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## **Beginners Guide To Online Marketing** *by Debbie Ducker*

Debbie Ducker has been in Internet marketing since 1997. During that time she has turned her passion for advertising into the successful online site: DuckerPromotion.com. She is also author of many how to products and has developed products and services useful to the on-line marketing community. She is the editor of the DP Ezine which strives to help online marketers succeed with working from home.

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## Introduction

It is interesting to read these days that on-line advertising is on the rise again...? It is not only interesting but funny to me too. As I never stopped advertising on-line and it has continued to work for me. But the popular trends are led and fed by the so called big guys (gurus if you prefer). If they stop doing something then it must be dead?

Now I will admit as a business owner in the Advertising business both off line and on, that there are slower times with on-line ad sales. And right now even us, let's say "small potato" sites are seeing a huge rise in sales for on-line advertising. Possibly because of the positive light being shed on on-line advertising again. But I do find it sad we all have to be controlled to a certain degree by what supposedly sets the trends. Possibly we put too much faith in what the big guys do. After all the Internet has leveled the playing field making it possible for just about any body to come along and succeed very well with on-line selling. Even with competition from the big guys.

I have always been one to say "Don't believe everything you hear". Whether to advertise on line or not, is a good place to start. By all means, listen to the statistics and of course experts in the field. They can be a great guide to reaching your plan to success faster and easier. But never under estimate yourself either. Just because they might say something doesn't work, doesn't mean it is impossible. Many impossible business formulas have played out to be very, very successful on-line and there is no reason you can't do the same thing. Many people that are rich now, were laughed at, for what they personally formulated as their plan of success on-line.

Experiment, test and track to see which type of advertising does the best. You will eventually learn that some types of advertising do produce less results than others. I for one take the ones that do less for me and automate them via auto submission services. This way I have them working for me consistently and can put more time in on placing ads that take more manual work or cannot be done automatically.

Trends may be set or unset, but that doesn't mean you have to let them break you if they are not in your favor. The bottom line is work consistently towards something and never lose what you set out to do in the first place. Learn what you can from the trends and the statistics drawn from them, then use that to your advantage!

With all this said let's get down to business on what you need to do to start profiting from on line marketing.

## **Managing Your Marketing Email Accounts**

When I first started marketing on-line, I quickly created a marketing email nightmare. I didn't know not to use my regular email account when I went out placing ads at the various sites on-line. Oh Boy do I wish someone had mentioned that to me! Imagine my horror when I checked my mail and there were hundreds of confirmations from the owners of the ad sites I posted to. Trying to sort through them finding any that might be a customer asking for help, etc. was again nothing short of a nightmare.

It didn't take me long to figure out I would need to focus some time on organizing how I managed the email I received from my advertising. Thankfully with just a little organization. And a few months of undoing the disaster I had created. Today it is, no longer a problem, but instead a well oiled machine, that is controlled by me and not the other way around.

I am sure many make the same mistake as they begin their marketing adventure. But hopefully this article will help a few of you to not have to endure the nightmare this mistake can cause.

First off you will want to use good email accounts for your posting. Don't compromise your advertising just to avoid the confirmations. Not using quality email will only get you banned from the sites and then your ads won't be seen. Making it just a waste of time at that point. Many of the free email accounts out there are not a wise choice for using with your

advertising. They can be used if handled properly, but I do not recommend them for the beginner.

Set up your email accounts according to what types of advertising you are doing. Basically you will need one or two email accounts for free ads sites such as classifieds and FFA's. One account for your safelist ad posting and one contact account for the safelists. Because safelist admins can and do send quite a bit of mail to these accounts, so this can still create clutter in the mailbox of your main contact email address.

I personally use POP email accounts created from my hosting account where my domain is hosted. You can organize this to suit what is easiest for you such as you might create a email account named ads@your-domain-name.com for posting to classified and ffa sites. Then safelists@your-domain-name.com and for the safelist contact email slcontact@your-domain-name.com

The main benefit of using POP accounts is that when needed, you can put them on mailbox cleaners. You can't do this with forwarding type email addresses. Now I am from the "old school" as many call it and I don't dump my mail unless absolutely necessary, such as being gone for the day or my Internet service is down, etc. Not to mention that many of the sites, you advertise on, require that you confirm your posting, so you will want to be able to view your mail to find those that you need to click on.

In addition to the accounts mentioned above, you will need to pull all this together with quality email software that will handle multiple email accounts and download mail automatically. There are many to choose from, but the easiest I have found to use are Outlook Express and Mozilla Thunderbird. Both can be obtained free or in most cases is already on your computer if you use Window's. Simply set up all your accounts you have created and set the program to auto-download every 15-30 minutes.

