

# Getting The Most Out Of Advertising

By Dave Barrett

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When you pay for advertising, whether it's buying a solo ad to a large opt-in list or pay-per-click search engines, your results will be many times greater than free ads, because your leads are very targeted. Targeted leads mean quality leads, and quality leads mean better results.

The downside to paid advertising, is that it costs money. Plus, not all paid advertising is quality advertising. A good example of low quality, paid advertising are the so-called "safe-lists." Don't be taken in by their sales pitch, these lists are nothing but a waste of money. All they do is flood your in-box every day, with hundreds of junk emails that no one reads. It's like paying to be spammed.

The bottom line is, there are some good ways to advertise for free, and you can make money doing it. You'll just make a lot more if you pay for good quality advertising. Just make sure to track your ads, so you know where your ads work and where they don't. If you don't spend your advertising dollars wisely, you will lose your money.

In order to determine how effective your advertising is, you must use a tracking system. I cannot stress this point enough. By tracking your ads, you'll not only know exactly where your visitors are coming from, but which ads work and which ones don't. Simply put, if you don't track your ads, you're throwing your hard-earned money down the drain.

When you know where your visitors are coming from, then you can stop paying for useless advertising and concentrate your efforts on effective advertising. For example, I placed an ad in ten different ezines and tracked the results. Three of them gave me a whopping 20-24% response, while the other seven pulled less than 3%. Needless to say, I stopped advertising in the seven that didn't produce responses and spent my advertising dollars in the three that did. It's really that simple, and will save

you tons of money by showing you exactly where your paying customers are coming from.

The best service we've found, and the one we use ourselves, is HyperTracker. They provide you with a variety of statistics for analyzing the success of each campaign. It's fully automated, works around the clock and offers all the vital statistics you need to make important decisions. This is a MUST for any serious advertiser! Go to: <http://www.hypertracker.com/index/45706>

Now that they've been to your website, the trick is to keep them coming back. That's why you MUST have an opt-in mailing list. With your own opt-in list, you can substantially boost your sales by using sequential autoresponders to follow-up with potential customers. A sequential autoresponder sends a pre-written email, on a pre-set day, to anyone who opts-in to your subscriber list. You set how many emails to send, and how many days apart to send them, and the autoresponder takes care of the rest.

Research indicates that it often takes up to eight exposures to an offer (or more!) before a person will act. The more someone sees your offer, the more they start to trust you. By continually and automatically following up with your leads, you can increase your sales by up to 400%!

You can get an excellent autoresponder at:  
<http://www.getresponse.com/index/45706>

With GetResponse, there are no other links in your emails except yours, so there's nothing to distract your customer away from your offer. You also get unlimited follow-up emails, so you can send as many as you want for months or even years!

Remember, your subscriber list is your life-blood in marketing. They are the loyal ones who trust you and want to see what you have to offer. Treat them well, and don't take advantage by over-emailing them. You don't want to become a pest.

If you want to make money online, you have to get people to your website, and once you get them there, you have to get them to join your mailing list. The only way to do that is through constant promotion. Test your ads and track the results and you'll be able to generate steadily flowing sales! That is the key to internet success!

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