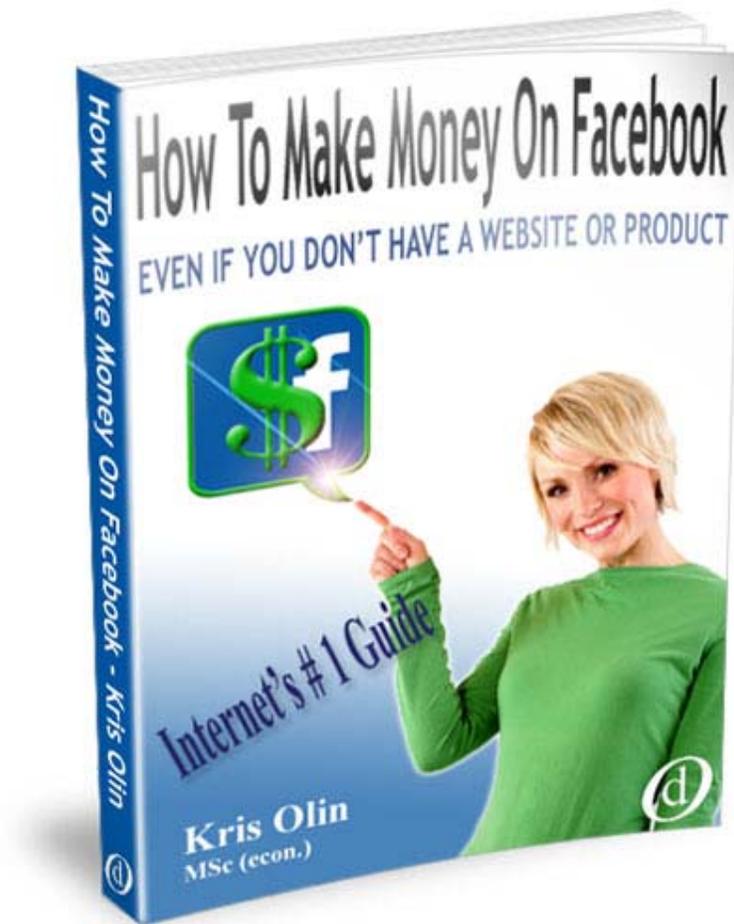


# How To Make Money On Facebook

Even if you don't have a website or a product



**Kris Olin**, M.Sc. (Econ)



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# How To Make Money On Facebook

- Even if you don't have a website or a product

This e-book will show you a carefully guarded secret that only a few internet marketing professionals know about. You will learn how to make money using Facebook as a targeted advertising tool for highly popular affiliate products.

There are two things you will need, and both of them are free. You will need a Facebook account and you will need an affiliate account.

Since you probably already have a Facebook account I'm not going to spend a lot of time explaining how it works. If you don't, you can sign up here: <http://www.facebook.com/>

Fill in your details and click the Sign Up –button. You don't need to customise your profile or anything else at this stage. You can stay as anonymous as you like; all you need is access to the world's best advertising engine, Facebook Ads.

Facebook has currently over 540 million users. From the advertising point of view the great thing about the Facebook users is that they are very highly targetable.

It is relatively easy to find an audience on Facebook that is already interested in just about any topic you can imagine. From gardening to Siberian Huskys and vintage rock records to collectable Star Wars

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figurines; not to mention such mega topics as cooking, weight loss or dating. What we need to do as marketers is match a suitable product to a highly targeted client base that is already interested in that product. When that happens, money will exchange hands.

Sounds too easy to be true? Well, it almost is. Read on my friend.

## Affiliate Marketing Business

Affiliate marketing business is big business. There are literally thousands and thousands of great affiliate products available for you to distribute and sell. The beauty of the affiliate marketing system is that you don't have to create your own products; you can sell products that are already developed by someone else.

There are several big companies that specialize in the distribution of affiliate products. Two of the world's biggest affiliate marketplaces are Commission Junction and ClickBank.



**Commission Junction** was founded in 1998 and is based in Santa Barbara, California. Commission Junction is a global leader in the online advertising channel of affiliate marketing and has offices around the world. Commission Junction operates a global network in affiliate marketing while setting the industry standard for network quality and providing the most sophisticated affiliate reporting tools available.