There can be even further organization by creating folders or mailboxes as some software calls them, then using filters to filter mail into various folders of your email software. Giving you even more ability to know what

mail is coming from where so you know how you need to handle it. Such as if it is safelist mail you will want to browse at the very least the headlines. You will find many quality services, money makers and other goodies from safelist posters. If it is FFA and Classified mail then you will want to find and click on any confirmation links to optimize your ad being seen. Then again check the offers, many will be great. For mail from the safelist admins, you will need to watch for important notices, such as list changes, and also view the solo ads and so on.

One last piece of advise for managing your marketing email accounts is not to over create accounts. This will only cause chaos in trying to stay organized. You can only post so many times to a site any way and creating multiple accounts so you can post more, is not only bad Internet ethics it is again a waste of your valuable time. 9 out of 10 sites offering free advertising will track you by your IP address and not the email you use any way. There may be reason to have a few posting accounts pertaining to your organization of this, such as what ad you are posting or site you are posting to, ad tracking, etc. But just keep it to a limit, so that your mail doesn't get out of control.

## **Advertising is an art. Learn it**

Whether you are a full time affiliate marketer or running a business, online or off. Your success is going to depend on the advertising you do.

All successful business owners will tell you a huge amount of their time and/or budget goes into advertising. So to keep from wasting your valued time or your hard earned money, it only makes sense to make wise choices when you advertise.

Fortunately for those advertising online there is a huge market of widely varied free promotion. Giving you much freedom to test which types, of ads as well as ad sites, work the best, before you have to pay anything out of

pocket. Once you know what is working then you can make better choices in what you spend your money and time on to advertise your business.

By using the free options wisely you will find out very valuable data to help you with future promotions. Such as:

What type of free ad site works best - i.e. Safelists, Classified Ads, Free For All - FFA sites, Banner Exchanges, etc.

What ad titles and ad copy, or banners do best for each type of ad site.

What day of the week and the time of that day gets you the most traffic for your effort.

By comparing sign ups or sales on a particular day or per month, you will even be able to tell the conversion ratio per clicks.

To find out the above data you will need a good tracking program or software. Choose one that allows you to make separate campaigns which will create a unique URL for each. So you can have the freedom to create a campaign for specific ads such as an ad with a certain title, or for example where you are promoting, such as classifieds, ffa, safelists, etc. Then also at the very minimum you will need to be able to track unique hits, IP address, days/months/hours and of course Referral URL's - where your hits are coming from. I also highly recommend using a tracking system that does not put a ? in the tracking URL, it gives you to use, as this will cause problems with many of the free ad sites on-line. Many times everything you have after the ? will get cut off, rendering the URL useless as it will not take the person reading the ad to the right URL you set up in your tracking system.

Once you have the ability to track your ads you are ready to create some titles and copy. After creating them, then go to your tracking and create campaigns based on them. How you do this depends on what is easiest for you. You might simply create campaigns named ad1, ad2, and so on or as mentioned above you can base them on the type of ad site and possibly



name them ffa, classads or sl for safelists. Save your ads in .txt files and put the unique tracking URL with each ad, for future comparison while analyzing the tracking results.

After you master how to track your ads you will then know what to spend your money on if you decide to pay for advertising. There are many options out there from safelist and ezine solo ads to whole packages which include multiple methods all in one. But for an example if you see that regular safelist promotions are working well for your ad, then that will tell you more than likely a paid solo ad will do even better. Or say you find a particular headline that does really well in the classifieds, this might be a good candidate for some paid text ads in ezines, safelists or on web sites that sell them. The same goes for banner ads. Try different ones out in the many free exchanges out there, tied to a tracking URL to let you know where, when and how you get clicks. If a certain banner does well, it will probably be worth putting it on some paid banner sites. And so on...

If you are like most of us out here, budgets are tight and time is even more limited, so don't waste another minute... Get started gathering the information you need to make wise advertising choices for your business promotions.

## **How To Best Select An Affiliate Program**

Marketing products and services through the Internet is, without a doubt, easier and more rewarding compared to traditional marketing methods. Given the fact that millions of new people worldwide are getting on-line each day, you can clearly see the huge potential for a merchant to sell his products and generate huge income.

The attraction this has to the newbie on-line though, lies in the fact that merchandisers are not the only ones who can benefit from on-line marketing. The booming affiliate marketing industry that is going on now, provides great opportunity as well to these, new to the net, individuals as

affiliate marketers. In affiliate marketing, you don't even need to have your own products and services to sell. All you need to do is to refer people to the merchant's business site for them to buy the products and in turn earn a commission.

The key to an affiliate marketer's success is to choose a good affiliate program and to employ excellent marketing techniques in promoting or selling the products to consumers.

Why good and not the best affiliate program? There is no "best affiliate marketing program," as one program might make one affiliate marketer a millionaire and the other a frustrated marketer. In other words, it can be a success to one and a failure to another. It depends widely on some wise choices in what you choose to promote.

