Web Marketing Course

Our goal with this Web Marketing Course is to show you the *BEST* **ways for you to promote and advertise your business online**. Whether it's free or paid advertising, we will do our best to reveal to you the "do's" and "don'ts" of online marketing.

We'll give you real life examples when possible, so you can see for yourself how a promotion worked out, and how you can utilize the same tactics and strategies with your own business.

And of course, the **end result will be increased sales and profits with less effort, time and risk on your part**. That's why we stress the importance of tracking everything so you can know for SURE what works, what doesn't and more importantly, *WHY*!

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Ezine/Newsletter Advertising

In this section, we will mainly be speaking about Ezine Advertising simply because it's probably one of the most (if not the most) effective form of advertising.

So, we'll start with the most time- and cost-effective promotion tactics and work our way down to the "not as effective" tactics later on. Ready to get started? Let's begin...

Many of the online newsletter/ezines contain some sort of advertising to help pay for and justify the author's time spent each week or month in pumping out a newsletter issue. Newsletters (whether they would be email ezines, web based newsletters like mine or even off-line hard copy newsletters) help the publisher stay in touch with his/her subscribers and customers.

The publisher can use his/her newsletter to further build credibility of his business and/or expertise in a particular subject matter, help expand and secure relationships with his subscribers, or promote products and services for himself or joint ventures with other marketers!

Either way you look at it, having a newsletter (paid or free) is very beneficial for all. Okay, so what does all this mean to you? Besides the fact that starting your own newsletter can be beneficial for sales... advertising in someone else's newsletter can also be extremely beneficial for increasing your sales! Now, here comes the tricky part... where and how do you advertise?... and what works and what doesn't? The following topics will be covered in this section:

 * Where Should You Advertise?
 * Things To "Watch Out" For
 * Subscribe First, Pay Later
 * The More, The Merrier
* Testing = More Profits & Less Losses

Part 1 - Where Should You Advertise

With over 140,000 newsletters and email lists on the Internet, this can be very difficult. The first thing you must do is narrow your search down to your specific topic or subject matter.

If you're selling nutritional supplements, then you would need to look in 'health' and 'sports' based newsletters. If you have an online business, you would need to look under topics of 'business' (or more specifically, 'home-based' businesses), 'marketing' and 'advertising'.

A great place to start your search is www.topica.com which is a huge mailing list directory where you can search thousands of lists by subject matter and/or keywords.

Or maybe you already subscribe to various ezines related to your industry. Those are a great place to start, especially since you should already be familiar with them, the quality, etc.

Part 2- Things To "Watch Out" For

Before you set out your search for the 'ultimate' newsletter to advertise in, you first have to make sure they meet the following criteria:

1. **Who's subscribing to the newsletter?**
    This goes hand-in-hand with the subject matter of the newsletter ... you've got to make sure that you're hitting the correct target market. If not, you're wasting precious time and money.

    Here's something you want to double check... Email the publisher of the specific newsletter you want to advertise in and ask him/her if all the subscribers are "opt-in"? What this means is that all the subscribers of that particular newsletter have asked to be subscribed to that newsletter... they have "opted in". They have filled in a form with their name and email address manually (some places just an email is fine for a subscription.)

    If the list isn't 100% opt-in, then forget about it because chances are the subscribers of that newsletter have been spammed. This means that the list usually consists of people who do not read and/or are not interested in the subject matter of the newsletter. So, if a particular newsletter has a "so called" list of 10,000 subscribers, only a few hundred may actual have any interest to read it and therefore, you're going to get a super low response rate to your ad (not to mention waste time and money!).

2. **What's actually in the newsletter?**
    One thing you don't want is a newsletter that's filled with nothing else but dozens of classified ads. This is a waste for you because your ad will just get lost with everyone else's. Try to find a newsletter with less than 15-20 total ads... preferably less than 10!

    Ideally, you'll want a newsletter that contains 1-2 good, informative and ORIGINAL articles. Anything old, outdated or rehashed will guarantee low readership.

