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7 Tips for Testing Your Sales and Marketing

By Angela Wu

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by: **Angela Wu**

One marketing technique may work wonders for someone, but that doesn't guarantee that it'll do the same for you. The only way to really know what works for YOUR products and YOUR target audience is to experiment. Testing and experimentation are crucial to increasing your profits.

1. Try using the occasional pop-up window to get more subscribers to your newsletter. Some people *really* hate these, so use them sparingly. For example, you could have a window pop up only the first time someone visits your site ... or you could have one appear whenever someone leaves your site. Try different scenarios to see what works best.
2. Change the price of your product and see what impact it has on sales. Even if your sales drop, you may still come out ahead when it comes to profits. Note: your sales may not drop at all; I increased the price of my own booklet from \$12.95 to \$19.95 and sales stayed the same. You never know until you try.
3. Test different sales copy on your website and in your autoresponder. Should you come on strong, be subtle, be extremely detailed? Does long sales copy do better than short copy, or vice versa? Do you get more sales by spreading your sales copy on multiple pages, or by putting it all on one page? Be sure to make backups of your previous work; if you find the new copy kills sales, you can always restore the previous version.
4. Track your advertising. There are a number of commercially available ad tracking packages that can help you see which ads are working well and which aren't. Discard anything that doesn't work, and try to improve on ads that appear to work well.
5. Experiment with the navigation of your website. For example, change the number of clicks required to get to your ordering page, or change the flow of navigation so that your visitor always ends up at an ordering page.

6. Test different types of links. You might try short ads in the margins of your web pages vs. text links within the context of an article, for example.

7. Test response rates between direct links to your sales page and the use of a follow-up autoresponder. Sometimes people just need an extra 'push' or a reminder to order. (make sure your autoresponder has an easy way for your prospect to unsubscribe)

Angela runs several successful sites dedicated to helping beginners profit from the Internet. Her new web magazine, *Online Business Basics*, features step-by-step tutorials for eBusiness 'newbies'. To

take the guesswork out of starting and building an Internet business, click over to

Can You Really Become a Marketing "Genius"?

By Marty Foley

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Effective marketing is vitally important no matter what business you're in. Consider what marketing expert Jay Abraham said about a vital key to marketing success: "Anyone can become a virtual marketing genius equivalent by doing one simple thing: testing."

In other words, learn how to test various elements of your marketing to find which of them really work – and which don't – and you can learn how to market effectively.

Notice that Jay did not say that by testing anyone would BECOME a marketing genius. He said "marketing genius EQUIVALENT." In other words, if you're willing to do what most marketers don't do – test, and adjust accordingly – the results can be the same.

Yes, by testing, you can generate the same results as a marketing genius, without having to be one.

Despite the dramatic increases in response that can be gained through scientific testing, most marketers and copywriters today still don't take advantage of it. Still others either don't test enough, or don't test properly.

One reason many don't test is that by focusing on "institutional advertising," they don't have to be held accountable for the results (or more likely, the lack of results) of their marketing. Their view of an ad's success is, more often than not, whether

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it "looks good," "makes people laugh," or "wins advertising awards." Not whether it produces bottom line results.

On the other hand, virtually all true marketing experts preach about the importance of testing your advertising and marketing. Yes, marketing "geniuses" are usually very big on testing! Why?

Because even professional marketers often find it very hard – if not impossible – to predict how prospects will react in a given marketing situation. So even if you have some marketing savvy, testing can show you how to boost response that much further.

You don't have to be able to write a perfect sales letter on the first draft, or the second, or third. You don't have to instinctively know what the most profitable price is for your new product

or service. You don't have to guess which of your potential headlines will pull the most response.

By scientific testing, the true value of all theories, opinions and educated guesses are laid bare. If they truly contribute toward marketing success, testing will prove it. If they don't, testing will prove that, too.

In short, you don't have to be a literal marketing genius to generate better response from your marketing efforts. Nor do you have to listen to the marketing advice of others, which may be inaccurate and unprofitable, although well-meaning.

Your prospects and customers can show you exactly which marketing approaches are truly most profitable in the above areas, and many more, if you only test.

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