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Track Your Advertising Or Perish...

By Armand Melanson

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Have you ever tried to find a light switch in a darkened room? You grope around helplessly hoping to find the switch. This is a good metaphor for the way many businesses manage their e-marketing – they are groping around in the dark...

The key to advertising is having metrics on the results your advertising campaigns produce.

Here is a great adtracking tool I highly recommend:

ADMINDER – <http://www.adminder.com/c.cgi?itworks&adminder>

If you want to track your visitors from initial visit right through to the sale, you will need to use ad & sales tracking software like Adminder. I recommend using full strength tracking because it gives you the feedback you need to evaluate your marketing effectiveness.

Using this software, you create a distinct ad campaign for each & every advertising effort. This allows you to precisely measure how many clicks/sales you are getting from each ad. Without this info, you cannot calculate ROI & determine whether or not a given ad is profitable or not. For \$10-\$15/MO, it is definitely worth it.

If you are really trying to scrimp here's a way to track the

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clickthrus on your ads (you can't track sales without one of the tools above):

Sign up for free website tracking at one of these:

<http://www.addfreestats.com/index.html>

<http://www.extreme-dm.com/racking/>

<http://www.webstat.com/>

These are free services which allow you to embed a snippet of code in your webpages. This code gathers stats on your traffic in real-time & can be checked via your browser.

You then create a webpage for each ad you want to track & place it in the www folder of your website. Each ad you run will point back at a unique page you setup for it.

Whenever someone clicks on an a link that points to this page, a "hit" is counted in your stats. Of course, this page doesn't have much on it as you want the visitor to be redirected to your real website main page ASAP. That's what the META-REFRESH tag does. Here is what the ad tracking page should look like:

```
url=http://lessworkmoremoney.com">
```

```
you are being redirected – if not click here
```

```
href="http://lessworkmoremoney.com">lessworkmoremoney.com
```

you place the code snippet as directed by the webstat company here

You can see what this looks like in action by going here:

<http://lessworkmoremoney.com/ez1.htm>

As you can see, you got bumped to my main page. My webstats counted the hit & I know that someone clicked on the link (i.e. they responded to my ad). I slowed down the redirect so you could see the message (I AM TRACKING THIS HIT RIGHT NOW), but you should leave the content=0 as is – this means that it waits 0 seconds prior to redirecting to the URL you specify.

Make sure you change the URL to your own site or else you'll be redirecting to my site. On second thought, leave everything just as it is in the sample code above [grin]...

Whenever you place ads, you copy the tracking page & give it a unique name that is associated with the ad you are placing – if you are placing an ad in XYZ ezine, you could name the page xyz.htm – and then make your ad link point back to the page. In this case the ad link would be:
http://your_site.com/xyz.htm.

When someone clicks on the ad, the click is tracked & you can determine whether the ad paid off or not. For example, if you spend \$50 on an ezine top sponsor ad, you will want to know if it was worth it. To figure it out, do this:

If your conversion rate is 2% & your avg. sale is \$30, then you will likely need 100 clicks on your xyz ad for it to generate 2 sales & a \$10 profit. If you are not counting the clicks on each of your ads, you have no way of knowing what's working or not. You won't even know how many people responded to the ad!

If you are serious about your business, you cannot afford to mickey mouse around with the cheapskate approach I just explained – you really should be using ADMINDER or another ad tracker.

But if you're like me, you learn the hard way. Try the free approach until you realize that you have to track right through to the sale, then sign-up with ad tracking software.

ABOUT THE AUTHOR: Armand Melanson is an emarketing consultant & author. For free marketing tips & articles you can re-use, visit him at <http://lessworkmoremoney.com>

Did You Know That Coupons Help Track Your Advertising Dollars?

By Rhonda White

It's not just the cost of a product that is on the customer's mind. Customers want to save money. They know that if they save a dollar, that's another dollar still hidden in their pocket. All though there are still a big percentage of shoppers who do not utilize coupons, it certainly brings attention to the customers eyes when they see the possibility of saving another dollar. Coupons help visualize this savings to the

customer.

Not only do coupons help bring attention to your business, but it helps track the productivity of your advertising dollars. Many business use "promotional codes" to help track their advertising dollars. If you are paying for advertising with various companies or websites, you should use a different promotional code with each advertiser so that you know which companies or websites are helping you produce the best results. This technique is particularly important for web-based businesses. If you have a brick and mortar business, customers will bring in their coupons, and you should be able to identify the source by either creating a promotional code or a distinct difference among the coupons that you create.

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Rhonda White
Author of

local engine and website

Did You Know That Coupons Help Track Your Advertising Dollars?

Preparation – the Way to Success

Publish or Perish

Traditional Advertising Can Not Work, Find out what's happening.

What is Advertising – and What Does it Mean on the Internet?

The Ultimate Ad Tracking Tool

RSS ADVERTISING SECRETS

Forum Fortunes – Make a Living with Online Forums

The Classified List

Build Your Own Mail Order Empire

Track Your Advertising Or Perish...



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