    Note: If you advertise in a low quality ezine (either the subscriber base is not 100% opt-in and/or the quality of the content itself is not that good) your ads will get a horrible response. That's why it's so important that you TRACK the response, and the sales generated, by all of your ads. Using an automated system like AdMinder will let you weed these profit-robbing ezines out of your ad campaigns ASAP with the least amount of hassle.

3. **Any sponsor ads?**
    This isn't a "requirement," but sponsor ads will outperform regular classified ads every time. If you don't know what a sponsor ad is, it's basically an expanded/larger classified ad, that's posted first and before all the other classified ads.

The best sponsor ads are the ones that come first in the newsletter... before everything else - including the articles (it'll be at the very top). This way, the subscriber or potential customer first sees the sponsor ad, then reads the article(s) and other ads. It hits him/her first, when things are fresh and their eyes/mind aren't tired.

But, the drawback to sponsor ads is that they will cost more than regular classified ads. So, sponsor ads may be best saved after you have found and tested the best classified ad(s) and newsletter list(s). This way, you won't waste any money!

Part 3 – Subscribe First, Pay Later

Before you pay for your classified or sponsor ad, it may be a good idea for you to take a look at the newsletter at least one time. The best way to insure satisfaction is first subscribe to the newsletter of choice and then read through a few of the issues to get a feel for everything (you can do this by simply sending an email to the publisher and asking for a "sample" issue.).

Sometimes, the website will have an area for past newsletters or "archives". Take a look... read some of the articles... look at the classified ads and see if you're comfortable with the "environment".

Also, one simple trick you can use to see how successful a newsletter is for the advertisers, is by watching all the classified ads for a few issues. If you see ads repeated, issue after issue, chances are that the newsletter is working for these advertisers. (Not too many people are going to continually pay for ads, issue after issue, if they weren't making a profit off of them!).

Part 4 - The More, The Merrier

One common question people ask is, "What's better, a newsletter with low or high subscriber count?" Usually, the higher the total subscriber count, the better response you'll get... But this isn't always the case.

As stated above, you'll get your best responses from very targeted newsletters that are 100% opt-in, with 1-2 informative and original articles containing only 10-15 total classified ads.

Of course, the higher the subscriber count... the higher the price will be for your ad. But, as always, to get a definitive answer to any question you have to TEST.

I've had incredible results with a couple newsletters that only contained 6,000-8,000 subscribers... and I've also had almost no results with newsletters containing over 250,000+ subscribers. (Test, test and then retest!)

Part 5 - Testing = More Profits & Less Losses

Before getting started in this section, I need to emphasize the most important factor between you and success... and that's TESTING! In a minute, I'm going to give you step-by-step "rules" for getting the most out of your time and money, while keeping your losses down to zero!

Regardless of how much money you currently have or make, the last thing I want you to do is lose money or make a bad investment when it comes to advertising and promoting. So, read the below steps carefully and take notes!

1. **Classified Ads**

   The first you want to do is start small! Place 2-4 classified ads in the online newsletters/ezines... and wait for the results. How were they?

   Good Results:

   See which of the ads gave you good results and make a note of it. What you can do next is continue to place more ads in the newsletters/ezines that were profitable... or go to the next level and try out a sponsor ad (if it is offered). If a classified ad is profitable in a particular newsletter/ezine, chances are a sponsor ad will make you even MORE money!

   Bad Results:

   If one (or all) of your ads were not profitable, then it's time to evaluate the situation. Did your ad even go through properly (sometimes, the publisher forgets to place your ad and it never gets sent out)?... Did you place the correct URL link in the ad (I've misspelled my own URL on numerous occasions!)?...

   If you've done your "damage-control" checks, and everything in the ad was fine, then chances are that the newsletter/ezine you placed your ad in was either NOT targeted well, or it just sucked!

   Now, you have two options - The first is to do a sponsor ad (if it is offered) because even though a classified ad may fail, a sponsor ad may turn out to be profitable. If you do decide to test out a sponsor ad in the ezine, just do ONE test to see if it really is the fact that the newsletter is bad or if it's just something else.

   The second step is to make a note of the "poor" results and to NEVER advertise in that newsletter/ezine again.

