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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!**

**Taking the Mystery out of Marketing**

**By Charlie Cook**

**Taking the Mystery out of Marketing by Charlie Cook**

Knowing where to start to improve your marketing can be a bit of a mystery. Is it your marketing message, the places you advertise, your web site or what? By measuring the results of your marketing efforts and collecting feedback, you can uncover the secrets of what is and isn't working and learn what to refurbish or replace to generate more leads and increase sales.

Tom called me with a question about how to increase sales from his web site. Despite having spent three thousand dollars to build an attractive web, he wasn't generating leads from his site. Only a small handful of people had contacted him since the site went live two months ago.

Do you have a web site? Are you disappointed by the number of leads and sales your site is generating?

I asked Tom what percentage of daily or weekly visitors to his site contacted him. He didn't know the answer. I asked him how many people visited his site per month. He didn't know. I asked him, how many sales of his books and coaching services had been generated by his web site. He didn't have that information, either.

If you want to improve the performance of any marketing effort, whether online or offline, make the effort to collect and evaluate the results. You can use easily available numbers to help you fix what's not working and improve what is.

Ever go on a diet? How do you tell if your eating and exercise regimens are working? You step on the scale and look at the number of pounds you've lost or gained. This simple figure gives you the truth about the success of your dieting efforts. To improve sales, track response to each of your marketing efforts and conversion rates.

### 1. Response Rates

If you spend money on advertising to drive people to your business web site, you want to know how many people responded to your ad and visited your site. If you're only getting a handful of responses, the problem could be your ad. Something as simple as changing the marketing message you use in your advertising or

in your search engine listings could increase your response rate.

If you've had success with the ad in another publication, it may be that the particular ezine or web site isn't reaching your target audience and you'd be better off spending your advertising dollars elsewhere. If you track your ad results you can quickly discover where to avoid spending on advertising that doesn't work and make changes to get more out of each advertising dollar.

### 2. Conversion Rates

If your web site draws lots of visitors, you'll want to know what percentage of those visitors are buying, and if not buying, at least signing up for your ezine. With these conversion rates you can determine how to increase your online sales.

Barbara has a subscription-based web site that pulls in over twelve hundred visitors a day, yet only seven people a day contact her and the site only generates sales a couple of times a week. Is this the best she can do? Probably not.

You can prompt 10–50% of the people who visit your web site to contact you and then work on converting these qualified leads to sales. For Barbara, all it took was a few changes in her layout and copy for her to add two to three hundred people a day to her list of qualified leads and increase sales to dozens each day.

One of the most important things to identify and measure is where sales come from. If you advertise with Google or in ezines and see that an ad has more than paid for itself in leads

generated and sales, you'll know its worth running again.

Just asking people where they heard of you or how they arrived at your web site is useful. When I asked one client how they found my site, they explained how they had been searching the web using the phrase, "marketing services" and how difficult it had been to find the site.

My advertising hadn't targeted the phrase "marketing services", so I quickly added it to the list of keywords for my ads. The result? The next day someone came to my site via my targeted ad and bought every marketing manual I sell.

Don't let marketing be a mystery. Start analyzing what is and isn't working so you know what to fix. If your marketing is working, use these same numbers to set new goals for lead generation and sales conversions and be even more successful.

### **Take the "Mystery" Out of Becoming a Mystery Shopper**

**By Ted Belfour**

Many people all over the world are making money as a mystery shopper. Thanks to the Internet, details on how to become a mystery shopper are widely available, taking the "mystery" out of the process.

Mystery shoppers provide a great service to retailers and service businesses. By walking into a business as an unknown  $\frac{1}{2}$  the basic, average, every day customer  $\frac{1}{2}$  mystery shoppers relate their experiences to corporate headquarters. Why would a big corporation rely on people they don't know? Because their opinion counts! Mystery shoppers can get a more accurate look at the day to day operations of a business than a CEO can on a yearly visit. It's a known fact that employees put their best foot forward when their boss is in the building. Mystery shoppers are an effective way for corporate offices to learn about the service, employee attitudes, and cleanliness of a business. If a customer walks into a fast food restaurant and is greeted by an indifferent employee and the place is a mess, that customer will likely tell other people. Word of mouth from one unsatisfied customer can kill business. That's why mystery shoppers are so important.

There are many mystery shopper programs that enlist the help of average people every day. Some are scams and others are for real. How do you separate the two? Follow that old basic rule of thumb: If they ask you to pay to work for them, it's a scam.

A legitimate company will not expect you to pay them in order to work for them. You wouldn't expect to pay a doctor's office to let you be a receptionist or a convenience store for the opportunity to be a cashier. Mystery shopping is a job, so there is no difference.

## Taking the Mystery out of Marketing

There is a mystery shopping certification available. The Mystery Shopping Providers Association of North America offers such certification. With two certifications to choose from, potential shoppers may test online for certification that proves they have the basic skills needed to be a mystery shopper. A more expensive plan also covers some training for mystery shoppers. It is important to note that certification is not required to be a mystery shopper.

So, if you are looking for a way to make money part time, consider a career as a mystery shopper. Assignments might have you sampling yogurt, going to a movie, or eating out at a restaurant you might not normally go to!

Dave is the owner of

and

websites that

provide information on mystery shoppers.



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