

"Key Your Internet Ads!"

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"Key Your Internet Ads!"

By A.T. Rendon

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We all agree that placing ads on the Internet is an essential and important part of the exposure and promotional process that is so unique to CyberSpace.

There are a great many different locations where you can place ads on the Internet. Literally, there are several hundreds of thousands of such FREE Ad sites, and you can find both FREE and Fee based online publications.

We have even set up a web site that links you to almost 12,000 of the more popular sites that are available with almost 100 sites detailed individually to ease posting:
<http://emailexchange.org/freeads.html>

But before you jump into posting ads online, especially if you opt to pay for an ad, you should establish a clear-cut plan to chart your responses.

The only way to chart your responses accurately is to "Key" all the ads you place, whether online or in off-line publications.

Once upon a time, the simplest manner to "Key" any ad was to write, Dept. No. 1234, or whatever number/letter combination you might want to use, and this allowed you to know from where you were receiving your responses.

Whether an ad is FREE or paid for, if you know if it is drawing responses then you can make informed decisions about continuing to place ads at those particular sites or publications.

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Afterall, it does not make any sense to keep posting ads in sites or publications where you never receive responses. Such an effort is a complete waste of your valuable time.

Those sites that do work for you can then become the focus of your online ad campaigns.

All it takes is a working "Key" chart.

For those of you that are spending the monthly fees to receive web space, email aliases, etc., the solution can be as easy

as setting up individual email aliases for each account or each of your different ad sites or publications.

For example, you place an ad at ABC Ads and you "Key" them as abc@whatever.com. or 123@whatever.com, etc. That is the beauty of being able to control the "Key".

Otherwise, if you request respondents to your ads to "write" ABC, or 123, they might easily forget to do so and then you will not be able to tell where the response is coming from on the Internet.

If you know HTML, you might be able to set responses using the "Quotation Marks" that go before an email address to "Key" your ads. Or you can code the URL in the ad with a question mark, like: <http://emailexchange.org/sig.html?ad5>

Reviewing your logs will show you how many people actually accessed your sig.html document from the placement of Ad number 5.

For those of you that do not have access to code a web site or the luxury of email forwarding aliases, you can employ the use of FREE auto-responders to code your various ads.

Most of the FREE auto-responder services now available will encourage you to set up as many as you need. You can set up one for ad1@autoresponder.com, ad2@autoresponder.com, etc.

Access a FREE list of auto-responder services for this use at: <mailto:freeautoresp@emailexchange.org>

Either way, you just need to keep a log and list your "Keys"

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in an easy to follow manner, such as 123, abc, a100, etc.
along with which sites or publications they correspond to.

We currently use a list of just over 100 FREE Newsletters
and Ezines that we have found give us consistent responses
to our ads. Access a FREE copy via Auto-Responder at:
<mailto:newsletters@emailexchange.org>

Having been online for over eight years, as of this month – :-),
we have seen many Ad sites and publications come and go.

That is the current nature of the Internet; one of constant change.

Placing a "Key" in your ads is the only way to keep track of all
the movement that comes to take place as a result of your hard
efforts to promote your product or service or lack of response.

So make certain to make every ad posted count and
"Key Your Ads"!

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds
Newsletter & receive FREE online access to our PasswordProtected "FREE Submit To Over 2.7
MILLION FREE Ad Sites!" mailto:subscribe_fbcn9@emailexchange.org

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.

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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

Key used = "JD"

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

Source URL–Key Ad–Key Date Type

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

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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>



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