2. **Sponsor Ads**

   After you've done the above step one, you can start experimenting with sponsor ads. If you recall, sponsor ads are similar to classifieds, except that they are all by themselves, usually at the very top of the ezine... so they don't get lost with all the other classified ads.

   Because they get the "spot" light, they are a more effective form of advertising... but they are also more costly. So, once you've tried and experimented with the above classified advertising tactic, and you are more comfortable, more confident and have made some of your investment back, proceed to sponsor advertising.

Test small... only 1-3 sponsor ads, wait for the results and depending on if the results were good or bad, you'll know if you have a winner or loser on your hands.

Follow the same steps as I mentioned above for the classified advertising tactics.

3. **Solo Mailings**

    One last tactic you can use is to have the editor/publisher of an ezine, send out a special "solo" mailing to all of his current subscribers. This is by far the most effective tactic... but with everything else, it also costs a lot more money.

    Don't even consider solo mailings until you've done both classified and sponsorship advertising (or at least one of them and you've received good results). You can make and definitely lose a lot of money if the solo mailing does badly. There is a lot more risk involved, so proceed with caution!

    Not all ezine publishers offer solo mailings. In fact, most don't. So, chances are after you've done all of your research and testing, you'll probably need to contact the publisher directly and ask them if they do offer such a service.

    Most of the time, if they do at all, it needs to be reserved in advance. If your solo mailing turns out to be profitable, wait about 3-6 weeks before sending out another solo mailing to the same list.

    NOTE: With classified ads... or even sponsor ads, repeated advertisings bring in MORE sales. Usually, the potential customer needs to see your classified/sponsor ad a few times before they order. But, with solo mailings, one shot is all you need. Sending out too many, too often is counterproductive.

    Send out a solo mailing, wait for the results... use other promotional tactics... wait some more... then you may want to try another solo mailing 3-6 weeks later.

    As always, TEST... TEST... TEST!

How To Get FREE Publicity

As mentioned earlier, Ezine advertising is **one of the BEST** forms of online advertising. It's targeted, the results are seen almost immediately and it's pretty darn cheap.

Of course, if you are just starting out your new business, or money is tight, ANY type of advertising campaign where you have to spend MONEY can be difficult.

Especially when there are no guarantees and you can (and probably WILL) have a few losses (that's just a part of doing business).

Note: Once again, this is why I stress the importance of TESTING and TRACKING EVERYTHING ... to reduce your risk and keep your losses to a minimum. This is why we created AdMinder - and YOU can use it too.

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>
> As much money as I was/am making, reducing my losses and risk DOUBLED my PROFITS with less stress and effort!

Anyway, there is hope for the "financially challenged" marketer. One of the BEST methods of promoting your business is Article Marketing- it also happens to be FREE!

Yup! ... One of the few marketing tactics that is SUPER EFFECTIVE and FREE at the same time.

Submitting your articles to online ezines and newsletters is AWESOME! The rest of the article will be devoted to this one subject. The following topics will be covered in this section:

How And Why Newsletters
Submitting Articles VS. Classified Ads
How & What To Write About
Where To Submit
How To Submit
Last Minute Tips

Part 1 - How And Why Newsletters

Newsletters (whether they would be email ezines, web based newsletters or even off-line hard copy newsletters) help the publisher stay in touch with his/her subscribers and customers.

The publisher can use his/her newsletter to further build credibility of his business and/or expertise in a particular subject matter, help expand and secure relationships with his subscribers, or promote products and services for himself or joint ventures with other marketers!

Another reason for having a newsletter is to charge for advertising space... "tiny classified ads" as infomercial giant Don Lapre would say and as we discussed in the previous articles.

Most of these online newsletter/ezines are free to subscribe (or as we call it, "opt-in") and because of this, they all contain some sort of advertising to help pay for and justify the author's time being spent each week or month in pumping out a newsletter issue (note that the author can also ONLY advertise his own products... either way, the end result of the newsletter is more revenue!).

