

# Clicksor Campaign Briefing

- **Tips, tricks, & warnings**

- On Clicksor, test your graphics + headlines + body copy in 300x250 first. Then, when you find a winning combo, make similar graphics in other sizes. I've given you 300x250 creative to get started.
- On most traffic sources, you can run lots of creative with the same dimensions (e.g., 300x250) in each campaign. But, on Clicksor, you can run several creative in a campaign, but each one must have a different size. So, you can only run one 300x250 per camp. Why? No idea. But, it's their traffic source, so they make the rules. I don't mix creative sizes in a campaign, so I wind up with 1 creative per camp, and lots of camps. Bit of a pain... but what are ya gonna do?
- These guys are easy to work with, so, if you want to try edgier graphics, go for it.
- I'd run 2 versions of these 4 campaigns—one that runs all the time, and one that runs from Friday 6:00 PM to Sunday 10 PM (see the walk-thru video for more details on day parting).
- In the affiliate link
  - Replace xxxx with your Clickbank user name
  - Add a tid that refers to Clicksor, the campaign, and your graphic

- **Adonis**

- Try the 4 graphics + 3 headlines, then focus on the combo that works best for you. The racier graphics should be fine on this site.
- For targeting, try the enclosed keywords or some Health channels like weight loss + exercise & nutrition or all of them. There's only one way to find out which targeting works best—Test.

- **Venus**

- Try all these creatives. Even the belly shots should be approved on this site.
- For targeting, try the Health/weight loss channel. That channel got me a lot of clicks, and great CTRs. Then, in another test, try the keywords.

- **Diabetes**

- Try the 4 creatives. I haven't run a diabetes campaign on Clicksor, but they accept most creatives, so you should be OK with the stomach-injection graphics.
- There's no obvious channel for diabetes, so use the enclosed keywords.

- **Language of Desire**

- Try the 9 graphics. You'll soon see which graphics and headlines work best.
- This offer—teaching women to talk dirty—is tough to target. There's no obvious channel, and I'm not sure how to start looking for keywords. So, in my test, I tried the Health/weight loss channel, and that worked well. Remember, the purpose of targeting is not to match the targets to your offer. You just want to find out where your prospects hang out.