

Don't Just Advertise, Track Your Advertising!

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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!**

**Don't Just Advertise, Track Your Advertising!**

**By Pat Singleton**

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Advertising is not an exact science, so you need to give yourself every advantage, when it comes to determining where to spend your budget!

When you place your Contact or Autoresponder info at the end of the ad, do it so it's a simple clickable link:

put ?subject=key after your email address.

eg;

`mailto:info@yourdomain.com?subject=Key`

Or if you prefer to just drive traffic to your web site you can use the same concept just a different format.

eg;

`http://yourdomain.com?key`

Then when you check your stats from your counter program you'll see the different keys representing where your visitors came from.

Always use a short descriptive Key, and always keep a record of which Key goes with which ad!

eg;

Ad placed in John Doe's Weekly Mktg Tips

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Key used = "JD"

Set up a simple text record to keep track of your results:

Source URL–Key Ad–Key Date Type

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IMS Ezine IMS 01/01/01 Ad

World Profit WP 02/15/01 Banner

I have a half dozen Ezine ads running at all times and if I didn't key my ads, I wouldn't know which

ones were getting the best response. A few months ago I paid approx \$90 for a 3 line ad in a well know Ezine and at the same time I paid \$25 for a 5 line ad in a lesser know one.

Guess which one gave me the highest response rate?

Yup, that's right, the \$25 ad out pulled the \$90 ad almost 2 to 1, and if I hadn't keyed my ads, I would probably have spent another \$90 the following month, when the \$25 ad would have been the smarter choice!

I hope the above info is helpful, but remember the number one reason most people fail when promoting their program is they give up too soon.

The Internet has opened up a whole new world of opportunity to the average entrepreneur, but it still takes time. Time to place the ads, time to track the ads, time to hone your ad writing skills and time for your prospects to accept what you're trying to sell. Most people won't even check out an opportunity til they've seen it at least 4 times!

Mr Pat Singleton is the editor of:InterNetwork Mktg Solutions (IMS)and a Network Marketing Consultant Send E Mailto:Pat@IMS–Ezine.com5.9¢ Long Distance <http://MySFI.net/5.9LDFREE> Ads To 1 Million <http://MySFI.net/FreeAds>The Smart Way To Join SFI <http://MyWildfire.com>Promotional Links That Work <http://MySFI.net/Links>

**Traditional Advertising Can Not Work, Find out what's happening.**

**By Jerry Klabunde**

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## Don't Just Advertise, Track Your Advertising!

Why traditional advertising does not work. How effective advertising will work. We study why advertising works and does not work. There are fundamental reasons why today's advertising does not work. We help you understand what is happening in the advertising arena. Effective Advertising provides lectures, workshops and hands on help. Effective Advertising helps you understand true effective advertising. Effective Advertising started providing our services in 1977. That culminated a life time of studying communications academically, the Voice of America (VOA), Radio Free Europe (RFE) and major top 10 traditional domestic media properties. Effective Advertising is the difference between knowing how your advertising is performing rather than guessing, as we are today. Why traditional advertising does not work is because we have not changed the way we advertise since we began to advertise. You will be shocked by what you will learn.

Jerry Klabunde

President

[www.effectiveadvertising.com](http://www.effectiveadvertising.com)

Effective Advertising and Associates

Voice of America, Radio Free Europe, Major Traditional Media Properties, Academic, Several Degrees, Practical Experience Studying Advertising and its Efficiency, There are parts missing that is keeping it from being a communication.



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