Part 2 - Submitting Articles VS. Classified Ads

There are two ways you can get traffic to your website. You can place classified ads in the newsletters or you can get free publicity by submitting articles. Since THIS article is all about "free advertising", let's discuss article submission tactics and its importance.

Why Submit Articles:

Unless you have absolutely nothing to do and your business is on total automatic pilot, you will not have enough time (or energy) to write out a new, fresh article every week for your newsletter (your time would be better spent promoting and marketing your business in other ways).

Most newsletters go out once a week (or biweekly) and after the initial tidal wave of creative juices, the editor can go blank with ideas! This is where YOU come in and take advantage of the situation because most newsletter editors will be craving (and almost begging) for good articles to be submitted to them.

This is a great opportunity because as I've already discussed, an article gives you far more credibility than an ad. It may take a little bit more work, but it's FREE and the results will ALWAYS be better than an ad.

> **Note:** When a potential customer sees an AD, their defenses go up and they proceed with caution. They know that the ad will be biased towards what ever it is you are selling. So, they won't trust as much.
>
> But with an article, the customer can put down their defenses and read your "information" with an open mind. This is why articles and publicity ALWAYS out-perform ads.

Part 3 - How & What To Write About

This will be easier for some than others, but the best advice I can give that will save you time and allow you to write out the best article is for you to basically write about a subject that you are very familiar with.

Write and talk about your experiences... what has worked, what hasn't and what you've learned. Heck, that's exactly what I'm doing RIGHT NOW and this is probably why the words and thoughts are just flowing out effortlessly.

You can easily do the same. There is no need to copy or hack away at other people's articles (nobody wants or likes to read rehashed, old material). Use your imagination and be creative. Put your own writing style into your works and people will love it.

Also, your articles don't have to be very long or very technical. In fact, most newsletter publishers prefer the shorter articles as opposed to long ones (of course, if the article is very well written... the length will make absolutely no difference.)

If you need an example of a "good" article, simply study this one or the previous ones on ezine advertising. Study the headline, the subheads and notice how the topic itself is interesting, as well as very informative.

Part 4 - Where To Submit

With over 100,000 newsletters and email lists on the Internet, this can be very difficult. The first thing you must do is narrow your search down to your specific topic or subject matter.

If you're business, product or service has to do with the selling nutritional supplements, then you would need to look in 'health' and 'sport' based newsletters. If you have an online business, you would need to look under topics of 'business' (or more specifically, 'home-based' businesses), 'marketing' and 'advertising'.

There are a few places to start your search. The first place you can look is at the Topica which is a huge mailing list directory where you can search thousands of lists by subject matter and/or keywords. Another place you can also check out is "E-ZineZ".

What you want to do it take a look at all the different ezines that have to do with your specific subject matter, see if they do or do not allow for article submissions and if they do, see what their rules, guidelines and restrictions are.

Definitely check out the above Web sites.

Part 5 - How To Submit

Once you've written your article and found about 5-10 target publications to submit to, we can get started with your "publicity campaign."

Chances are, you're going to email the publisher your article. The first rule is that you have to make it personal. You can't just use a generic template, send it out to a bunch of newsletter publishers and say something like:

To Whom It May Concern,

I've recently written an incredible article entitled, "How To XYZ On The Internet" and I think your newsletter would fit the exact profile for it. Feel free to use my article in an upcoming issue.

Sincerely,

John Doe

Most likely your email is just gonna get deleted and your article, how ever good it may have been, will never get read! What you want to do is customize your email.

Send out something like:

Dear John (first name of the publisher),

I've read a few issues of your "XYZ Newsletter" (fill in the actual name of the publication/newsletter/ezine) and I've really enjoyed the articles you've presented.

I've also noticed that you accept article submissions from outside writers and I would be honored if you could possible include one of my newest articles in a future issue of your "XYZ Newsletter" (fill in the actual name of the publication/newsletter/ezine).

Below you'll find my new article entitled, "XYZ Headline" (make sure it's a catchy headline). I think it will benefit your subscribers in many ways because they'll discover...

benefit one...

benefit two...

benefit three...

If you have any questions or comments, feel free to email me at yourname@yourdomain.com.

Thank you in advance for your time and consideration.

