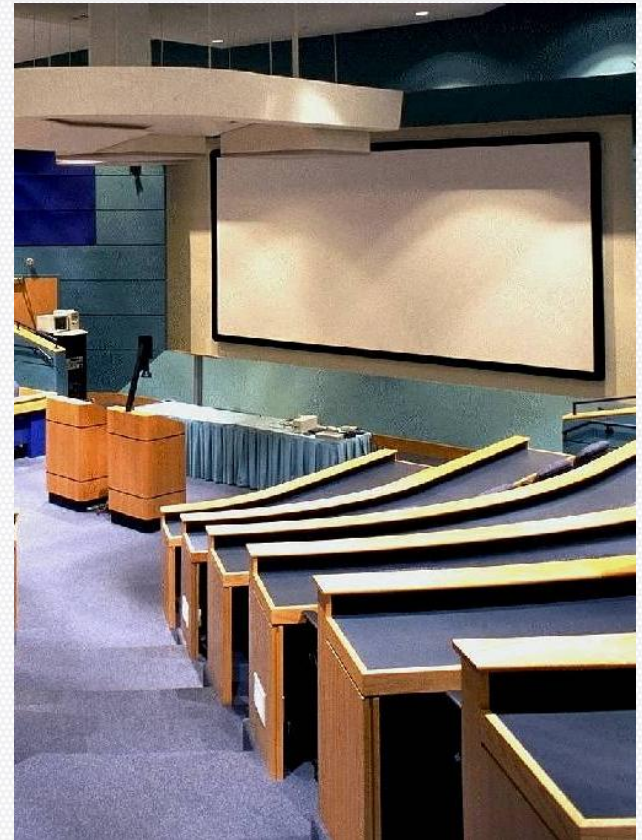
“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

**~John Quincy Adams**



## Here's What We're Going To Cover...

- How to dominate the first page of YouTube search results- what is YouTube PPV?
- 3 Reasons YouTube PPV is one of the HOTTEST paid marketing strategies that exists online.
- Why the time is YESTERDAY to stake your claim of this untapped gold mine.
- 5 Surefire Principles For Success:
  - How ca\$h FLOWS.
  - How to make your videos “magnetic”.
  - Why you should start with the “Big 5”.
  - How to win the bidding game.
  - Scaling for automated profits.
- Next time- how to create your first campaign, step-by-step...



# How to Dominate The First Page Of YouTube.

- What is YouTube PPV?
  - YouTube PPV is essentially the equivalent of Google Adwords except the search results are videos!
  - If you've been in internet marketing for any length of time, you know how powerful the Google Adwords platform is for lead generation (\*aka -was, in the case of the home business industry)
  - PPV stands for "Pay Per View" and that's exactly how it works, you pay each time someone **VIEW**S your video. Yes, you **ONLY** pay for views.





make money online

Search

Browse

Upload

Create Account

Sign In

## Search results for make money online

Sort by: Relevance ▾

About 123,000 results

Filter ▾

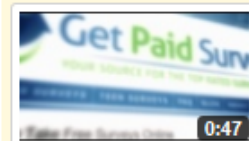


### Automated Online Income?

Honest, Ethical And Legitimate Income System. Free Website!

by kevinbluetv | 7,069 views

2:11



### Get Paid Surveys

Earn Cash and Rewards taking free Online Surveys in your spare time.

by gpsurveys | 4,630 views

0:47

Promoted Videos



### Top 5 Ways To Make Money Online... Revealed!

www.101WaysToMakeMoney.com Just a quick video outlining the top 5 ways to get started making money online.

by 101WaysToMakeMoney | 2 months ago | 31,722 views

3:46



### How to Make Money Online - Top 5 Ways to Make Cash from your Computer ...

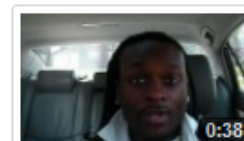
Yes, I tried all of these things before, and yes they all work. Some of them you have heard of before, but some of them you may have never thought ...

