

Pay per call affiliate marketing can be a highly profitable way to generate income online, especially if you choose the right campaign to promote. But with so many campaigns and verticals available, it can be overwhelming to determine which one to pursue. Choosing the right campaign is crucial to the success of your pay per call affiliate marketing efforts.

In this guide, we will walk you through the steps you need to take to choose the best campaign for your pay per call affiliate marketing business. We'll cover everything from understanding the basics of pay per call affiliate marketing and identifying potential verticals, to analyzing potential campaigns, creating a marketing strategy, and scaling your campaign.

We'll also explore how to leverage your personal experience and interests to find a campaign that is a good fit for you. By the end of this guide, you'll have the knowledge and tools you need to make an informed decision on which campaign to promote and how to maximize your results. So let's get started!

## I. Identify potential verticals for pay per call affiliate marketing

One of the first steps in choosing a campaign for pay per call affiliate marketing is to identify potential verticals. A vertical is a broad category of products or services that you can promote as an affiliate marketer. Some of the most popular verticals for pay per call affiliate marketing include insurance, home services, legal services, and healthcare.

To identify potential verticals for pay per call affiliate marketing, you can start by researching popular verticals in the industry. You can also check out pay per call affiliate marketing networks to see what verticals are available to promote. Some popular pay per call affiliate marketing networks include RingPartner, Commission Junction, and MaxBounty.

Once you have a list of potential verticals, you'll want to research each one in more detail to determine if it's a good fit for your business. Here are some factors to consider when evaluating potential verticals:

1. **Demand:** Is there a high demand for the product or service in the market? Are people actively searching for it online? You can use a number of search engine optimization and organic traffic tools, like Google's Keyword Planner, to determine the current demand for a vertical.
2. **Competition:** How competitive is the market for this product or service? Are there already a lot of advertisers promoting it? Is there room for you to enter the market and succeed? This is another area where search tools, like Google's Keyword Planner, can give you insight into the overall competition in the vertical. How much are competitors spending for those placements? Are your competitors smaller companies, or larger, well funded entities? Do your own searches as well, and try to get an idea of how much and what type of competition exists in relation to other verticals.

3. Cost per call: What is the cost per call for the vertical? Will you be able to make a profit promoting offers in this vertical? You can find this information from searching through any affiliate networks of which you're a member.
4. Conversion rates: What is the average conversion rate for offers in this vertical? How likely are people to call and convert into a customer? Conversion rate info is a variable that depends on many factors. You can generally get an idea of conversion rates and other aspects of specific offers by talking to your affiliate manager. Make note of any additional information and good practices they provide about converting these offers.

Once you have this information, do comparisons of the different offers and verticals you're investigating. You're looking for something with higher demand, lower competition, high conversion rate, and a cost per call that is sufficient to pay for you buying traffic for this offer. Be thinking about any ways you can use your skills to improve engagement over ads you've studied, increase conversion rates by pre-qualifying traffic, and niching down to focus your energy and budget.

By evaluating each potential vertical based on these factors, you'll be able to narrow down your options and choose the best fit for your business. Keep in mind that you'll want to choose a vertical that is profitable, but also not oversaturated with competition.

In addition to the above factors, you'll also want to consider the advertiser reputation and quality of offers. Look for advertisers with a good reputation in the industry and offers that are high-quality and likely to convert.

If you cannot find a vertical that aligns with your interests or experience, you can consider niches within potential verticals. A niche is a specific subset of an industry or product category that may have less competition than the broader vertical. For example, within the home services vertical, there are niches such as HVAC, plumbers, roof repair and electrical services. By focusing on a niche, you can target a specific audience and promote offers that are more likely to generate calls. Narrowing your focus is one way you can pre-qualify traffic and ensure a higher conversion rate.

Overall, identifying potential verticals for pay per call affiliate marketing is a crucial step in choosing the right campaign to promote. By taking the time to research and evaluate each potential vertical, you'll be able to make an informed decision on which one to pursue.

### III. Analyze potential verticals and select the best fit

When starting in pay per call affiliate marketing, choosing the right vertical is crucial to your success. A vertical is a specific industry or category of products that you can promote through pay per call offers. To select the best vertical for your pay per call campaign, you need to analyze potential verticals based on several criteria.

#### A. Analyze the potential verticals based on the following:

1. Profitability: Look for verticals that offer high payout rates and have a proven track record of generating revenue for affiliate marketers.
2. Market saturation: Choose a vertical that is not oversaturated with competitors. A highly competitive vertical may be challenging to break into, and you may struggle to get traffic and leads.
3. Advertiser reputation: Work with reputable advertisers who have a history of paying their affiliates on time and providing high-quality offers.
4. Quality of offers: Choose a vertical with high-quality offers that appeal to your target audience and are likely to generate calls.
5. Traffic sources: Look for verticals that have multiple traffic sources, such as search engine marketing, social media advertising, display advertising, and email marketing.

B. Consider your interests and experience:

1. Think about industries or products you have experience with or a personal interest in. For example, if you have experience working in the insurance industry, promoting insurance offers through pay per call may be a good fit for you.
2. Research those industries or products as potential verticals for pay per call affiliate marketing. Conduct market research and analysis to determine if the industry is profitable and if there is demand for the products or services.
3. Evaluate their potential profitability and other criteria in comparison to other verticals. Compare the profitability, market saturation, advertiser reputation, quality of offers, and traffic sources of potential verticals to determine which one is the best fit for your pay per call campaign.

By analyzing potential verticals based on the above criteria and considering your interests and experience, you can select the best vertical for your pay per call campaign and increase your chances of success.

When considering your interests and experience, it's important to remember that choosing a vertical solely based on personal preference may not always lead to success. It's crucial to balance your interests with other criteria, such as profitability and market saturation. By finding a balance between your interests and potential profitability, you can select a vertical that is a good fit for your pay per call campaign and increase your chances of success.