

Tips for Running Russian Dating Offers

Over the years, I've noticed that the people who have the most consistent success in promoting Russian dating offers are the ones who have a good understanding of the sites, the market, and what drives men to seek a foreign girlfriend or wife. To that end, I've put together a guide that offers a sneak peek into the world of Russian dating.

Are Russian dating offers legit? How do they work?

Russian dating sites are designed to help men from around the world meet beautiful Russian and Eastern European women. Contrary to popular belief, men don't "buy" brides. Most members browse profiles, chat up ladies, flirt, and generally have fun conversing with pretty girls from another country. Although some men are happy with conversation and companionship, serious members frequently form lasting relationships in hopes of meeting a woman they may one day meet or even marry.

Demographics -

Russian dating offers are typically for adult men only.

Unlike a lot of mainstream dating sites that get a lot of men in their early to mid-20s, the best members are typically a bit older. Nearly all the serious men are 30+, with most being 35+. These are often guys who are either frustrated at never finding "the one" after years of dating, or who have been divorced/widowed/etc.

These men are typically educated (many have a bachelor's degree or higher) and well-off (most are solidly middle class or better).

Most of these men come from industrialized nations, but it's not limited to English-speakers. Scandinavian countries have done very well historically, although there are successful affiliates promoting the offer to every country currently offered. Some offers also have non-English pages, which

are highly effective with (comparatively) cheaper international traffic.

Psychographics -

Bear in mind that the tips in this section are broad generalizations. They are not reflective of every user, and someone certainly doesn't HAVE to agree with the statements below to be a good member. These tips are only meant to help you get a little more insight into why some men choose Russian dating instead of more traditional local dating sites.

A lot of men are sick of headstrong and pushy "liberated" women.

The bulk of the guys using a Russian dating site are guys who believe women should have rights and the ability to work, etc - but they don't want that to come at the cost of sexuality, femininity, etc. If you appeal to the notion that Russian women are both intelligent and devoted, loving partners, you will do well.

These guys are, on average, sick of the dating scene.

They don't want to sit through 40 first dates and listen to "Western" girls talk about their ex, whine about the singles scene, complain about their co-workers, and go on and on and ON about shoes and purses. They want to avoid the issues they've found in their previous relationships and find a girl who asks them questions, dotes on them a little in return, and considers the relationship to be a two-way thing. Playing on the negative stereotypes of dating Western women can work very well.

The guys want beautiful women.

Obviously, every country in the world has beautiful women. However, some men may have had bad experiences with the beautiful women in their country. Some have developed negative stereotypes that the women in their country are fat, unattractive, obnoxious, etc. Others just feel that the beautiful women in their country don't have the same priorities that they do.

Whether it's true or not (we'll let you be the judge), many men associate Russian women with femininity, beauty, and effort in their figure and overall appearance. The old "North American woman" vs. "Russian woman" side-by-side is a consistent winner in the US and Canada. Just make sure you have the right to use any images you use in your promotions to portray the "undesirable" Western woman ☺

They're naturally suspicious.

We've all heard the old "Russian dating is human trafficking" nonsense. While we're not denying that human trafficking occurs in various parts of the world, that's not what's going on at any of the big Russian dating sites you see on affiliate networks. These sites are just places for men to meet and chat up beautiful women.

The best way to help people overcome their prejudices about Russian dating is to give some information about WHY Russian women want to date men from abroad. The Dream Marriage blog has a great post, "[Why Russian Women Want to Marry Men From Abroad](#)", on that topic. If that's too much reading, the short answer is that Russian society is relatively unstable, and many of the men are alcoholic, unemployed and/or violent. Many women are also attracted to foreign men because of the career and educational opportunities available in other countries (either for themselves or their future children).

Traffic Types -

High-volume Russian dating affiliates typically use one of the promotional methods below:

- PPV
- Email
- Media buys
- Social ads (POF, Facebook Int'l as much as they've been able to get approved)

There's also a large number of affiliates who are doing low to moderate volume (but very steady and high-quality traffic) through SEO/social media. Some do paid search, but they're usually cloaking because the search engines aren't terribly fond of having affiliates promote these types of offers.

Creatives -

Although I've seen successful creatives that break almost every rule below, the tips listed have definitely produced the most consistently successful results. Most Russian dating sites provide a variety of creatives, but you're generally welcome to create your own. Just make sure you check to see if the site in question requires you to stick with images of girls from THEIR site.

[Some general tips on Russian dating creatives...](#)

On average, blondes with bedroom eyes and a bit of cleavage have worked best.

Images that show off an hourglass figure have generally outperformed images that were cut off at the waist. Slender women with well-highlighted curves are what you should aim for.



Light backgrounds do really well.

Try to use images where there is a lot of contrast on/around the woman (like the image below). For example, if you have a dark-haired woman, don't pick one in a brown or black dress. Think dark hair plus red dress or blonde woman plus bright blue dress. Light pink is probably the only pastel I've ever seen do well (goes well with a dreamy looking creative or an especially doe-eyed young woman), and patterned clothing is something I've never seen work.