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**ClickBank** also founded in 1998 is a secure online retail outlet for more than 50,000 digital products and 100,000 active affiliate marketers. ClickBank makes a sale somewhere in the world every three seconds, processing more than 35,000 digital transactions per day! ClickBank serves more than 200 countries, and are consistently ranked as one of the most highly-trafficked websites on the Internet. ClickBank is privately held with offices in Broomfield, Colorado and Boise, Idaho.

*By now you must have guessed how this stuff works.*

Yes, you got it! Our mission here is to find great products from these affiliate networks and advertise them to highly targeted audiences on Facebook.

Ok, let's get started.

## Step 1

# Register Yourself As An Affiliate

For the purpose of this exercise I'm going to register myself with ClickBank, which is pretty much the best affiliate partner you can have. The process is fairly straight forward. Let's go to the ClickBank affiliate homepage:

[http://www.clickbank.com/promote\\_products.html](http://www.clickbank.com/promote_products.html)

The screenshot shows the ClickBank website interface. At the top, there is a navigation bar with the ClickBank logo and links for Home, Sign Up, Marketplace, Order Help, Blog, and Log In. Below the navigation bar are several buttons: Sell Products, Promote Products, Buy Products, About Us, and Help Center. A language dropdown menu is set to English. The main content area features a green banner titled "Affiliates: Here's How It Works". Underneath, there is a section for "Step 1: Join ClickBank" with a cartoon illustration of a man sitting at a desk with a laptop. The text describes Alan's journey from a day-to-day grind to making money online by signing up for a free account. To the right of the illustration is a large green "Sign Up" button with a play icon and the text "Click here to get started!". Below the sign up button is a section titled "Existing Affiliates" with a list of options: Log In, Marketplace, HopAd Builder™, and Affiliate Help.

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Click the Sign Up –button and fill in your details in the form that opens up. After you sign up ClickBank will send you a completion link and an 8-digit 'confirmation code'. Please check your email and click the link to complete the process.

**Remember to save your ClickBank affiliate account nickname and password.**

After you have successfully completed the sign-up process ClickBank will send you a welcome email that looks something like this:

To view this email as a web page, [go here.](#)



**Congratulations! You have successfully created a ClickBank account. We are excited to welcome you to ClickBank, the premier, online marketplace for digital information products. Whether you plan to use ClickBank to promote products as an affiliate or sell products as a vendor, we hope you're ready to start making money online!**

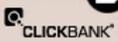
In order to provide you with information to help you be successful and start making money quickly with ClickBank, please take a short survey.

[Tell Us About Yourself!](#)

Thank you!

Additionally, to make sure you receive email from ClickBank, please add [communications@svs.clickbank.com](mailto:communications@svs.clickbank.com) to your contact list or address book. Also, be sure to check your email for more valuable tips and information coming soon from ClickBank!

We're sure you're eager to get started right away, so once you've completed the survey, please refer to the [ClickBank Help Center](#) for answers to your questions. We look forward to working with you and helping contribute to your success!

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## Step 2

### Find A Suitable Product To Sell

Now that we have registered our selves as an affiliate with ClickBank our next task is to find a suitable product to advertise and sell on Facebook.

Let's log in and have a look:

<https://www.clickbank.com/login.htm>

All the products available for affiliate sales are listed on the ClickBank Marketplace, so once you have logged in, go to the Marketplace:

<https://www.clickbank.com/marketplace.htm>

The screenshot shows the ClickBank Marketplace homepage. At the top, there's a navigation bar with the 'Marketplace' logo and a search box labeled 'Find Products:'. Below the search bar is a banner for 'Introducing SocialPromote™' with a 'More Details' link. The main content area is divided into several sections:

- Make More Money:** A box with a 'Featured Marketplace' graphic and a 'Click Here' button.
- Categories:** A list of product categories on the left side, including Arts & Entertainment, Betting Systems, Business / Investing, Computers / Internet, Cooking, Food & Wine, E-business & E-marketing, Education, Employment & Jobs, and Fiction.
- How to Find Products to Promote:** A central section with a numbered list: 1. Browse Categories on the left. 2. Use the Find Products box above to search by keyword. It includes an illustration of a man at a laptop and text explaining how to view vendor pitch pages and start referring sales.
- New to Affiliate Marketing?:** A section with an illustration of a man's face and text explaining the ClickBank Help Center and providing links to guides for new affiliates.
- Sponsored Links:** A column on the right featuring several promotional offers with statistics and 'Promote Now' buttons, such as '\$466,197 in 4 weeks? Wow!', 'Still On Top For 2 Years!', 'Get Paid by Google!', '\$10,000 Affiliate Bonuses!', 'New Affiliates Get \$50!', and '#1 Paid Survey Site!'.