Warmest Regards,

(your name goes here)

(your web site goes here)

[article goes here]

 Now, you don't have to be as long as I was and you could simply leave out the section with the "benefit bullets." But I like to leave that in because it teases the publisher and gets him to read your article (the same way it'll get his customer's to read the article!).

As you become more experienced in article submissions, your list of newsletter and publisher contacts will grow to 20, 50 or more (I know of one person who has over 2000 personal contacts!)

Part 6 - Last Minute Tips

1. **Short By-Line/Footer**
   Make sure you have a short by-line or footer at the end of your article (no more than 3-5 lines maximum). To tell you the truth, without this "indirect ad", your article is almost a waste of time for you.

At the very end of your article, just write a very brief statement about you and your business. Also, try to entice people by giving away something for free. Write something like:

John Doe (your name goes here) has written/done/accomplished (fill in some credentials). His web site located at (web address goes here) reveals (put in one or two catchy benefits). Make sure you stop by and pick up a free newsletter at (your newsletter subscription site) or send any email to subscribe@yourdomain.com (have an auto responder subscribing them to your newsletter).

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2. **Don't Sell Anything**
   Don't try to sell anything or promote your "new product" in your article. Just keep it informative, educational and filled with new ideas and tips. Leave the subtle promotions for your footer at the end of the article.

3. **Double Check**
   Once you've written your article, put it aside for a day and then re-read it. Make the appropriate changes, spell check and make sure your grammar is correct and understandable. You may even have a friend or colleague proof read it for you.

4. **No Email Attachments**
   It's best not to send your article as an email attachment simply because a lot of people don't open them up (thinking that it could be a potential virus or something else bad). Now, if your article is very long, you may want to send it in a two or three part email, just so you don't bog down their server, but this usually isn't a big problem.

5. **70 Characters Max.**
   Lastly, keep the length of each line in your email article to 65-70 characters. Most email newsletters (or any email for that matter) should only be that wide and it will save the publisher tons of time trying to reformat your article.

   You can use a simple text program like TextPad which guarantees correct length in each line. This is something simple, but it could make a big difference.

6. **Track Each Article**
   I've said it a million times and I'll say it more. You have to track everything you do. This part is probably the simplest out of anything you've read so far.

   For every article you submit to each different ezine, use a different ad tracking code. For example, if you use AdMinder you would use something like this:

   http://www.adminder .com/c.cgi?User&ezine1

http://www.adminder .com/c.cgi?User&ezine2

This way, you will know for sure which ezine brought in the best traffic. You can then use that information to your advantage ... maybe work out a deal with the publisher and submit them articles once a month or something similar.

You can even track the article itself and see how that specific topic or subject matter did:

http://www.adminder .com/c.cgi?User&article1
http://www.adminder .com/c.cgi?User&article2

You Will Be Shocked!

You WILL be shocked at the fact that certain articles that YOU really liked, bombed big time with readers. And other articles that you write that you felt were "blah", you'll receive a great response.

Once you find the "winning" article, give it out to AS MANY ezine publishers you can think of. Go to message boards and post it. Go to special web sites and post your article for millions of people to see (and of course, TRACK the site as well).

You can easily double and triple your response simply by tracking and taking 3 minutes to review the results. That's it!

In fact, let's take it a step further. Let's say you write an article about "search engine" promotions (or anything for that matter). The article REALLY does well. You can then use that information and create a product or back end someone else's product or affiliate program that has to do with search engines.

BE CREATIVE and TRACK EVERYTHING! It only takes a minute.

Tracking Tips, Do's and Don'ts

When you think of tracking, you probably think of tracking the response to your various ads and promotions to determine which of them are profitable and which are just a big waste of time and money. This is all very important -- in fact it is one of the **most important keys to your success**.
But there's a lot more to tracking than that. You see, your tracking efforts should not stop once a visitor responds to one of your ads or promotions. In fact, no matter how a person stumbles across your site it's just as important to track their footsteps as it is to track how they found you.

