

# Tracking Your Response and Knowing Where to Advertise Again

By Bob Brolhorst

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The Response Tracking Method you use will be determined by the method in which you are getting your responses. If your call to action is to call a toll-free number, you can write your copy with an extension number, which tells you that the prospect is responding to your Targeted Permission E-mail Campaign.

Example:

Green Widgets at wholesale! Free Information Call 1-800-555-1212 Extension 101. The "extension 101" tells you that this prospect is responding to your Targeted Permission E-mail Campaign. When a rep answers the phone (or on an answering machine recording) you need to ask the caller for the extension number in the ad. You log this information in a database if you have a computer or onto a "call sheet" if you don't have a computer.

You should set up a log to track the response totals and each time you run a new campaign, you change the extension number. So in two weeks you can run a Targeted Permission E-mail and use "extension 105".

If you have a web site and need to track your response, many Targeted Permission E-mail companies offer Response Tracking for an additional charge. InBoxExpress.com offers their Response Tr@kker System for FREE. These systems will generally provide you with Real-time Reporting so that you can log into an account and get stats on your campaign that are 'up-to-the-minute'.

When you can accurately track the responses received you will be able to tell if you are spending your advertising dollars wisely. You can calculate a Cost Per Response by using the following formula:

$$\text{Cost of Ad} / \text{Total Number of Responses} = \text{Cost Per Response}$$

Here's an example:

$$\text{\$500 Ad Cost} / \text{500 Responses} = \text{\$1.00 Per Response}$$

There is no "written rule" as to what your Cost Per Response should be. One advertising method to the next will change this. I've found that Print Display

Advertising generally has the most expensive Cost Per Response. Targeted Permission E-mail Marketing has the lowest Cost Per Response.

To determine if the Cost Per Response is affordable you should calculate what you can spend to get a customer. Let's say you sell a product for \$200 and you want to make \$75 profit per sale. Your cost for the product and shipping is \$50.  $\$50 + \$75 = \$125.00 - \$200.00 = \$75$  This means you could spend up to \$75 per sale. Now let's say that your close ratio is 1 in 25 or 4 %. So for every 25 responses you get, you make 1 sale.  $\$75 \times 4\% = \$3.00$

You can spend up to \$3.00 Per Response. So if an ad campaign costs \$300.00 you need 100 responses. As you've learned tracking your response is almost as important as picking the right List or writing great copy. Keeping a record of all this information as well as who your prospects are can become an intense regimen. If you don't have a computer, I recommend 3x5 index cards for tracking campaign costs and responses.

But if you have a computer you should consider getting a Contact Manager. There are many available at various prices but I think ACT is one of the best I've ever used. You can download a trial copy of it at [www.act.com](http://www.act.com) On the Internet, people can be responding to your offers 24 hours a day, 7 days a week! It will be impossible for you to keep up with this pace, unless you streamline some of the process of doing so.

And if you follow the Cash-Copy Formula you will create killer marketing copy that generates orders while you sleep! After you have tested a few of the InBoxExpress.com Targeted Permission E-mail Lists you should consider putting your E-mail Marketing on auto-pilot. You can set up a Targeted Permission E-mail Schedule so that, for example, every other Wednesday a Targeted Permission E-mail Campaign is sent for you. This allows you to sit back and concentrate on running your business without having to set up a new campaign every other week. Although setting up a campaign doesn't take much time there is still enormous benefit to setting up auto-pilot marketing.

With an Internet business you can set up your web site and your business so that they almost run themselves. If you put your Targeted Permission E-mail Marketing on auto-pilot, you can go play golf or do whatever you want while your business runs itself!

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