Don't shy away from using older women in your creatives, but pick the ones in bright outfits with great smiles and carefree looks. Older men in particular are often torn between wanting a woman who is a little more mature than an 18-year-old without being "an old lady". If you're targeting 50+ men (who may not want to date women the age of their daughters/nieces), try using 40-something women with really sincere, upbeat looks. Bright colors, modern clothing, etc.

Don't ignore texture. Think snugly soft sweaters, thick shiny hair, moist lips, smooth skin, etc. The more fantasy-inducing, the better. The LP below, for instance, is not the flashiest design but it converts really well. Her arms are smooth, the sweater looks soft and fluffy, and the look she's giving is somewhere in between affection and seduction. It's not entirely clear if she's covering up for warmth or undressing. She also has long, feminine hair. As a general rule, never use short-haired women in your creatives. Some men do like that look, but they're in the minority.



DREAM MARRIAGE

Dream Marriage is not a "Russian Mail Order Brides Website". Instead, there are thousands of hot Russian girls with whom you can exchange emails. See them on our live video streaming, chat with sexy Russian women, and watch hot Russian girls' videos which will leave you breathless.

START A FREE TRIAL!

Username:

Email:

Password:

Confirm:

Country:

I have read and fully understood the Dream Marriage [Terms and Conditions](#)

CLICK TO CONTINUE

FREE
Start 3 day trial

Cleavage also works wonders (but not every traffic source will allow it, of course).

Bad Quality Leads and Noncompliance -

There are a number of things that may convert in the short-term, but which lead to poor quality in the

long-run. Some of them are actually illegal, too, depending on where you live and how you phrase things. If you're lying to consumers, there's a good chance that in addition to getting removed from the offer, you'll have your leads charged back. It's not fair to compliant affiliates to have lower payouts based on the overall impact of a few noncompliant affiliates, so it's best for everyone to keep lead quality high.

-Saying there are hot Russian women "near San Diego, California" who want to meet you NOW. **The ladies on Russian dating sites are in Russia and the Eastern Europe.** If you tell your visitors the women are in their local area, many of them WILL believe it and they WILL contact the site's customer service (in droves), asking where they can find the Russian women in their area.

-Advertising on porn sites. Not only is the lead quality very low, but most of the major Russian dating offers forbid adult leads or associations due to restrictions with payment processors. It's typically a 100% no-tolerance, charge back all your leads sort of policy, so don't do it.

-Saying "Free site" as opposed to "free trial". Don't make people think everything will be free. You might get more signups in the short-term, but they won't back out.

-Lying about the content on the inside of the site. Lots of guys are interested in talking with Russian girls to explore whether it's for them. They don't need to be told there are porn videos inside, or that the girls will engage in "naughty chat" with them. That just gets the wrong people to sign up. There's no porn on the big Russian dating sites.

-Using naked women in your ads.

Persuading Your Visitors –

So by now you have a lot of information about Russian dating – but it's how you use it that will ultimately determine how well your campaign works. Even if you find the right audience, you're going to have far lower conversion rates if you just say "Russian women are hot and docile...Sign up for a free trial membership." For most people, the natural reaction to a sales message is to say "no" (or close the window, hit "back", ignore the ad, etc.). Signing up involves effort and a change to the user's life - even when those things are small, they're significant obstacles for any marketer.

Show users that you are on the same page. People are MUCH more likely to agree with you and/or listen to your instructions if you start off by affirming the beliefs they already hold. Your viewer might not think Russian dating is the answer to their romantic problems, but if you start off by hitting on

beliefs they have about dating in the Western world, they'll still be listening and receptive when you suggest it.

In this case, we know a lot of Western men are sick of the women they've met on the dating scene. Consider empathizing with some common scenarios a lot of guys have experienced (and tailor it to the age group you're targeting). Be warned – this list is not especially polite, and it's not representative of all women. However, any guy who has dated much at all has experienced SOME of these things. Guys who have been rejected a lot tend to rationalize it with a lot of these beliefs about women, too.

Pick one, pick a couple – just make them hurt ☺ By sharing their complaints and calling to mind some major pain points, you're setting them up to believe that YES there is a problem and YOU might just know what you're talking about when it comes to a solution.

- **Women on dating sites who are always holding out for something better.** So many women are busy looking for a “perfect” man that they look right past a ton of men who could have been wonderful life partners. NO ONE is perfect, so it can be frustrating to date an endless stream of women (who are, of course, imperfect) who can't overlook some negatives and learn to enjoy the positive things a man has to offer.
- **Gold diggers.** There's nothing wrong with the traditional arrangement where a man works and a wife takes care of the home – if the involved parties are happy with it. However, there are always those women who prefer to take and take without giving back. Given that so much of pop culture seems to glamorize the idea of being pretty and fun and never really “earning” what you get, a lot of men find themselves overwhelmed with the audacity of the women who try to date them.
- **Women who want the man to “be a man” while simultaneously ignoring traditionally “feminine” skills and traits.** Short hair, women who can't cook, women who spit and swear excessively, etc.
- **Women with no traditions and values.** Traditions and values are important “social glue” for families and couples, and even people who don't necessarily recognize the importance of these things CONSCIOUSLY are often aware that something is missing (and when it's verbalized as a trait missing in some women, they immediately start nodding).
- **Women who “give the milk for free”.** Almost every man who wants to get married wants a woman who loves sex and gives it freely – but not to every man she's ever met. Serious-minded men are often put off by a steady stream of (what they deem to be) promiscuous Western women. Guys who have received a lot of easy sex in the past often project that promiscuity onto most/all the women they meet, too – leading to a general loss of respect for Western women as a group. It's not that Russian women are any more or less promiscuous as a

group – but they're something different at a time when the visitor may be fed up with trying the same old thing.

