

Building An Automated Marketing System

By Charles Wee

Building An Automated Marketing System

Charles Wee
ccwee@e-infomall.com

eInfoMall.com <http://www.e-infomall.com>

Building an Automated Marketing System Part 1 by
Charles Wee

If you have a full time job like me, operating a home business a part time basis can be very challenging. More often than not, you will find that Time is the greatest enemy for your home business. If your business has a website and you are making sales from your website, then you will find yourself spending alot of time doing fulfillment. That is delivering orders and replying to customer's email leaving you with little time left for marketing your product.

I often face this issue and with the help of several tools, I began to build an automated marketing system around my products. In this first part of my Automated Marketing System series, I will share with you an automated way of generating traffic. You may have heard that the best way to generate traffic is to write articles and submit them to publishers hungry for articles. This is true but writing an article takes time and for new online business owners, writing your own article sounds daunting. For part timers, allocating time to write an article is a luxury. There is however a automated way that part timers can use to generate traffic. This is by using an inexpensive service call Email Promoter which you can find by visiting <http://www.emailpromoter.com> . I have used this service for more than one month and let me share with you how it works here.

By paying \$20 per month, you get to own a search

engine where many people visits everyday to submit their site. With your membership, you can promote your site at the top of this page (Do track your ads for this title) and you can also send confirmation to anyone who submit their sites on your search engine page. You can also choose to send this confirmation message at 24 hrs, 48 hrs, 72 hrs, or even one week after a person has submitted his site using your search engine. This delay is suppose to help in maximizing the chances of people actually viewing your confirmation message. After playing with different intervals, i find the traffic i get from these confirmation messages not something i can shout about.

The real traffic generator is the Title of the page of your search engine(rememeber i mention you can promote your site at the top of this page?). You can visit the ad that i place on my own search engine site at <http://emailpromoter.com/EP/3647-wc/links.shtml> .

My tracking result has indicate that most of the traffic comes from this Title Ad. I believe that when pple submit their site, if your ads is well written, you can catch their attention easily and alot of them will click through to visit your site. Those that visit your site are attracted by your ads so they are targetted. With a ad that i write in just a min without much tweaking, i still manage to get at least 10 visitors to my site per day. All this without me doing anything other than to spend the minute writing the ad and placing them on the top of the page. I also find that i can use this feature to test my ad.

Nowadays whenever i want to place an ad in ezine, i will first test out the effectiveness by placing them first at the top of the Email Promoter search engine page. I let different ads run for a few days and tracked them. Then i will place the most effective ads in Ezines. Now i no longer need to subscribe to free ezines to test my ads. On days when i simply do not have the time to market my products, i have the consolation that my little ad on the top of my search engine page is still working hard for me.

In the next part of my Build An Automated Marketing System series, I shall share with you how i use other tools to complement Email Promoter.

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)