# Choosing an offer

Offer is a product or service that you porturize to a client.

You ought to understand these following points for competent alignment of the marketing strategy:

* what to sell (the essence of the offer);
* whom to sell (who is your target audience);
* what problem the buyer solves your offer;
* where to sell (geo offer);
* how to sell (through which online advertising channels).

All these points we will be consistently and in detail disassembled in our articles.

Foremost, let's consider what types of offers are in traffic arbitration.

1. **Commodity offers**. It means consumer goods.

There are several main subcategories in product offers:

* products for weight loss (for example: Liporexall – weight-loss drug for a cleansing the body)
* products for home and garden (for example: AgroMax – a drug for increasing yields)
* health and beauty products (for example: Liftensyn – anti-wrinkle serum)
* adult (for example: El-macho – drug for increase potency)
* physical goods (for example: Kitchen Master – multislayser)
* clothes (for example: Maidenform – foundation garment)

The easiest way to take a foray in arbitration is to start with commodity offers. So further, in the cycle of our articles, we will make the main emphasis on arbitration on it.

The main advantages of commodity offers are a large deductions, speed and simplicity of the process. Another important fact why it is easier for a beginner to start with commodity offers is that the most popular products are already advertised on all channels (Internet advertising, television, advertising brochures) and they are quite recognizable by consumers. In other words, the interest of the buyer to the product is heated before the start of your advertising.

Let's look at a specific sample:

Suppose you choose tangible goods. One of the most popular and useful products for the kitchen, which is useful to any housewife is a Kitchen Master multislayser for vegetables and fruits. It`s now actively advertised on teleshopping and on the Internet. You must to register in the affiliate program, download all the necessary creative, start up an advertising campaign. The affiliate program has a call center and logistics services, which themselves will process and deliver your order to the end user. All you have to do is to periodically track statistics and display your profit!

2. **The dating.** It `s everything related to dating sites.

For example:

The user is shown your advertising site dating, the user clicks the link, registers on the site, replenishes the account on your account and as a result you get paid for it.

3. **Vouchers, sweepstakes, pinsbits**. In fact, these are raffles / quizzes / contests. To take part in them, the user must leave your contact information.

For example:

The user sees the ad in the style of “Want to participate in the drawing of the tablet Samsung? Leave your email and maybe you will be the winner! ”. User leaves his contact information (email / phone). These data enter the mailing list and, in the future, the user will receive information on other promotions via mail or telephone. You get paid for the data left (payment by CPL model).

4. **Financial offers**. It means a proposing of banking services (loans, loans, mortgages).

For example:

You create an advertising campaign where the goal is to encourage the user to take out a facility or a quick borrowing. You receive payment for the contact information (CPL payment model) or upon the facility, borrowing (CPA payment model). In the financial sector, the CPA payment model is most common.

5. **Gambling**. It`s everything related to online pitch-and-toss.

For example:

You are advertising online casinos. The user is registered, replenishes the account and starts playing. You get a percentage of casino revenue from the user who came from you (the RevShare payment model) or receive a payment for the fact of the user making a deposit (the CPA payment model).

RevShare payment model is fraught with "pitfalls". Of course, most players lose money in casinos, but there are rare exceptions, when particularly lucky and pro-gamblers win. With the RevShare payment model, a negative casino balance will also affect your payouts.

Officially, advertising casinos in USA is prohibited, but it doesn`t stop those who engage in gambling traffic, as there are many workarounds on this topic.

6. **Instala**. There are offers of mobile applications.

For example:

A user downloads a mobile application from your link. You get a payment for the fact of downloading or for a specific action in the application, let us assume, for replenishing your account.

7. **Info Offers**. It`s suggestion for various educational programs, courses.

For example:

A user of your ad bought the course “Successful Success”. You received a payout per conversion. In info-offers, the CPA payment model is most often used.

8. **Forex, binary options, investment projects, crypt**. The main idea of ​​these offers is to encourage the user to make deposits.

For example:

The user saw your advertisement, clicked on the referral link and made a contribution. You received a percentage of his contribution (CPA payment model). You can also buy the currency on any site and resell it for a higher price, earning on the difference in the value of the currency.

9. **E-commerse**. It means offers from large online stores.

Example:

AliExpress, Lamoda and other major market players are present in many affiliate programs. Webmasters pour traffic to the store and get paid for the paid order by the client.

