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The Secret Methods of Tracking Your Advertising

By Marc Goldman

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When you are placing ads in ezines or posting to newsgroups or leaving your sig file anywhere, you should be tracking the effectiveness of your efforts. People have been tracking their advertising efforts since the beginning of direct marketing. If you are a fan of the tv infomercials, you would have noticed that when the payment information is displayed, it always includes a particular Department number or instructs you to call a particular extension number. This tells the advertiser where their customers and prospects are coming from. You can easily implement these tricks yourself so that you can determine what the most cost effective methods of advertising are for you.

Here is a simple and free way to track your ads. Lets say you are running 3 ads for the same product and placing those ads in 3 different ezines. The product is sold from one page on your website called:

<http://www.yourdomain.com/sales.html>

If you had every ad point to that URL, you would never know which ad worked or which ezine brought in the sales. Therefore, you could track your ads by doing this:

Place a question mark and some code at the end of each URL. For example:

sales?ezine1

sales?ezine2

sales?ezine3

You can make the code whatever you want as long as you remember which code you chose for the particular ad. Just remember this does not only apply to ezine advertising, you could use this in your discussion forum posts or in your sig file or anywhere else that you choose to promote your site, both online and offline. I suggest keeping a record of which code matches which ad as it can be quite confusing keeping track of all your ads. For example, I use Microsoft Excel to keep a

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spreadsheet record of all of my advertising efforts.

Your webserver will not recognize the question mark (?) code but your server logs will. This is the key. People will all end up on the same page (sales.html) but your logs will indicate the sales that came from each unique ad. This will allow you to make an informed decision about which ezines to continue to place ads in and those that aren't worth your investment of time and money.

Your server logs record every URL that was entered (or clicked on) to get to your site. Whenever people order, you can go to your server logs and match the time they ordered to the time that hits to your sales page were received using the unique code. This will help you to determine which ad brought in the sale.

If you do not have access to your server logs or you do not know how to use them, there are many free and inexpensive stat tracking solutions available on the internet that are easy to understand and implement. Here is one that we highly recommend using: Sitegauge

How will you determine which ads were effective? In the offline world, advertising is measured in response rate. This means how many people responded to your ad (responded could mean clickthrus, sales or even subscribers to your ezine). You have to decide which of the possible responses is valuable to you. Are you trying to get more traffic, more sales or simply capture email addresses so you can follow up at a later date?

Since we are talking about sales in this article, you have to determine how many visitors it takes before you get a sale. If an ad brought in 100 visitors and you had 4 sales, then you have a 25% response rate. That is quite amazing. You would then want to keep running the ad in the ezine that brought you that response rate until you see the rate start to drop dramatically.

What you have just learned is the key to cost effective advertising. Advertising, when performed efficiently is like an exact science instead of a guessing game. This is scientific advertising at it's best!

P.S. An even simpler (albeit not free) way of tracking ads is to purchase affiliate software and use it to track your ads by manually assigning each ad a unique affiliate id. This is very simple to do and can be set up quite easily.

Marc Goldman, Goldbar Enterprises subscribe to The Marketers Resource Weekly: The Free Internet Marketing Resource for the New Millennium. Subscribe at <http://www.goldbar.net> Discover the exclusive members only website that will propel your business to dizzying heights. www.marketersresource.com

Not Sure If Your Online Advertisement is Working?

By Karen Fegarty

Without tracking, your online advertising is just a shot in the dark. Many new and seasoned marketing individuals spend significant dollars on banner advertisements, ezline ads, and other online media but do not know which ads have brought them the greatest success.

The following is a list of online advertising methods that you may or may not be using. It is important to track all of your online advertisement. This is the only way to determine which method works best for you and where you should spend your hard earned dollars. Site links Articles Ezine advertisement Banner ads Signatures Tag Forum postings Email marketing promotions FFA postings Free Classified listings Paid Classified listings Surveys Auto responder Pay-per-click listing Reciprocal link

How do you track your advertising? There are basically two ways of tracking your advertising; sign up for a service or purchase ad tracking software to install on your server.:

A service such as ezTrackZ

will manage all aspects of your tracking on their

servers. This is a web-based tool that will allow you to quickly create your tracking links and report your results in real-time. Other examples of service based ad tracking are Hypertracker www.hypertracker.com and goToast www.gotoast.com Cost varies from \$17 per month to \$67 per year depending on which service you choose.

You can also purchase software such as AdTrackZ

to manage your own

tracking. Software like AdTrackZ must be installed and managed on your server and is available for a one-time cost.

Which ever method you choose, start now and stop wasting valuable time and dollars on unsuccessful advertising.

Karen Fegarty is a professional marketer working with both MailWorkZ and ezTrackZ. Check out the ezTrackZ ad tracker product at

. and MailWorkZ's flagship email marketing

tool., Broadc@st at

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How To Track Your Online Ad Response

The Secret Methods of Tracking Your Advertising

Tracking Dilemmas

Learn How To Use These Six Explosive Marketing Techniques To Explode Your Website With Traffic

The Ultimate Ad Tracking Tool

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