

MEDIA BUYING 101

LEARN HOW TO MAKE WILDLY PROFITABLE MEDIA BUYS



Copyright © All rights reserved worldwide.

YOUR RIGHTS: This book is restricted to your personal use only. It does not come with any other rights.

LEGAL DISCLAIMER: This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

COMPENSATION DISCLOSURE: Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

Introduction

Everyone would love an endless supply of free, high quality traffic.

The thought of this is one of the biggest scams on the internet, because without a huge amount of time and energy invested, it just doesn't exist.

That's not to say you can't get a lot of traffic without spending any money. You can. It just takes either a long, long time and lots of hard work building a foundation, or it takes dumb, blind luck because a post happens to go viral or get picked up by a major news outlet. It's not realistic for the average website owner.

Enter media buying...

You should obviously use free traffic methods in addition to paid methods, but media buying can help you get started making money while you slowly building your free methods like SEO, Facebook, Twitter, etc.

Media buying can be very costly if you aren't careful, but with some wise choices, you can pull in a significant amount of traffic with very little effort at all.

In this guide, you're going to learn the basics of media buying, as well as some tips you can use to lower your costs and get more quality traffic.

Before You Buy

The very first thing you need to do before you buy is make sure your offer is the best it can be. This may sound silly, but too many people jump right into buying a ton of ads without running the first test to see how well their page converts!

Additionally, you need to be sure you know your demographic inside out. You need to know as much as possible about your target market in order to target your ads properly and save money.

These days, most places that sell ads on a CPC (cost per click) basis, give the buyer a lower CPC if their ad has a higher CTR (click through rate). Thus, the better your ad performs, the less it costs.

Sounds great, huh?

The best way to get low cost clicks, therefor, is to make sure as many people as possible click your ads. I know, it sounds crazy to even mention this, because everyone obviously wants to get the most clicks possible, right? But it isn't just about creating a great offer and writing good ad copy.

To get the best possible CTR, you need to make sure you're not only targeting the right keywords, but also the right demographics.

Media Buying 101

You have just read the first pages of this ebook.

The full product includes the complete PDF, the editable source file, cover graphics and a private label rights licence. Edit it, put your name on it and sell it as your own.

Get it for £1.64

<https://plrshop.shop/advertising/87-media-buying-101.html>