

<<附加百万>>

图书基本信息

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内容概要

While some people still have doubts about making money online, those in the know continue to take advantage of the profitable opportunities that the Internet has to offer. After making one million dollars through paid search marketing and affiliate advertising in his first full year of operations, author Anthony Borelli quickly realized how effective this online endeavor could be. And now, with *Affiliate Millions*, Borelli wants to share with you his secrets for exploiting this underutilized and often overlooked strategy. The practice of search marketing and affiliate advertising is simple, but in order to generate a substantial income, the proper execution can be complex. To gain a complete understanding of how it all works, there's no better guide than Anthony Borelli—a 9-to-5 corporate employee-turned-entrepreneur who has stepped into every pitfall and found every trick of the trade on his way to the top of this business. With the help of coauthor Greg Holden, Borelli will show you how to make thousands, and eventually tens of thousands, of dollars each month in resulting commissions by carefully following a straightforward process that has proven itself time and again. Divided into three comprehensive sections—Getting Started, Launching Your Advertising Campaign, and Managing Your Advertising Campaign—*Affiliate Millions* will:

- Introduce you to the concept of affiliate advertising—which is the revenue side of this whole process—and then discuss how search marketing can be used to make affiliate advertising more profitable than you might ever have imagined
- Show you how to join affiliate networks as well as the affiliate programs you want to promote; find one or more search and content networks to run your affiliate ads on; and create your own ad campaigns
- Help you monitor and fine-tune an ad campaign's performance in order to maximize your total returns

The steps required to become a successful affiliate advertiser and search marketer are well within the reach of anyone, regardless of their prior business experience. The building blocks you need to create this type of business are already online and waiting for you to take advantage of them. All you need is some time, a computer connected to the Internet, and the good advice found within these pages. 作者简介：

ANTHONY BORELLI made the move from corporate employee to self-employed affiliate marketer in late 2004. He joined several companies' affiliate programs and immediately began paying for and placing ads on their behalf with Google and other well-traveled search engines. In only his first full year of business (2005), he made over a million dollars on Google as a search marketer and affiliate advertiser, and repeated this performance in 2006. Borelli has acquired vast experience in composing ads, evaluating results, and maximizing profits, and is eager to lead other entrepreneurs to the same kind of success.

书籍目录

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