

SOMETHING VERY IMPORTANT FOR A MARKETER

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By WILSON SAKALA

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Here is some teaching on tracking of ads and promotions by Sam Robbins. He goes on to say: "When you think of tracking, you probably think of tracking the response to your various ads and promotions to determine which of them are profitable and which are just a big waste of time and money. This is all very important – in fact it is one of the most important keys to your success.

But there is more to tracking than that. You see your tracking efforts should not stop once a visitor responds to one of your ads or promotions. In fact, no matter how a person stumbles across your site its just as important to track their footsteps as it is to track how they found you.

Suppose a person arrives at your homepage, reads a paragraph or two and then leaves. A few minutes later another person arrives and does the same thing. Ten minutes later another visitor shows up, he or she pokes around for a few minutes but they too ultimately leave without exploring much.

You dont probably realise it, but chances are this is going on lots more than you think. For one reason or another, the majority of people visiting your site are probably leaving without doing whatever it is that you want them to do.

As internet marketers we tend to think that everyone who arrives at our website is going to read every word on every page. They will do anything we ask them to. After all, who in their right mind is not going to be interested in what we are offering. Right?

Unfortunately thats just not the case...some people just won't be interested in what you are offering at your site. And there is nothing you can do about that.

The real problem however, is when people who are interested in what you're doing don't take the action you want them to take once they arrive at your website. Maybe they got lost, maybe they got confused, maybe they were about to order your product but bailed out at the last time when they saw your order form, or maybe there was some other problem.

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Trust me, you are losing money right now for no reason other than the fact that your website is not as good as it could be.

That is why some marketers are busy constantly tweaking their websites to try to increase the response to their various offerings.

But the problem is that most people do this blindly, basing changes on their opinions of how it may affect the behaviour of visitors once they arrive at their site. And let me tell you right now, that is NOT how to do it.

You could do what most people do...take a guess...and base your changes on that. But chances are you will not guess the right answer, and your sales and profits will still be slim. What's worse is that you

may end up making things worse, in which case your sales and profits would actually decrease.

Now, on the other hand, if you had a proper tracking system in place it would be relatively easy to solve your problem. Starting with the homepage, you could focus on tweaking one page at a time until your sales were where they ought to be."

Fortunately, there is on the market a program to do your tracking for all your ads and promotions – no more guessing....ADMINDER! It also includes an affiliate facility for those who want to make some commissions out of selling it. Click the following link and join.

<http://www.adminder.com/go.cgi?id=WS2987>

How to Choose an Internet Marketing Company

By Lester Boey

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--- Internet Marketing Determines Web Success ---

Internet marketing is essential to the success of e-commerce sites. You can have a professional looking website but what good can it do if internet users are not able to find it when they need your products and services? That is where an internet marketing campaign comes into play.

Internet marketing is similar to designing websites– it does not require much experience to do a good job, just good knowledge and a keen eye for details. It is fundamentally important for a good internet marketer to constantly update himself weekly, if not monthly, of online markets.

---What an Internet Marketer can offer---

In short, an Internet Marketer oversees that your website is built properly for visibility and promoted with the best dollar spent on your internet marketing campaign. It is no good having a website and not

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appearing in internet searches. Your website has to magically appear before buyers when they need products and services. Internet Marketers deploy search engine optimisation techniques to make your website visible and targeted to internet users.

Internet marketing requires research and analysis effort for individual website, followed by optimisation of website. Hundreds of hours may be spent on each website, depending on the size of your targeted market. You are essentially paying for the amount of effort involved, effectiveness of your internet marketer and daily sales tracking of your website.

— How to choose an Internet Marketer —

Internet marketing requires constant updating of skills and knowledge. One crude way to test if your internet marketer is a genuine or fake— Ask your internet marketer about recent events that happened in his field. If he cannot answer that, he must have a genuinely good reason to back himself as a good internet marketer! At times, it is easy to fall prey into the hands of bad internet marketing companies as happened in US and other parts of the world.

Lester Boey works in an Australian search engine marketing and design company (<http://www.definiteweb.com/>)



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