ClickBank Marketplace is organized into well defined categories. You can start by browsing the categories on the left.

When you click on a category you will be presented with products within that category. You can view them 10, 20, 30, 40 or 50 products at a time. You can sort the results by different parameters, popularity being the default. All ClickBank Marketplace products are

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ranked by their 'productivity score'. To preserve the integrity of the ranking system ClickBank does not publish the formula for the score, or the score itself, but it is a function of the following factors:

**\$Earned/Sale** - Average net amount earned per affiliate per referred sale. Note that this is the net earned per actual sale, and so it is impacted by refunds, chargebacks, and sales taxes. Unfunded sales, such as returned checks, do not impact this number.

**Future \$** - Average total rebill revenue earned by the affiliate due to sales from a site. Generally this equates to the average sum of all rebills.

**Total \$** - The sum of all initial sales and rebills divided by the number of initial sales. It is the average total \$ per sale, including all rebills that may come from that sale.

**%Earned/Sale** - Average percentage commission earned per affiliate per referred sale. This number should only vary if the vendor has changed their payout percentage over time.

**%Referred** - Fraction of vendor's total sales that are referred by affiliates.

**Gravity** - Number of distinct affiliates who earned a commission by referring a paying customer to the vendor's products. This is a weighted sum and not an actual total. For each affiliate paid in the last 8 weeks ClickBank adds an amount between 0.1 and 1.0 to the total. The more recent the last referral, the higher the value added.

All factors are combined, and adjusted such that more recent sales activity is given greater weight.

To improve their Marketplace ranking products must show a history of reliably converting referred traffic to paying customers over the past 8 weeks. Products that maintain a higher ranking naturally attract more affiliates, and make more sales overall.

Well, that was a bit complicated info there, but don't worry it is actually quite simple. When we are looking for a suitable product to advertise on Facebook we are mainly interested in the last parameter mentioned in the list – GRAVITY.

Gravity value tells us how many ClickBank affiliates have made a sale with that product in the last 8 weeks. As mentioned in the

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definition, Gravity is a weighted sum and not an actual number. It will, however, give us a good indication if a product is selling or not.

At first you might think that the bigger the Gravity value the better. Not actually so. If the Gravity value is very big, it means that a lot of affiliates are selling the product; and this means only one thing - competition. The more there are sellers on the market the harder it is to jump in and beat them. That's why it is better to concentrate on products that have only a reasonably high Gravity value. The actual value varies depending on the chosen category. The current Top 10 products on the hugely popular Health & Fitness section have Gravity values between 108 and 370, where as the Education category Top 10 range from 5 to 41. Quite often it is beneficial to pick totally new products (=low Gravity) as the competition is far less with them.

Other important numbers are, of course the price of the product and the percentage the affiliate gets from the sale. Most popular products on ClickBank offer commissions between 40% - 75%. I would not bother with products which would pay me less than 40% unless their unit price makes up for it. If you get 25% from a product that sells for \$100 is obviously better than getting 50% from the sales of a \$20 product.

Let's have a look at a popular product in the Parenting & Families Category. This is an e-book called Happy Child Guide.

## Parenting & Families : Parenting

**Narrow Results by:** Product Type | Language | Billing Type

**Sort results by:**  Low to High  High to Low

Popularity

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**Happy Child Guide - #1 Parenting/Child Behavior ebook -70% Payout!!** Avg \$/sale **\$22.83**

Make 70% on each sale! Parents absolutely Love this product! High converting website, 70% commissions, high converting upsell funnel guarantees big \$ CB checks. Parenting/Family/Mothers Market - Basically Anyone With Children Will Buy this

**Stats:** Initial \$/sale: **\$7.26** | Avg %/sale: **66.0%** | Avg Rebill Total: **\$18.66**  
Avg %/rebill: **61.0%** | Grav: **44.01**  
Cat: **Parenting & Families : Parenting**

[Vendor Spotlight](#)

Like 1K

The vendor pays their affiliates 70% of the net proceeds and the average sales percent is 66%. We can see from the stats below the product info that its Gravity is 44.01.

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Let's have a look at another product.

