



# UDIMI

## TOP TIPS FOR NEW SOLO AD BUYERS



THIS GUIDE IS INSPIRED BY OUR FORUM COMMUNITY,  
AND CREATED FROM POSTS WITH HIGH APPROVAL  
FROM UDIMI USERS - AT LEAST 1,000 UPVOTES.



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## Useful tips for solo ad buyers - from a vendor

*This guide was adapted from a post by expert user **Patrik Radacic**. Check out his profile on Udimi here: <https://udimi.com/1o62o>*

Hi there,

This guide is aimed at users who are buying solo ad traffic. It's based around the most common questions I get asked as a vendor. Before we start, I should point out that there's also a lot of helpful information available via the Help link in Udimi - I'd particularly recommend the videos.

To begin with let me make one thing clear - **the real money is in the follow ups**. I'll explain in more detail later - but please keep that one sentence in mind.

### Sales percentage:

When you buy solo ads on Udimi, after the order is completed, you're given the opportunity to rate the seller. Your choice is "Got sales"; "No sales"; or "Not applicable".

This feedback is added up to provide the seller with a percentage score showing successful sales. The higher the number, the better their ratio of sales to non-sales. This gives you a useful metric with which to rank sellers.

However, do bear in mind that the sales percentage score is not the whole story. As a vendor, I know from experience that sales sometimes don't come in until later in the process, after following up.

Or sometimes the buyer might send their traffic to a ClickBank offer (which I really wouldn't recommend - more on that below).

My point is - pay attention to the sales percentage score, but don't judge a seller only on this metric.

## Top tier countries

“Top tier” traffic refers to traffic from English speaking countries, so the USA, Canada, UK, New Zealand and Australia (plus some others). Research suggests that these countries have high levels of disposable income and are more likely to make online purchases.

So adding the Top Tier option guarantees you will receive traffic from these countries, which is likely to improve your sales.

## Custom swipes vs ready made swipes

Most affiliate offers provide a swipe that you can easily copy-paste and use yourself. It saves you time, sure. But how many times do you think that swipe has been sent before?

I can guarantee you won't be the first person to send that swipe. If you want better results, at the very least you need to tweak some of the information to make it more unique.

Or even better, get someone on Udimi to make it for you - many of us have long experience in creating swipes.

One hint to remember - shorter is better. Swipes that are too long just don't work.

## Capture pages vs direct linking to ClickBank or similar sites

One of the most common questions I hear from buyers is “Can you send traffic directly to a ClickBank offer?”

The simple answer is yes. But I always strongly recommend that you don't go down this route. It's much better to direct the traffic you buy to a capture page instead - because the real value is in the list.

Think about it. If you buy 100 clicks going directly to a ClickBank offer, all you can do is passively wait, and hope that someone will eventually buy something on ClickBank. You have no control.



This is a lose-lose situation. It often leads to less sales for you, and therefore we as vendors get less sales commission.

What you should be doing is sending traffic to a capture page. This can be a simple page, still relevant to the offer, with an email form. This form should sign them up to an autoresponder like AWeber or Builderall.

After they sign up you can redirect them to the offer at ClickBank. This is the magic part. When they “opt in” to the form you have their email and they consent that you can send them information.

You can now use email sequences to “remind them” about the offer, increasing the likelihood that they will purchase.

It's a little more time consuming than sending traffic straight to ClickBank, but the payoff is much better. If you take nothing else away from this guide, you should definitely research this. Here are some key terms to search for:

- 🔗 CAPTURE PAGE
- 🔗 LANDING PAGE
- 🔗 AWEBER
- 🔗 AUTORESPONDER
- 🔗 EMAIL SEQUENCE

This is the single most valuable strategy to bring you the most money from the traffic that we as sellers provide.

## Quality of traffic

I also want to quote Udimi here on the quality of traffic: **“It takes at least 1000 clicks to determine traffic quality”**.

You cannot expect to buy 50 clicks, get no sales and then tell the seller the traffic was bad.

It's just not enough traffic to determine the quality.

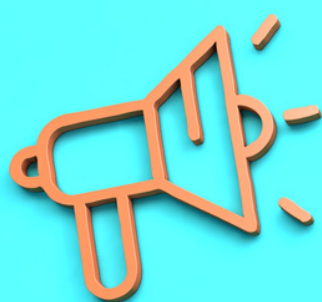
## Remember:

Most sellers here, myself included, are in it for the long run. We want you to succeed and get sales, time after time - that's how we make our living.

I hope this has given you a little more insight into the process, and how to maximise your sales. If you want to check out my profile on Udimi, you'll find my details at the top of this guide.

Wishing you continued success,

*Patrik Radacic*



# Advertising



## Picking the right product for your subscribers

*This guide was adapted from a post by expert user **Brandon Sean**. Check out his profile on Udimi here: <https://udimi.com/brandonsean>*

Hi there,

As a vendor on Udimi I'm constantly being asked what type of offers convert best with solo ads, so I thought I'd put my answers into a guide for buyers.

Before we talk about what type of offers do well, we need to understand who exactly we are marketing to. If we get this right, it makes the offer much easier to create - but so many people skip over this step.

### Who is the target audience?

Subscribers built with solo ads aren't looking for Lamborghinis or Ferraris. All they want is a simple business which enables them to make some income from home.

They are happy if they can make just \$1 to prove to themselves that this "make money online" thing actually works. They are delighted if they can hit \$10/day.