by thenewboston | 9 months ago | 360,570 views

9:38

### Make Money Online!

Promoted Videos



### \$ Make Money Online\$ Now

Amazing Business Opportunity Profit Big Make Money Online Now

0:38

by makefastcashmoney | 11 views

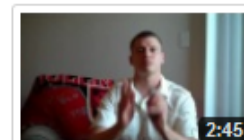


### Become a marketing leader

The right education and training Best team, strategies and system

6:51

by Karltheuniqu | 3 views



### 4 "Crucial" Elements

To Choosing Your Network Marketing Company!

2:45

by tomleuer | 88 views

# 2.8 MILLION Impressions and 1,028 Leads!!!

Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
12,590	2,866,658	0.44%	\$0.15	\$1,856.10	1.4	1,028	\$1.49	12.10%
1,727	175,407	0.98%	\$0.36	\$620.41	3.1	429	\$1.45	24.84%

Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
\$1,874.66	1.4	1,035	\$1.50	12.11%
\$0.10	1.3	1	\$0.10	50.00%
\$0.04	1	1	\$0.04	100.00%
\$0.01	1.1	1	\$0.01	100.00%
\$0.11	1	1	\$0.11	100.00%
\$0.07	1.6	1	\$0.07	100.00%

73	\$1.52	23.10%
22	\$0.40	20.37%
16	\$0.53	30.77%
6	\$3.52	5.61%
6	\$0.37	40.00%
5	\$0.73	14.29%
4	\$0.92	12.50%
2	\$0.55	16.67%
2	\$1.96	3.51%

## 3 Reasons YouTube PPV is smoking hot!!

- You **ONLY** pay when someone actually watches your video.
  - PPC/PPV is still the easiest form of paid marketing to generate a profit with due to the scalable nature and low barriers to entry.
- **HIGH CONVERSION** rates. Someone who watches a video then goes to your affiliate link is much more likely to buy having been pre-sold (sellicated)
- Competitive keywords **AREN'T** nearly as competitive. People are lazy!



## Why the Time is YESTERDAY!!!

- Much like Google Adwords- Youtube PPV is a strategy that probably won't be around forever in the home business industry.
- When it's HOT, it's HOT!!
- The time is YESTERDAY to stake your claim of this relatively UNTAPPED gold mine.



## 5 Surefire Principles For Success.

- How ca\$h FLOWS.
- How to make your videos “magnetic”.
- Why you should start with the “Big 5”.
- How to win the bidding game.
- Scaling for automated profits.



## How Ca\$h FLOWS.

- The path of least resistance.
- As with ANY marketing strategy, BEGIN WITH THE END IN MIND.
- The message of your videos must be consistent with the message throughout your sales process:
  - Squeeze Page
  - Video Sales Letter
  - Free Account/Ebook/Whatever The Next Step is.....



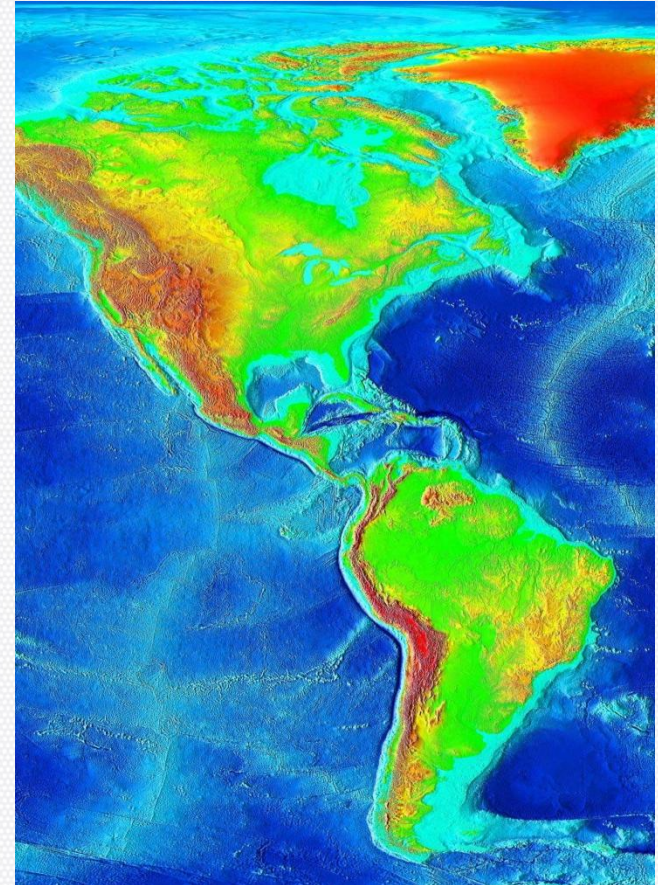
## How to Make Your Videos “MAGNETIC”