The real problem however, is when people who ARE interested in what you're doing don't take the action you want them to take once they arrive at your website. Maybe they got lost, maybe they got confused, maybe they were about to order your product but bailed out at the last minute when they saw your order form, or maybe there was some other problem.

Trust me, you are losing money right now for no reason other than the fact that your website is not as good as it could be. And this applies to every single site on the web. Even ours, and yes, even sites like Microsoft.com and Yahoo.com.
A website is never "finished" and that's why savvy marketers are constantly tweaking their websites to try to increase the response to their various offerings. Tweaking headlines, re-writing sales copy, removing graphics, adding graphics, changing the navigational system, etc. ... these are all things that most webmasters are doing practically every single day in order to convert visitors into more revenue.

Part 1- Tracking – How It's REALLY DONE

That's right, I'm talking about tracking what people do once they arrive at your website. Here's a simple example...

Say a person arrives at your homepage, reads a paragraph or two, and then leaves. A few minutes later another visitor arrives and does the same thing. Ten minutes later another visitor shows up, he or she pokes around for a few minutes but they too ultimately leave without exploring much.
You probably don't realize it, but chances are this is going on lots more than you think. For one reason or another, **the majority of people visiting your site are probably leaving without doing whatever it is that you want them to do**.

As Internet marketers we tend to think that everyone who arrives at our website is going to read every word on every page. Then they will download our free e-book, subscribe to our e-zine, purchase our product, or do whatever else it is we want them to do. After all, who in their right mind is not going to be interested in what we're offering. Right?

Unfortunately that's just not the case ... some people just won't be interested in what you are offering at your site. And there's nothing you can do about that. Even if you are attracting "targeted" visitors to your website, not every dog owner is going to buy your book on dog training.

Part 2 – Why You're REALLY Losing Money…

The real problem however, is when people who ARE interested in what you're doing don't take the action you want them to take once they arrive at your website. Maybe they got lost, maybe they got confused, maybe they were about to order your product but bailed out at the last minute when they saw your order form, or maybe there was some other problem.

Trust me, you are losing money right now for no reason other than the fact that your website is not as good as it could be. And this applies to every single site on the web. Even ours, and yes, even sites like Microsoft.com and Yahoo.com.

A website is never "finished" and that's why savvy marketers are constantly tweaking their websites to try to increase the response to their various offerings. Tweaking headlines, re-writing sales copy, removing graphics, adding graphics, changing the navigational system, etc. ... these are all things that most webmasters are doing practically every single day in order to convert visitors into more revenue.

Part 3- Don't Do It Blindly, Let Me Give You The Secret...

The problem could be with your homepage, your sales letter, your order form, or a combination of any of these. How in the world are you going to figure out where the problem lies?

But the problem is that most people do this blindly, basing changes on their opinions of how it may affect the behavior of visitors once they arrive at their website. And let me tell you right now, this is NOT how to do it.

Just because you think one headline is better than another doesn't mean that your visitors will respond better to it. In fact, it usually works out exactly the opposite -- the headline you think is best will probably generate LESS of a response than the one you were using before!

Say you have a simple three-page direct sales website. On the homepage you have a headline, some introductory sales copy, and a link to the next page which contains your main sales letter. Your main sales letter really "sells" your product or service, and then links to your order form.

After a while you notice that you are not getting nearly as many orders as you think you should be getting based on the amount of targeted traffic your site receives. The problem could be with your homepage, your sales letter, your order form, or a combination of any of these. How in the world are you going to figure out where the problem lies?

Part 4 – No Guess Work Needed...

You could do what most people do -- take a guess -- and base your changes on that. But chances are you will not guess the right answer, and your sales and profits will still be slim. What's worse is that you may end up making things worse, in which case your sales and profits would actually decrease!

Guessing is no way to run a business. It's what most people do, and it's one of the big reasons that most people are not making much money. Basing your marketing decisions on your own opinions, or guesswork, is a surefire way to go broke.

Now, on the other hand, if you had a proper tracking system in place it would be relatively easy to solve your problem. Starting with the homepage, you could focus on tweaking one page at a time until your sales were where they ought to be.