These people have probably paid out to join all sorts of money making schemes and are just looking for something that ACTUALLY WORKS. And they're willing to invest good money to get this to work! I'm talking about thousands of dollars here - high ticket stuff - \$500, \$1,000 - \$5,000 and more.

If they were already making good money, they wouldn't be in a solo ad vendor's list opening the emails and clicking on your link in the first place.

So in your marketing you need to address their biggest fears and give some sort of assurance. Offer small goals that seems achievable for the average person.

## So what kind of offer does this audience respond to?

Well, to put it simply - any kind of money making opportunity that fits with our description of the example persona above. Examples include:

- 1) **MLM/ network marketing offers (these work extremely well)**
- 2) **How to make money online with Affiliate Marketing**
- 3) **Make money online with Fiverr**
- 4) **Forex**
- 5) **Binary Options**
- 6) **PLR products**
- 7) **Done For You Offers (either yours or affiliate offers)**

This list isn't exhaustive, but you get the idea.

Basically any offer that seems "newbie friendly" and does not appear to be difficult to execute in order to make money will qualify as a good offer.

## Criteria when choosing which offers to promote

When choosing offers to promote in my follow up or my "Thank You Page" I make sure the offer has the following information on the sales page:

- 1) **Some proof of earnings (doesn't have to be big)**
- 2) **Social media proof**
- 3) **Sales video (optional)**
- 4) **Contact details (Facebook, Skype, Mobile number)**

With these in place there's a good chance you have an offer that can convert really with solo ads.

## So what doesn't work as well?

These types of offers can convert, but not at as high a rate as the ones I mentioned above:

- 1) **Hosting**
- 2) **Copywriting services**
- 3) **Personal development**
- 4) **Software & plugins for Wordpress**
- 5) **Website templates**
- 6) **Basically any software that's website related**
- 7) **Graphic design service**



## Why don't these offers perform as well?

The offers above assume that they already have a business and are willing to invest more money into it. But 99% of these people don't have hosting and don't even know where to begin. So why would you pitch a website template to someone who doesn't even own a website?

Always assume that they are willing to start a website but only after they see the need.

For now you need to cater to them as a complete newbie looking for ways to make money. Quick fixes and easy to implement strategies are what will convert well.

## Where do you find these offers?

Finding affiliate offers to promote is extremely easy. There are tons of products on the internet marketing scene today to choose from, e.g.

1) Clickbank

2) Jvzoo

3) Warriorplus (My favourite!)

If you can come up with your own custom made offer, that will be even more effective, since the offer is unique and you're the only one offering it.

Over to you. I hope these tips bring you success. If you want to check out my profile on Udimi, you'll find my details at the top of this guide.

*Brandon Gear*





## Ensuring the quality of traffic you buy from solo ad vendors

This guide was adapted from a post by expert user **Kelvin Chan**. Check out his profile on Udimi here: <https://udimi.com/kelvinchan>

Hi there,

If you're new to buying traffic online you may have some reservations or worries about how to know which sellers are trustworthy and provide a high quality traffic.

To help you out, here's my top 5 tips for identifying quality vendors:

- 1** **Avoid or minimize traffic purchases from people who directly canvass you to buy from them without even attempting to build a relationship with you or provide value first.**

And once you have made a purchase, they simply deliver bot traffic (which simulates real human traffic but isn't real) or they do not even deliver a single click.

If you're buying through Udimi, you're already benefiting from our advanced seller validation - we run a three stage ID check which stops scammers advertising on our platform. But if you're shopping elsewhere, bear this point in mind.

**2**

### **Avoid getting traffic that is priced way below the market.**

**NOTE:** At this point, it is between 10 to 35 cents per click & this can vary and fluctuate!

Good quality traffic usually costs at least 45 to 50 cents a click as it reflects accurate targeted audiences coupled with the vendors' level of service, ability & competency to improve your squeeze, and sales & funnel pages.

In the solo ad market, price is often (though not always) an indication of quality.

3

### Only purchase from vendors with multiple SALES testimonials

There are numerous testimonials out there but what really differentiates between good and bad testimonials? Simply ones that generate SALES! Opt-ins can be high but if the vendor has a low percentage of testimonials with sales compared to the rest, it is better to avoid them.

4

### Great vendors assist you with your squeeze or sales funnels.

Vendors who intend to run a long term sustainable business and truly want you to profit from solo ads will make an effort to assist you in optimizing your squeeze or sales pages.

Avoid dealing with vendors who just take your money and offer zero advice on your funnel pages. Bear in mind that you are creating & building long term partnerships with them so choose wisely.

5

### Top tier vendors will likely have multiple video testimonials of SALES which you can verify with their clients or customers themselves

Vendors with multiple video testimonials tend to be the real deal. This indicates they have been in the industry for a decent amount of time and they truly take care of their customers which is why their customers in turn return the favor by creating a testimonial for them.

## Over to you:

Once you've managed to find vendors that fulfil the above requirements, the likelihood of you buying low performing traffic is GREATLY reduced & minimised!

If you want to check out my profile on Udimi, you'll find my details at the top of this guide.

Unfortunately I'm unlikely to have the bandwidth to answer any questions pertaining to this as I run multiple businesses and I'm simply sharing this as a form of educational material for people who are new.

Wishing you continued success,

*Kelvin Chan*