You must first think about how you are going to find a good affiliate program with the thousands of affiliate marketing opportunities out there on the Internet today. In order to make the right choices you will need some information about the affiliate programs you are thinking about joining.

It will be beneficial to you to try and choose a particular niche or industry. Especially if you already have a web site that is focused on a certain topic, industry or specific niche. In this case the smartest thing you can do to optimize your affiliate commissions is to choose good programs that fit your web site and what you are already doing on-line towards your own success goals.

Joining in on affiliate marketing forums to learn some tips and get suggestions from experienced affiliate marketers can be a great way to get started with gathering information. Also the web site of the affiliate program should also give you ample information to make an informed decision on whether the program is right for you or not.

Another great place for finding quality affiliate programs is by visiting Internet Affiliate marketing program directories such as Associate

Programs (<http://www.associateprograms.com/directory/>) and quality networked affiliate programs such as Pay Dot Com (<http://www.paydotcom.net/?affiliate=15925>) or Clickbank (<http://dducker.sell.hop.clickbank.net>).

Affiliate program networks are especially helpful because they provide you with access to a large number of affiliate program owners (with a wide variety to choose from) in one location. Which enables you to easily track and compare their sales records, performances, benefits, products and services.

Okay so now you have choices, the next decision is figuring out which among those options is the right one for you. Here are some things to consider in deciding which to take and which to reject.

First on the list is the quality of the products and services offered. As an affiliate marketer your goal is not only to entice visitors, of your site and/or via your advertising, to click the link to the affiliate business site; but more importantly, to purchase the product once they do click on your link and visit the site. Make sure the products you are endorsing are worthwhile or in the business context, saleable. Ask yourself: if I were the customer, would I buy it? Would I recommend it to my family or good friend? If you can't convince yourself or your family and friends to buy it, take a look at your next option.

Second in line is the affiliate program or the merchandiser's history. Find out all that you can on how long the business has been on-line and any data possible on the company. Search for reviews of the product or see if they provide testimonials on their web site and so on...

Also you will want to consider their compensation plan. You want your efforts to be worth your time. In general most experts in this field recommend accepting nothing less than 25% and if it is more, even better. Now if you can determine that a certain program has a fast and high quantity selling product then certainly taking less could be considered. Just remember you got into this to make money so don't waste your efforts on

too little of a return.

Thirdly look into what they offer you in the way of helping you promote the products and services. First on the list is training in the way of using the site if it is a membership type site with tools for you to utilize as well as materials to help you sell products and bring in affiliates under you if it is two or more levels of earning. i.e. such as banners, graphics and articles, for promoting the products the owner pays you commissions on.

Also look for training on how to market on-line in general. Although not a requirement of any program owner, but certainly a great bonus to you as their affiliate. When you can get this type of training either straight from the program owner or via his contacts and other top program owners then you can rest assured you will have a better chance at succeeding with selling their products.

Last but not least is to remember that affiliate marketing is a partnership, so make sure your partner is able to support you as you help him promote his products and services. You must be able to reach the affiliate program owner at any time you wish. If you cannot, I would move on and drop that one immediately.

Being careful what you join, sticking to the theme of what you want to do on-line as a business owner and following a few guidelines for making wise choices will ensure you succeed the first time out with your endeavor to earn money from home as an affiliate marketer.

## **How To Get the Most From Your Advertising**

Once you have decided to advertise your company online, regardless if you are going for paid online advertising or looking for free advertising online you will want to get the most leverage you can from it. Because either way you pay with your valuable time or with your hard earned cash via the purchase of your ad campaigns.

Here is a powerful strategy I use successfully for getting the most from my advertising.

This strategy can be ran successfully with one of your own products or services or works great with affiliate programs as well.

1. Get a product you can give away free. This can be either a re-branded e-book or report from one of your affiliate programs or one you have written yourself. Other options are quality software, video/audio training, an online e-course, or even create a set of articles and place them together as a reference e-book, etc. Just keep whatever you choose focused or related to the product or service you are selling in your advertising. i.e. if it is a viral marketing product or affiliate program, give them a quality free ebook on what viral marketing is and how to use it for advertising their own programs and products.

2. Create a nice looking web page based on the benefits to the customer of the free product only. Then for them to get the product you are offering put a sign up form on the page and have them join an autoresponder for the download link. Plus tell them they will receive several free gifts, further information, etc. related to what the topic of the free product is, (which in turn is also related to your product you are selling).

3. As you create your autoresponder for this page set up the return/thank you page to go to a page on which you tell them thank you, let them know that the link is being sent to the email they put in the form. Or alternately you can give them the download link on that page if you desire. Then below that have a review of the product you are trying to sell with your paid or free advertising.