500 Scrapbooking Sketches  
Discover the Secret to Creating Scrapbooking Layouts You Absolutely Adore Easily and Effortlessly Every Time - 50% commission.

Avg \$/sale  
**\$12.78**

Promote

**Stats:** Initial \$/sale: **\$12.78** | Avg %/sale: **50.0%** | Grav: **17.36**  
Cat: **Home & Garden : Crafts & Hobbies**

🇺🇸 \$

👍 Like 300

This one is selling Scrapbooking Sketches for \$28.77. The Gravity is 17.36 and the affiliate commission is 50%. So far, so good.

Let's pick this one and see what kind of an audience we could reach using Facebook.

## Step 3

## Get Your Affiliate Link

When you find a suitable product click the green Promote –button on the product description. A new window opens up with your affiliate Nickname already pre-filled.

500 Scrapbooking Sketches  
Discover the Secret to Creating Scrapbooking Layouts You Absolutely Adore Easily and Effortlessly Every Time - 50% commission.

Avg \$/sale  
**\$12.78**

Promote

**Stats:** Initial \$/sale: **\$12.78** | Avg %/sale: **50.0%** | Grav: **17.36**  
Cat: **Home & Garden : Crafts & Hobbies**

🇺🇸 \$

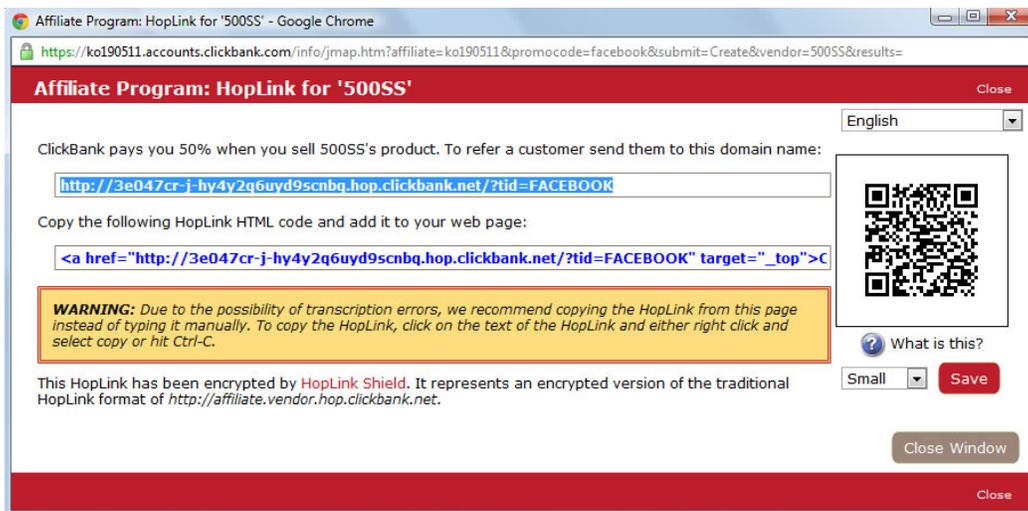
👍 Like 300

You can also add an optional tracking ID code to your link if you wish. For example, if you're promoting the same product on Facebook, your blog, in a forum and on your Twitter account, ClickBank will automatically track and report results from all of these places that you use. You just need to create individual HopLinks (affiliate links) for each medium and ClickBank's reporting will tell you exactly which source accounted for which sales.

You can also get a handy QR code image from this panel if you want.

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If you will only advertise your affiliate products on one medium, such as Facebook, then you don't have to create the HopLink using this method. You can just use the default affiliate link looking like this: <http://youraffiliatenickname.vendor.hop.clickbank.net>

### Step 4

## Advertise Your Affiliate Product

Ok, now that we have chosen our affiliate product and the corresponding affiliate link to go with it it's time to find some interested clients and make us some sales.

The best place to advertise your affiliate products is Facebook. There are 540 million people on the social network and you can find a well defined target audience for just about any topic, service or product.

You can do this through your existing Facebook account, or if you want to keep it separate, you can just go and make yourself a new Facebook account without any profile details. You don't have to add any details what so ever to the account if you don't want to; all you need is a live email address; any Gmail, hotmail, yahoo address will do.

Ok, let's log on to Facebook now and go to the Facebook Ads homepage right here:

<http://www.facebook.com/ads/create>

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You will see the Facebook Ad panel:

 **Advertise on Facebook**

1. Design Your Ad Design Your Ad FAQ

Destination:  [?]

