

Test Your Marketing Strategies & Systems Or Fail...

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Test Your Marketing Strategies & Systems Or Fail...

By Duncan Carver

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If you're not currently testing your marketing strategies & systems, you're in serious trouble. You're essentially shooting blanks to try and fertilize the golden egg that is the revenue of your business. There are only two types of business people online, those who test, track, and succeed, and those who fail.

Which would you rather be?

Here are 5 different marketing components you should be testing right now to improve your conversion ratios, your bottom line & your overall marketing strategy...

----> Your Sales Letter

Your sales letter is the most important component of your overall marketing strategy.

It's your vehicle to convince people to take action now and generate the sale. But most sales letters can be improved. In fact, I guarantee that the sales letter you're using right now can be improved.

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Use a professional split-run testing application like the "Scientific Internet Marketing Assistant" (<http://www.marketing-strategy.org>) to start testing two or more different sales letters against one another to see which one produces the best conversion ratio of visitors to sales.

Once you've discovered that, use your best performing sales letter as a control, and test it again to improve your conversion ratios further & directly increase the revenue you generate.

Try testing long sales letters VS short sales letters. Test hard sell sales letters against soft sell sales letters.

Even the slightest increase of just a percent or more could mean the difference between adding an additional several thousand dollars to your revenue earning potential this year, or missing out on it altogether.

---> Your Sales Letter Headline & Other Components
Once you've found the better performing sales letter overall, start testing different headlines to see which one works better.

Your sales letter headline is the most important component. It's what triggers your visitor's attention, drawing them into the rest of your copy. Once you've found the better performing headline, work your way through testing the other important components of your sales letter.

Test different openings, different feature & benefit combinations, different closings & free bonus offers. Test different guarantees.

Working your way through your sales letter like this, measuring your conversion ratios as you go right through to the order process, is the ONLY way to ensure your sales letter is converting as many people as possible into actual customers.

---> Website Design
Once you've got your sales letter sorted out don't stop there.

Sure you'll already be closing more sales, but your overall marketing strategy can be improved further. Incorporate your sales letter into two completely different website designs, and prove which one produces the greatest conversion ratio.

Run with the best performing as your control and start testing

other aspects of your design, such as the number of images used, the load time of your pages, the number of pages your sales letter is spread out on.

Will a one page sales letter or a multiple page sales letter work better for you?

You'll have to test that to find out. What you need to realize is that everyone is marketing to different target audiences and markets, so the only way to know for sure what works best for YOU, is to scientifically test these key components of your overall marketing strategy.

----> Your Lead Capture Forms & Plugs

Once you've got your best performing sales letter and site design you'll really be moving along at full steam ahead. Your golden egg will be growing larger by the day. But don't stop

there.

Start testing different lead capture methods and ad copy plugs to improve your visitor to subscriber conversion ratios. The more leads you generate, the more people you can follow-up on, and the more visitors you'll be able to convert into paying customers.

----> Your Follow Up Marketing Campaigns

Once you've maximized your lead generation conversion ratios, try testing different follow-up marketing techniques to close more sales. The faster you can convert your leads into paying customers, the faster you'll be able to make your desired return on investment.

Working your way through your marketing strategy and systems like this, testing what works and what doesn't, is the only way to ensure your milking maximum profit out of your website and online business. What's more, by systematically testing your website marketing components and increasing your conversion ratios, you'll be reducing your lead & customer acquisition costs, making your advertising dollars go much further.

Stop shooting blanks. Start testing today and scientifically work your way to greater profits. It's the **ONLY** proven way to systemically work your way to better conversion ratios and greater profits.

About The Author...

Duncan Carver is the developer of the "Scientific Internet Marketing Assistant". A fully featured, professional, split-run testing application valued at \$97, currently being given away at absolutely no cost. Download your copy today and start improving your bottom line tomorrow... <http://www.marketing-strategy.org>

Creating Your Internet Marketing Plan

By Megan Corwin

For large corporations, a marketing plan is a huge document detailing strategies for the fiscal year. It may include competitor analysis or a sales forecast. While these elements are important to a large business, do you as a small business owner (without a well paid marketing staff) have the time or energy to devote to putting together a huge document? Unless you are trying to get a financial loan, probably not...

But that doesn't mean you should totally scrap the idea. A marketing plan can be a wonderful tool to help you refine your focus. You've heard the old saying "If you fail to plan, you plan to fail." That's because when you don't plan you lack intention and attention.

My suggestion is to create a "micro-plan." Open up a new document and take an hour or two to answer the following questions.

"Micro-Plan" Questions

What is your purpose for being online? Awareness Sales Community

What % of your overall marketing to be done online? How much time do you expect to spend marketing on internet?

What strategies will you use? Contests Forums Free reports/e-book Newsletter Pay per click advertising Banners Articles/content Viral marketing

Timeline

Assign a project date to each of the strategies. Will they be one time events (contest) or something you need to do frequently (forums)? While you are thinking about it, schedule your projects in your time management system or planner.

Analysis How will you track the success of your marketing plans? What is your ROI?

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Budget What is your total yearly internet marketing budget? Assign a \$ to each of the strategies you will use.

A successful internet marketing strategy begins with a plan. The time you take to put together your "micro-plan" will be well worth it to your business.

Megan Corwin is an internet marketing coach who helps work at home professionals grow their businesses. For more articles and advice about online marketing strategy and solutions, become a member of Megan's online community for work at home women:

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Alarming Marketing Trend

Marketing Refinement is Always a Step Towards Success

Insurance Companies And Telephone Marketing

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30 Powerful Business eBooks

Starting a Successful Retail Business

The Great Big Book of Internet Marketing

One Million a Year

Squeeze Machine



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