



Checklist 14: How to Buy Advertising on ClickBank?

Project Name: _____

Date: _____

Yes No

Advertising has always been an excellent medium for a person to recruit people and attract them towards a product. Advertising with ClickBank is even more incredible as it allows you to attract new customers. Here is a checklist to help you in buying advertising ClickBank:

Basics

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Log in to your ClickBank account. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | If you already don't have one, then sign up for one: | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Visit the ClickBank signup form. Provide your personal information. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Click on Next Step. Enter your banking information. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Then click on Terms and Conditions and check box to show your agreement. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Complete the reCAPTCHA challenge and click on Next Step. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

Checklist 14: How to Buy Advertising on ClickBank?

- 7 Provide your account information.
- 8 Click on Submit Account Registration. Fill the ClickBank client survey. Confirm your email by clicking on the confirmation link.
- 9 Log in to your account.
- 10 Look for Vendors Settings tab.
- 11 Look for My Site and under these both scroll down to Marketplace information.
- 12 Click on "Advertise: Attract affiliates by advertising your product in the ClickBank Marketplace."

Eligibility

- 1 Only products that are approved by ClickBank will be promoted through ClickBank advertising channels.
- 2 An advertiser who is eligible will have refund rate, which is below 20%.

Notes

Checklist 14: How to Buy Advertising on ClickBank?

3 The chargeback and fraud rate will be below 1%.

Content

1 All advertisement content should include:

2 Creativity that has a logo and brand name

3 The banner must have a call to action, e.g. "Click Here" with a valid landing page

4 The font should be in contrast to the background colour

5 There should be verifiable records of past successes

6 Percentage of affiliate commission offered

7 Testimonials and endorsements with compliance with FTC guidelines.

Notes

Checklist 14: How to Buy Advertising on ClickBank?

- 8 All advertisement content should not include:
- 9 Animated images
- 10 Unauthorized celebrity pictures
- 11 False and misleading content
- 12 Content which promotes dangerous and deceptive products

Notes