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URL:   [?]

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Title:  [?] 25 characters left

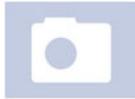
Body:  [?] 135 characters left

Image:  No file chosen [?]

---

Preview:

**Example Ad Title**



Your body text will go here.

Using this panel you will need to provide the following information:

**Destination** – Since we are advertising an affiliate website leave this at ‘External URL’.

**URL** – This is the place where your ClickBank affiliate link goes to. For example <http://youraffiliatenickname.vendor.hop.clickbank.net>

**Title** - Write a headline for the ad. You can use only 25 characters on this one, so try to get to the point fast. Remember that the headline and the image are the most important parts of your ad; they are the elements that are mostly responsible whether your ad is successful or not.

**Body** - Write some clever text for you ad. Here you have 135 characters, which isn’t much either, but if you plan carefully you can manage with that. You should try to include some sort of Call To Action here as well. For instance “Click Here” or “Buy Now”.

**Image** - Upload an image. This is probably the most important element of your ad, so if your ClickBank vendor has provided you with some images for affiliate use,.. use them.

Remember, that the picture needs to be in relation to the offer. You can’t really use an image of a fluffy puppy dog in an ad that sells

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heavy duty gym equipment for men. The space reserved for the picture is only 110 x 80 pixels but the picture can have an aspect ratio of 4:3 or 16:9. Note that Facebook does not support animations or Flash files.

If you are not given any images for affiliate use, you can always use your own pictures or just grab some good ones from royalty free websites.

Here are a few good ones that I use and they certainly don't break your budget:

<http://www.istockphoto.com/index.php?refnum=krisolin>

<http://www.dreamstime.com/res1755365-free-images>

Some professional suggest that images that look "un-professional" get clicked more than professional images. This relates to the fact that most images seen on Facebook are taken by your friends and as such would be more trust worthy than professional images. Don't worry too much about these fancy technical details though. Just find a good image which talks to your audience and supports your product and upload it. That is a lot more important that the correct specifications. Using happy people in your ad is always a good idea.



Ok. Once you are satisfied with your text and uploaded your image, your next task is to find an interested audience for your ad. Scroll down a bit to see the Targeting –panel.

Setting your targeting is an important step since if you target your ad to the wrong audience, your message will reach wrong people and you will not get the desired outcome from the campaign no matter how great your offer and your ad or image is.

Facebook is constantly updating their advertising engine and there are quite a few boxes to fill in on this section so let's take a closer

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look at the information you need to provide. This is how the targeting screen looks like today:

## 2. Targeting

The screenshot displays the Facebook targeting interface, organized into four main sections:

- Location:** A 'Country' field with a help icon [?] contains a list of selected countries: Australia, United Kingdom, United States, Canada, New Zealand, South Africa, Singapore, Pakistan, India, and Philippines. Each country name is followed by a small 'x' icon for removal.
- Demographics:** An 'Age' field with a help icon [?] shows '18' and 'Any' with dropdown arrows. Below it is a checkbox for 'Require exact age match' [?]. The 'Sex' field with a help icon [?] has three radio buttons: 'All' (selected), 'Men', and 'Women'.
- Likes & Interests:** A field with a help icon [?] contains 'Scrapbooking', 'stamping', 'card making', and 'scrapbook', each with an 'x' icon. Below this is a 'Suggested Likes & Interests' section with a list of items: 'stamping', 'card making', and 'scrapbook' are checked with blue checkmarks; 'Crafting', 'Cake Decorating', and 'Quilting' are unchecked. A 'Refresh Suggested Interests' button is located below the list.
- Connections on Facebook:** A 'Connections' field with a help icon [?] has four radio buttons: 'Anyone' (selected), 'Only people not using Unnamed App.', 'Only people using Unnamed App.', and 'Advanced connection targeting'. Below this is a 'Friends of Connections' field with a help icon [?] and a checkbox for 'Only show my ad to friends of users of Unnamed App.' [?].

At the bottom left, there is a '+ Show Advanced Targeting Options' link.

**Location** - First you need to choose the location. This is where your buyers or customers live. Once you have chosen the country, all other targeting is optional. If your affiliate product is in English language it is a good idea to target all the main English speaking countries.

