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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Do All ROIbot Ads Look Alike To You?

By John Evans

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"Do All ROIbot Ads Look Alike To You?
They Aren't, And Here's Why!"
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ROIbot Ads Are NOT Created Equal!

Why not? Because they're all Different.

When reading ezine ads, how many times have you passed up an ad just because it had a 'ROIbot.com' web address?

Did you think "it's just another of the same?" Or maybe think it was always from the same merchant?

Believe me, they're not the same. Here's why:
The ROIbot system lets you 'code' your ads, so when your ROIbot URL is clicked on, you know which ezine ad your visitors clicked on. It's just a great way to know which ezines are 'pulling' for you, and which ads are the most effective. "No Guess Work."

And it's such a simple process.

Here's how it works:

After you sign up, you'll have a username and password. The username will be one they give you. You can then log in to their site, and build your own "ad campaign."

Here's an example:

Suppose you have a web page selling a 'Super-Duper Plan A', and your own web page for it is 'www.mysite.com/super'. This is the URL you want visitors to come to.

So, you go into your ROIbot Campaign Management page to set it up. In the first window, you type in an abbreviation for the ezine and/or ad you want to use. We'll use "All-In One Ezine" as an example, and abbreviate it 'allin'.

In the next window, type in the URL you want people to go to. In our example, it would be 'http://www.mysite.com/super'.

In the third window, you can put a brief explanation of what you're tracking, such as "Super ad in All-In One Ezine." Now, just click Submit, and in a couple of seconds that screen will be refreshed, and now, in the last window will be the ROIbot code you will use in your ads. The code will look something like this:
http://www.roibot.com/w.cgi?R0000_allin.

The 'R0000' is your ID for ROIbot (in this example only), and the '0000' will be replaced by an ID number they give you. When someone sees your ad, with this ROIbot URL, and clicks on it, two things will happen. First, they will be taken right to your page that this URL pointed to in your Campaign Management setup (<http://www.mysite.com/super>).

Second, you can now go to your "Generate Campaign Reports" page, and see how many have clicked on this URL, and which ezine and/or ad it came from.

I told you it was simple!....

Here's something else that's great about this program. If you advertise in 20 different ezines, you can set up 20 different ROIbot URLs, and track them all at the same time! Now you don't have to guess which ad or which ezine is pulling for you....ROIbot will tell you.

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<http://www.dailybiz.com/warriors.htm>

You can make money with the Secret Site. "A Site to behold."
You can use this article but please leave it intact.

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Writing articles is one real pleasure in my life. Have owned dailybiz.com for several years.

How To Choose the Right Ezines For Your Ads

By Michael Southon

Do you feel bewildered when you begin an Ezine Advertising campaign?

I do.

Take 'The Free Directory of Ezines', for example. There are over 800 Ezines in the Directory that accept paid ads. How do you decide which Ezines to place your ad in?

There are several factors that narrow down the choice for me.

First, I look at the subscriber numbers. If an Ezine has less than 400 subscribers, I move on.

Then I look at the Publication Dates. I prefer to advertise in Ezines that are published weekly, or even more frequently; I don't want to wait a month my ad to appear.

Then I look at the number of ads that appear in each issue. If an Ezine has more than 15 ads per issue, I give it a miss; I want my ad to be seen.

Then I look at the payment method; if the Ezine doesn't accept online payment with the major credit cards, I move on.

Then I look at the Ad Rates – on a 'blind date' like this, the most I'm prepared to pay for an Ezine ad is about \$20.

Finally, I look at when the Ezine was last updated. If the Ezine listing is more than 6 months old, the ad rates have probably gone up, or maybe the Ezine itself has folded up.

These are all factors that you can use to narrow down your search for the right Ezine for your Ads. But it's still a 'stab in the dark'.

There's another technique, however, for choosing the right Ezines for your ads. Basically, you want Ezines that will give you a high response–rate to your ad. The following technique will tell you this with pinpoint accuracy. I used this strategy a couple of months ago and it produced excellent results.

First of all, I signed up for a 'Pro' account with ROIBOT, an 'Ad Tracking' service. It costs \$17 per month, but you'll get that back easily from a successful ad campaign. You can find out more about ROIBOT at:

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In the 'Manage Your Campaign' area of ROIBOT, I generated 50 traceable URLs for my ads.

Then I went to my own eBook, 'EzyAds', and subscribed to 50 Ezines that give a free ad to new subscribers. I submitted an identical 25-word ad to each of those 50 Ezines. Each of those ads contained a unique URL generated by ROIBOT.

I then sat back and waited. My 50 ads were published during the following month, some the very next day, others 2 or 3 weeks later. Once or twice a week I went to the ROIBOT website and checked how many clicks I had got from those traceable URLs.

The results were very interesting. Of the 50 Ezines that I placed free ads in, 15 produced an outstanding response. At the end of the month I purchased paid ads in 10 of those 15 Ezines. And I continue to get a high response rate from those 10 paid ads.

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Michael Southon has been writing for the Internet for over 3 years. He has shown hundreds of webmasters how to use this simple technique to get massive free publicity and dramatically increase traffic and sales. [Click here to find out more:](#)

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