- **Princesses.** This is kind of a broad complaint, but it can generally be summarized as women who want a one-sided relationship that benefits them.
 - Women looking for a man to rescue them from their debt/irresponsibility/career/etc
 - Women who want men to do all kinds of special things for them without reciprocating
 - Women who want men to buy them expensive gifts for no reason (see Gold diggers)
 - Women who want to talk endlessly about their obsessions without investing similar time into topics that interest the man
 - Women who have a constant need for novelty and fun and expect men to provide it for them
- **Pop culture/material goods-obsessed women.** Since when has a straight man ever cared about the status of Brad and Angelina's marriage or the drama on a "Real Housewives" show? And how often do you hear men saying things like, "Oooh Tracy's bag looks like it came from the sale rack at Sears!" (because they're too busy staring at her cleavage/hair/lips/butt to care, in most cases). Having to listen to this kind of thing is a pain point for a lot of men.
- **Lack of pragmatism/realism.** This is an issue for older guys and lower/middle-class men, in particular. It's not that men don't like women who have hopes and dreams and wild ideas – but a lot of women don't have the ability to set those things aside at times to get through short-term difficulties and do what needs to be done. When everything falls apart, most men want a woman who will be by their side eating ramen, picking up the pieces, and still being affectionate to them. American women – especially those not from the Midwest/South – are not known for this, at least when it comes to stereotypes.

Above all, be careful that none of your copy judges the visitor. Don't let a tone of disdain sneak into your writing, and never imply that THEY are the ones who are wrong in the way they interact with Western women. Love and dating and sex are sensitive topics and you want your visitors to feel like the society and its women are the problem, not them. If they are down on themselves, they're not going to be nearly as eager to try something new and "put themselves out there".

Give them the ghost of Christmas future. What's the future like for the man who keeps dating the problem women you just conjured up? Being lonely? Never having the family they want? Having a nagging wife who keeps his manly bits in her Louis Vuitton handbag (that he paid for)? Getting fleeced in a divorce settlement? Obviously, you're not saying these things WILL definitively happen – but you want to elicit negative emotions about the possible future if they don't find a BETTER way to seek a mate.

Remind them what they DO want and give them a glimpse of THAT improved future. How could your visitor's life be different if they take a few minutes to sign up or a free trial on a Russian dating site? Be positive, but not so positive that your visitor feels like he is being "sold to" or tricked. What do these men want? The following images tend to resonate with them...

- Jealous friends seeing their patient, loving, adoring wife (as their wives stand by nagging constantly)
- A wife who works hard on a shared future (vs . spending her energy trying to advance her own agendas)
- A wife who maintains her femininity (instead of wearing baggy t-shirts all the time and getting a "mom haircut")
- A woman who puts home and family above all
- A wife who is attractive but not snobby or stuck-up about it
- A wife who shows appreciation to her husband instead of constantly asking why he doesn't earn more/take her out more/look better/etc.

Obviously, none of these things are guarantees with a Russian woman – but the key here is to emphasize that the guy isn't getting this stuff with Western women he's dated – so maybe, just maybe, these awesome, traditional Russian gals might be the answer.

Before you send them away from your landing page (to the offer), reduce resistance and give specific instructions. You don't necessarily have to cram all of this into a single call to action line, but it CAN be done ("Sign up NOW for your risk-free 3-day trial (no CC required)" or "Free Trial – Sign up NOW" or "Sign up NOW – it's less time and effort than a date")

How can you reduce resistance? A few points you can mention...

- No risk – free trial, no need to share credit card or personal information unless you are comfortable doing so.
- The United States Citizenship and Immigration Services (USCIS) reports that "...marriages arranged through these services would appear to have a lower divorce rate than the nation as a whole, fully 80 percent of these marriages having lasted over the years for which reports are available"
- You don't have to talk to anyone if you don't want to – you can just look around and see if anyone seems right for you.
- Less time invested than a date
- Confidential – no one has to know you were looking
- You're not obligated to get married to the first girl you meet – or any of them, for that matter. You can enjoy a few conversations and walk away if it's not right for you.

In Summary...

Russian girls are enticing to a lot of men – but if you can really get inside the head of your visitors and structure your copy and creatives to effectively target their needs, you'll be ahead of 90% of the other affiliates before you even turn on the traffic. With a little testing between different appeals and pain points for different markets, you should have no trouble working your way up to the 5-6 figure range for this surprisingly large market.