*Bethink about what the selected offer is better than others in this niche, what will be your unique selling proposition (UTP)?*

A CTP should contain specific user benefits, no “water”.

An additional item to strengthen the confidence in the offer will be the availability of reviews (perfect review = photo + text) on the product page.

There is another important point when choosing an offer: you should not evaluate the offer chosen for advertising by yourself. You may dislike it at all and you would never buy it, but this doesn`t mean that other people are unneedful of it.

For instance: you don`t cook, but order your own food delivered to the home. You don`t plan to buy a multislice. Meanwhile, the grinding of vegetables and fruits is a process that takes quite a lot of time for any housewife, so an offer such as Kitchen Master will consistently convert all year round.

# Competitive offer analysis

Besides the fact that you need to choose an offer, you also need to analyze its competitiveness.

In any affiliate program there is always your TOP offers, where you can choose the most relevant and convenient for you. You can always ask the affiliate program manager for current information on trend offers. Most commonly, for a manager in affiliate programs, the main KPI for accounting for wages is the income of the masters he leads, so it`s in his interest to provide you with as much detailed information as possible.

**The main indicators of competitiveness that are worth paying attention to:**

1. **Location.**

Virtually any offer has restrictions on the region in which it is sold. Therefore, when choosing an offer, this is a very important point that you need to pay attention to in order not to launch an advertising campaign where there is no product. Sometimes starting an offer immediately for all geo gives the best result, or vice versa, choosing nontrivial geo, you can earn more ROI there.

1. **Seasonal prevalence.**

There are products that convert year-round and for several years. But there are also products that are sold by season. For example, products with a garden theme (Hydro Mousse – liquid lawn, Fish Hunt – an activator of biting), will be well converted in summer and spring.

1. **Valid traffic sources.**

When you connect the offer in the affiliate program, it`s important to pay attention to the acceptable sources of traffic. The fact is that if you want to, for example, pour traffic to your offer through the bulletin boards, this may be prohibited and you will not receive payment for these conversions.

Allowable traffic sources can be found in the description of the offer itself or ask the support service.

1. **Promo materials (SWAG).**

Many affiliate programs for the offers already have a banner and advertising texts. A good offer usually has creative input for any traffic.

1. **Payouts.**

Firstly, that should pay attention to a newbie: payment model. As we wrote above, the payment may be for the user's action, for impressions, for applications, for clicks. The highest payouts on the offer are most often on the CPA model (pay per action). The CPL, CPM, CPC payment models are of course less profitable for money, but for a beginner this will be an easier option to earn your first money.

The greatest payouts are usually in those affiliate programs that produce their own goods (such as LuckyShop), and not outbid it from intermediaries.

Secondly, pay attention to the percentage of conversions on the selected offer (CR). This indicator is usually in the description of the offer and displays the percentage of injected applications and the total number of all leads.

Another indicator that eCPC should pay attention to is the average cost of a click in an affiliate program.

Thirdly, look at the term of the hold (the time for which the affiliate program processes the traffic, checks its quality, and then makes the payment).

For some offers the term of the hold may be several months, and for some few days. This must be considered when planning your advertising budget. In LuckyShop there is no hold at all, this allows the webmaster to withdraw money as quickly as possible and test new bundles.

1. **Cases, bundles**

You must to look for what is already in the public domain on this topic cases, bundles. LuckyShop is always ready to share proven and relevant links with their webmasters. This can greatly facilitate your work, structure the logic and sequence of actions for setting up an advertising campaign.

# Offer test

There are important points that you should understand when testing an offer:

* whether the offer is in demand;
* through which channels it is better to advertise an offer;
* how much money you spend on advertising and how much you will get.

In order to find out how often users search for a particular product in search engines, you can use special services: Yandex Wordstat, Google Trend.

You must trace which offers in a trend, through which advertising channels and how competitors promote them, through special services (Publer, SimilarWeb, etc.)

As for the test budget, the exact amount you need to spend to get a plus, no one decides for you. It`s individuals. Someone succeeds in getting a profit from a small budget. Someone fails even with huge investments. In any case, in the early stages you will most likely be cast in the negative, so we don`t recommend to spend a large amount right away.

When you start an advertising campaign, it`s important not to forget about A / B testing. Make a few options for advertising creative input and analyze which one is better to convert.

For analyzing conversion statistics, you can use Google Analytics, Yandex Metrika, Webizor. But all conversion statuses you see in the affiliate program.