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# **Pay Per Lead Information From Internet Marketing Indonesia**

If you are working on affiliate marketing, there is one kind of affiliate program that you can join instead of the conventional affiliate marketing, which is called a [href=http://e-marketingjournal.com](http://e-marketingjournal.com) target=\_blank Pay Per Lead/a Program. You can define Pay Per Lead program as a program that will pay your commissions for every person that signs on to the merchant's opt in list. Here I would like to describe how this Pay Per Lead program works, reported by a [href=http://e-marketingjournal.com](http://e-marketingjournal.com) target=\_blank Internet Marketing Indonesia Journal/a.br /

How you Get Paidbr /

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If you do the traditional affiliate marketing, an affiliate will get paid only when a sales is made. But in Pay Per Lead affiliate program, the visitor that you bring to the merchant's site will not have to purchase anything. The merchant usually offers the visitor something valuable for free. All this visitor need to do is to just sign up an online form and when the visitor has confirm that he is inside the merchant's opt in list, you will be paid. For more examples of visitors action that will make pay per lead commissions for you:br /

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a. Signing up for a newsletter. When visitors sign up, you will get paidbr /

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b. Taking a poll or filling out a survey. Visitor participates in a survey, you will get paidbr /

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c. Supplying contact information like a name/email address. Visitor fills in his/her contact info, you get commissionsbr /

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d. Visitor fills in a form, you get commissionsbr /

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e. Visitor joins a free program, you will get paidbr /

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Commissionsbr /

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The paid out commissions can vary from \$0.05 to \$28 for each of the actions taken by a visitor that you refer. This action usually involved filling in a form. The more complex the form, the higher the commission. And the more visitor that you can refer to join the merchant's opt in list, the more that you will earn.br /

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Marketing Strategybr /

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Most of the merchants only want leads from certain country. It will not be easy for you to send targeted leads if your websites accepts visitors from all over the world. So the best marketing strategy for this program is by sending traffic from such a PPC Ad campaign like Google Adwords, Yahoo YSM, or else, and specify the target country that will lead the visitor to the specific offers, that only valid for that specific country.br /

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Thousands of Offersbr /

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By joining any one of the pay per lead program networks, which is usually called CPA networks, you can gain access to different type of products from all kind of categories. This means your risk is very low. If any of the products is not performing well, i.e. not making enough money for you, you can switch to another programs easily.br /

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Multiple CPA Networksbr /

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You can sign up for multiple CPA networks to maximize revenue generation and success. Actually some of Pay Per Lead programs offer different commissions on different CPA networks. For example, an auto-related Pay Per Lead programs might give \$30 per car quote request on Network 1, and \$40 per car quote request from Network 2. If you unaware of this, you could lose \$10 per lead. So you can eliminate this issue by signing up on multiple pay-per-lead affiliate networks and search for the highest commission per lead for the particular offers.br /

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I hope that you will find this report useful and you have learned all the aspects of Pay Per Lead program as one of your alternative in Affiliate Marketing.

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