- People love stories- everyone on this webinar has seen our STORY:
  - Searching for a better way.
  - It sucked, lost a bunch of money.
  - Finally found a legitimate program.
  - Leverage ANY LEVEL of success.
  - CALL TO ACTION!



## Why You Should Start With The “BIG 5”

- When you first create your campaign, start with what I like to call the “Big 5”. While you can get a lot of traffic from international exposure, your best prospects and highest converting leads will be English speaking countries.
  - United States
  - Canada
  - United Kingdom
  - Australia
  - New Zealand
  - South Africa (#6)



## How To Win the Bidding Game.

- Start small, regardless of how big your budget is. You don't have to have a ton of capital to get started.
  - Set your “Campaign Daily Limit”
  - Set your “Maximum CPC/CPV Bid”
- I recommend you start out paying **NO MORE** than \$0.30 per view and work your way up as you start seeing results. Shoot for an initial lead cost (cost/conversion) of around \$1.00-\$3.00



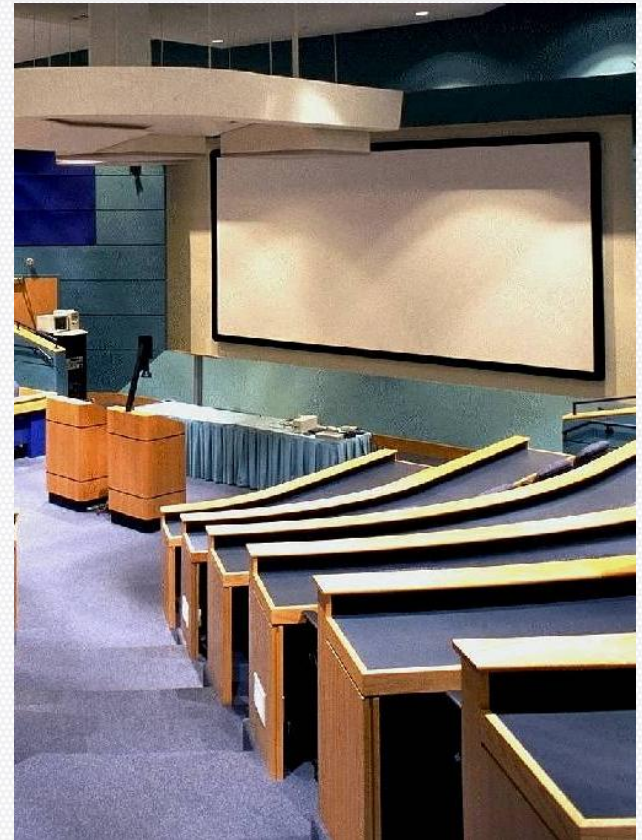
## Scaling for AUTOMATED PROFITS!

- When you start seeing a successful campaign, INCREASE your bid prices on the keywords that are showing the best results.
- Add more keywords.
- Expand your reach with “Accelerated Delivery” – a ninja setting inside of your Adwords account.



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