**Demographics** - Here you can set the age and sex parameters of your potential customers. You can set it as 'Any', but that will only

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blow your budget as a lot of your ads will be showing up on people's pages, who are either too young or too old for your service or product. Just think about the average age of your average customer and add a few years to both ends. Most of the affiliate sales happen with a credit card, so I would not target people under 18 years of age.

**Sex** – Next, choose the gender of your target clients. Men and women are the obvious choices here.

**Likes & Interests** - This step is an important one. You must choose the most descriptive keywords as possible for your advertised affiliate product. Start writing a word and Facebook will offer you some choices and additional options from their database. Adding these keywords to your targeting will help you increase the size of your audience while ensuring that you are still reaching users with relevant interests.

Spend some time with this entry since this defines your target audience who will be interested enough to eventually click on your ad and make a purchase.

**Connections on Facebook** – This section can be used to target people connected to Facebook Pages, Events, Apps or Groups that you are administering. Normally you would just leave this at 'Anyone'.

Ok, those were the basic choices you needed to make in order to create and target your Facebook Ads properly. Good Job!

Every time you make a choice Facebook calculates your potential target audience size. In this Scrapbooking example Facebook showed a total of 743,600 people in the target audience. This is big enough crowd to have a successful campaign happening.

If you can't get more than 25,000 people, it might be a good idea to consider another affiliate product; unless your product would be very important to a narrow niche.

Estimated Reach

**743,600** people

- who live in one of the countries: **Australia, United Kingdom, United States, Canada, New Zealand, South Africa, Singapore, Pakistan, India** or **Philippines**
- age **18** and older
- who like **scrapbooking, stamping, card making** or **scrapbook**

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In the final panel you will set your daily budget and the time frame as well as the campaign type for your campaign.

### 3. Campaigns, Pricing and Scheduling

**Campaign & Budget**

Campaign Name:

Budget (USD):   [?]  
What is the most you want to spend per day? (min 1.00 USD)

**Schedule**

Campaign Schedule:  Run my campaign continuously starting today

**Pricing**

Pay for Impressions (CPM)  
 Pay for Clicks (CPC)

**Max Bid (USD).** How much are you willing to pay per click? (min 0.01 USD) [?]  
 Suggested Bid: 0.50 - 0.78 USD

Note: Tax is not included in the bids, budgets and other amounts shown.  
[Use Suggested Bid \(Simple Mode\)](#)

**Campaign Name** – First, give your campaign a name. If you’re running several campaigns it is a good idea to give them some descriptive names like Scrapbooking CPC.

*(Yes, I noticed the typo in the image screen print as well... ha, ha.)*

**Daily Budget** – Next, you will set your daily budget. Facebook suggests a figure here, which is often quite reasonable; usually \$25 - \$50 US. If you have calculated your advertising budget before hand, then you can set this to the figure according to your daily budget. The minimum is \$1 per day.

**Schedule** - You can run the campaign on a continuous basis until stopped (or the budget runs out), or you can set exact dates for the duration.

**Pricing** – In this section you will see the suggested cost for your campaign clicks based on the targeting options you have chosen. The cost suggested is the maximum you would pay, however in most cases you will actually end up paying less. For my Scrapbooking sample here, Facebook is suggesting me a cost of

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\$0.63 per click. Remember that you will never pay more than your maximum bid, but you may pay less; sometimes even half of the estimate.

Facebook does not guarantee any number of clicks or impressions so the higher your bid is, the more likely it is that your ad will get shown. If you are not receiving as many clicks or impressions as you would like, try increasing your maximum cost per click or maximum CPM, make your ad more relevant and specific or use a bit broader targeting settings.

Once you have sorted out these additional settings you can finally click the 'Place Order' -button.

Your ad status will be as "Pending Review" until Facebook checks it out and lets you run with it. Once Facebook has approved your ad you will receive a confirmation email from the Facebook Ads Team. Don't worry if you don't get the approval straight away. Just make the amendments Facebook requires and give it another go.

:)

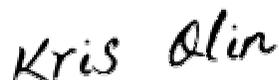
Ok, that's about it. Now you know how to advertise and make some money on Facebook even if you don't have a website or a product. Pretty cool, eh?

I hope you enjoyed this e-book and are now running a few successful affiliate campaigns on Facebook.

If you want to learn more about Facebook Advertising, Twitter, LinkedIn and Social Media Marketing, please visit my blog here:

<http://facebook-advertising-marketing.com/>

Have a great day!



**Kris Olin**

MSc (econ.)

*Author of the Facebook Advertising Guide*