

Published based on [Idiot's Guide to Mobile Marketing Profits](#)

# **Idiot's Guide to Mobile Marketing Profits**

Everyone is talking about mobile marketing lately. It's bigger than internet, it's the best thing since Sliced Bread 2 and so on Truth is, it takes time and funds to make it work. Like with many online campaigns. You have to understand how these people think, how they navigate their cell phones, iPhones, iPads and so on

Ok, enough talking. Let's see how you can make some guacamole with mobile marketing and squeeze the traffic before competition joins.

### **First Things First - What Side You're On?**

Are you an affiliate marketer or someone else? By someone else you can be doing drop-shipping, owning a product, being a dealer, whatever. Where you take order, have control over your site is the best. And margins are better to work with. So what works for one, will work for the other. I'll focus on affiliates here as long as we are the weakest link in here.

When you start, you go to a mobile ad network like AdMob and create a campaign there. But where do you get products from? OfferMobi is a good affiliate network focused on mobile solely. You can join them and start promoting dating or ringtone products.

### **Your First Campaign**

I can't stress this enough, target as much as the ad network allows you to. Up to state or city level if you know your demographic buy more from there. Whichever data you have, always use it to full extent. You can never have too much targeted campaign, trust me.

Select geographic location, models, providers. Many suggest starting with iPhone or Droid platforms as those have better resolution screens and users have money in their pockets, so you can make money easier. I've had success with both. So you need to test with that yourself. Often times you'll have the option to use banners. If you're starting out, you can use text only. The more variables there are, the more money you'll need to spend when testing. So stick to something simple, text is best for a start.

### **Testing and Optimization**

Last and the most crucial step. Optimization means cutting off the losers before they lost you too much, and scaling the winners to make more money. It's always a question when to pause? Give each ad as much traffic as the payout? Or maybe give each keyword/channel and ad as much traffic? Some test the campaign for 2x the payout before pausing it.

Let's say you start with 5 ads, 2 channels, 1 LP. That means 10 variables. If the offer pays out \$1, that's \$10 total for testing. And it's enough usually as the CPC ranges from \$0.03 to \$0.15 or so. So you can't pause the campaign after \$1. But giving it at least \$5 would make sense. Half the payout for each variable. This should get you some decent data.

After that you just bump up the CPC for what works and drop it for what doesn't. Simple and very easy. What I didn't tell you tough is that you'll have success as often as online. It can be 1 in 10 or 1 in 100 campaigns. It can be tough, so be prepared. But at least testing budget is much smaller.

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