Perhaps your tracking system tells you that for every 100 visitors to your homepage, only 5 of them are clicking the link that takes them to your main sales letter. That is a serious problem! But since you have an exact baseline figure to work with, it wouldn't be too hard to improve upon.

Simply tweak your headline, copy, etc. and then reset your tracking system to see what the new results are. If after your changes more than 5 out of every 100 visitors are going to your sales letter, then your changes helped and you can repeat the process again. What if this time only 1 out of 100 visitors clicks to your sales letter? Simple! Undo the changes and start over at square one.

Maybe after doing this for a week you're now seeing that for every 100 visitors, 42 are now clicking to your sales letter. That's much better, and you are probably happy with that. Great! Move on to the sales letter and repeat the process.

If only 5 out of 100 people that reads your sales letter actually clicks to the order form, you need to tweak your sales letter. It may take a little while, but as long as you are tracking everything you will know what is working and what is not. Finally, work on your order form the same way.

When all is said and done, the average site will probably be able to increase their overall profits by at least 100-500% Just think what it would do to your bottom line if you could increase your profits 100-500% with your existing traffic!

The above example is really just the tip of the iceberg. With a good tracking system you can track and improve the response to almost anything this way -- downloads of your ebook, ezine subscriptions, software downloads, a general lead generation system, surveys, etc. etc.

Part 5 – Here's The Bottom Line

Listen, we made all of the usual mistakes until finally we learned the hard way. We decided to do a large advertising campaign that cost us a lot money. In the end, we still made a small profit, but we sure did lose A LOT of customers and potential sales ... not to mention we wasted valuable time.

So, we hired an expensive programmer to create AdMinder ... and now you can use it too. For as little as 32 cents a day AdMinder will track all your various ads and promotions, as well as allow you to track visitors' footsteps and actions once they reach your website. No more guessing!

The bottom line is that ==**it's pretty silly to spend a lot of time, effort, and money advertising your commercial website if it does not do a good job of converting visitors into revenue in one way or another**== **... wouldn't you agree?**

Obviously I'm a little biased, but the absolute truth of the matter is that **no other** tracking system can do everything that AdMinder does at such a low cost. Please, if you have not already done so, at the very least give AdMinder a free 14-day trial and see how it works and how you can benefit from it. You can register for your free trial account here: https://www.adminder.com/register.shtml .

Just look how user-friendly it is ... and check out all of the invaluable data and stats it provides at the click of a few buttons. How does YOUR ad tracking system compare?

Generating Traffic To Your Ads

Part 1 - Guaranteed Traffic

One of the most often asked questions by our members and subscribers is ***how to get extra traffic and visitors to their website***.

For most people, getting **high-quality targeted visitors** to their site is probably one of the "hardest" things to do ... unfortunately it's also the *most important*.

It doesn't matter what type of product or service you are selling ... or even if it's your own site or someone else's (like an affiliate program) - **we all need traffic** each and every day or we won't have sales.

Part 2 – Traffic Exchanges

The reason it's difficult for most small businesses and online marketers is that the majority of popular site promotion strategies **either take up A LOT of time, cost a lot of money, or are too risky**. Right? Well, I'm emailing you today because I want to let you know about a **fully-automated traffic-generation system** that can send 1000s of targeted prospects to your site, every single day, absolutely **FREE**! Check it out TrafficSwarm here: http://www.trafficswarm.com/go.cgi?945527.

The Results Were Amazing... Almost Too Good To Be True!

Would you believe that this new system is:

- **100% Free!** - Always has been, and always will be
- **Automated** - 5 minutes to set it up, then forget it
- **Targeted** - you'll get only real, targeted traffic
- **"Viral"** - your traffic will increase exponentially

I thought it was too good to be true at first ... but after testing it out, the results have been extremely profitable. And the feedback so far has been great:

"Holy *#@% ... this is really amazing! I never thought something free could bring so much traffic. Truthfully, it seems to be working better than most of my paid ads."

Anyway, do us both a favor and check it out ASAP. You will benefit even more if you create your FREE account now before most people join. Simply go to **http://www.trafficswarm.com/go.cgi?945527**.