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Volume 6 Number 33 Issue 167

In This Issue

From the Editor

Is Internet Marketing Working for you?

Recommendations

My Web Site Links

[The Great Ideazine](#)
Sign up to ensure that you get future issues of this ezine

[Ideazine Archives](#)
Past Issues of The Great Ideazine

[The IdeaMerchant](#)
Great Ideas to Make Your Business More Profitable

[EzeUpload](#)
Manage Your Web Site Using Just Your Web Browser

[PLR superSale](#)
If You Are Even Thinking About Using Private Label Rights Products Check This Out

[Investing in You](#)

From the Editor



I've been spending a lot of my time this week on work for my church. I seem to have picked up a few roles to play! I'm the chair of the communication committee, sit on the Deanery communication committee, am an advisory board member and am the chair of the committee searching for a new rector. It all kinda got in the way of me getting this newsletter out earlier today *8>)

I wrote a nice review of several new marketing materials, and then deleted it off my drive! I didn't have time to redo it, but luckily I still had the article I was working on for next week, so here, a week early is my article on evaluating your marketing efforts.

The last few discounts for my adaptation of the full featured \$7 Script have been gobbled up, but you can still get it for only \$7. If you don't have it yet, grab it [HERE](#) today before the price goes up to a more reasonable \$27.

Is Internet Marketing Working For You?

Determining whether or not your Internet marketing campaign is working for you is a crucial part of the advertising process. This is so important because while there is a great deal of Internet marketing which can be done without a great deal of your cash, other types of Internet marketing do have financial costs associated with them. In both cases there is a significant amount of you time and energy expenditure to be considered when creating and setting up the Internet marketing.

For these reasons it is important for you to continually evaluate your marketing techniques and strategies to determine what is working for you and what is not. This will help you to focus your efforts on marketing strategies which are providing positive results as opposed to those which are either not providing results or are only providing lackluster results.

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[Words to Traffic](#)

[Contact Us](#)

[The Editor](#)

This article will examine a few different marketing strategies as well as how you can evaluate the effectiveness of these strategies.

Affiliate marketing is certainly one of the most cost effective Internet marketing strategies available. This marketing strategy involves having other website owners known as affiliates post an advertisement on their websites to direct Internet traffic to your website. This marketing strategy is cost effective because in most cases the affiliate is only paid when (s)he produces a desired result such as enticing an Internet user to click through the advertisement or to purchase a product or service once they click through the ad.

While you are only paying for the advertisement when it produces a desired effect, it is still worthwhile to evaluate the effectiveness of this ad to determine whether or not it is working well.

Fortunately affiliate marketing ads have a natural feedback mechanism which makes it easy to evaluate how well the ad is working. This feedback is provided in the form of a code imbedded in the advertisement which specifies which affiliate generated the website visitors.

This information is provided for the purposes of issuing payment to the affiliate but it can also provide you with useful information on which affiliate ads are the most effective. This information is especially useful when the affiliates are posting different ads. You may conclude that the ads posted by the more successful affiliates are more appealing to potential customers and may opt to use this style of ad for all of your affiliates.

Business owners who use Internet marketing strategies such as posting on message boards to promote their business might want to consider asking customers to complete a short survey when making a purchase.

This survey can include useful demographic information which is always helpful for marketing as well as information regarding where the customer learned of the products or services you offer. Including the message board web address as one of the responses will give you a good indication of whether or not the message boards are helping to drive customers to your website.

You may also have some unofficial feedback in terms of the response to your postings on the message board. If the general consensus is in support of your posts, you may infer that you are generating some interest in your business or website through this tactic.

Finally, an Internet marketing strategy can be evaluated by studying website traffic results as well as sales receipts. Anytime you implement a new Internet marketing strategy or technique it is

worthwhile to study your website traffic reports and sales receipts carefully to determine whether or not there is a spike in either traffic or sales immediately after the marketing effort.

For example, if you send out an e-newsletter to those who have requested additional information about your products or services, you may notice there is an increase in traffic or sales soon afterwards. This is a good indication the e-newsletter was well received and effective.

However, if there is not a marked increase in traffic or sales subsequent to the e-newsletter it indicates the marketing effort was not effective.

Like most Internet marketing advice, you can only benefit from it if you implement a plan to use it.

Recommendations for this Week

If you are interested in working from home, I have a free e-book that outlines five different work at home opportunities. To get your copy just click [HERE](#).

I've purchased several good packages that I had hoped to write a review on for this week, but time escaped me. I'll just remind that if you haven't got the following products, then you had better jump now before the prices go up. Although I have been a nice guy and reset the counter to allow lots more readers to get these products at the sale price, I will not be doing it again as it is not fair to my affiliates.

[The \\$7 Script](#)

[15 Day Resell Rights Success](#)

[How to Write a Killer Sales Letter](#)