Within the autoresponder you will set up several letters. The first letter will contain a thank you for requesting the free product along with the download link. Then over a period of time, 1-2 days apart, set the autoresponder to send the rest of your letters. How many is up to you. It will depend on what you are selling and how many resources and other gifts

you can give based around the product. 1-14 letters to a series is a general rule and I don't recommend any more than that. Your second letter can be the sales letter from your return/thank you page or a good article related to the product with a P.S. Telling them where they can get more info or a product (your product) that will help them do what the article was about, etc.

Then just sprinkle more good content, related offers, free gifts and so on throughout the rest of the letters. Each can have a P.S. reminding them of your product and what it will do for them.

Following this strategy will increase your conversion rate plus it will give you a good in house list targeted to the specific products you are providing.

## **Using Ezine Ads Effectively to Get Web Site Visitors**

Ezine advertising is not a precise science, nor do you have to be a rocket scientist to post your ads in them. But if you are not willing to take a little time thinking out how to effectively use Ezine advertising to gain traffic to your web site, it can turn out to be a real waste of time.

Anyone that knows me, knows I am a huge fan of "Decide what you want, then go for it!". The key is to do your home work on the "go for it part". Without it there would not be much use for the decision of what you want. Ezine advertising is no different. Simply take a few steps to help you get what you set out to do "Place ads in Ezines."

Here are a few ideas from my own steps I take to place ads in ezines every week.

1. Once I have found ezines to place ads in. I organize them in my browser's favorites in directories according to frequency of posts allowed. Weekly, Monthly, etc. (To save time, where possible, bookmark the exact ad posting URL.) Then on my desk I have a small calendar on which I place when I am

allowed to post. i.e. The Ducker Promotion Ezine comes out on Wednesday and you can post each week. So on your calendar you might put DP Ezine on the Tuesday squares, to remind you to post your ad that week.

2. I take my time in learning how to write good headlines and ad copy, via self research and study into it as well as testing of my headlines and copy too. Seeing which ones bring the most clicks and also conversion into signups and/or sales. I find the above out by using tracking URL's.

3. I keep a ezineads.txt file with various ads listed, in multiple, common ezine formats, such as 5 lines 60 characters, etc. This way it is always on hand with quality ads that have produced for me in the past.

4. Pay close attention to any rules that the ezine owner may have pertaining to posting your ad. If you don't follow their rules there is a good chance they will just discard your ad and move onto the next ad. I know as an ezine editor, we don't make these rules to torture you. :) They are simply a way of trying to find the most efficient way to place free ads for people. Out of the formula that works for each editor comes their set of rules.

Ok so there you have it. I can guarantee if you follow just the above steps you will be "Using Ezine Ads Effectively to Get Web Site Visitors" in no time at all. Everyone has their own little things that help them organize, so apply any that will help you to do the job better and you will be well on your way to good quality traffic to your web site.

## **Conclusion**

The worldwide web, and it's vast resources, has created a fascinating world of opportunity, open to anyone with the will to better their financial situation. Never before in history has there been a time where there were so many choices of how to earn money. Traditional careers, and the time and cost of education for them, are no longer your only choices. Online marketing has made it possible to literally make millions of dollars. All it

takes is one good idea, the right combination of knowledge, resources and the determination to make it happen.

So given all this, why is it so many people are failing to make any money online?

The reason is, most people leave out many of the key ingredients it requires to achieve success. You must have a plan and within every successful plan will be a few constant key ingredients. Things that are done consistently in other words and never compromised on.

One of these key ingredients is "focus". When you think about focus and what it means (in this case: a point of concentration and directed attention) you would think that it would come natural. But in today's online marketing world where you are being bombarded daily with hundreds of new programs to join, it is becoming more and more difficult to focus. Everyone and his brother is vying for your attention to look at this, buy this before the price goes up, join this and become rich over night and on and on... No wonder it is difficult to focus on anything specific.

If you find yourself joining 100's of programs and not succeeding in any of them, then you are a victim of no focus. That is the worst failure point of anyone trying to earn online.

From my years of experience in earning money online (since 1997), I can say without hesitation that the main thing I have learned is this - in order to succeed at earning money, no matter what or how I choose to do it, I must maintain constant focus. It really does not matter what it is, short of something illegal or dishonest of course. Whether you choose to earn with a affiliate program, decide to sell your own product, working e-bay, whatever it is, if you put the right focus - "point of concentration and directed attention" - on it, long enough, you will succeed.

You must decide though what it is you want to focus on and then not let yourself be distracted away from that. Especially if you are just starting out trying to earn money online. Start with only 1-3 things to focus on and then



as you get better you will learn how to apply what you learned to just about any new program or idea you want to succeed with.

Once you decide what it is you want to focus on then you can start honing that focus. Fine tune it so to speak. Learn to do the things that will bring the object of your focus to the peak of success. For example automating as many of the daily tasks as possible, researching and gaining any knowledge needed to bring success in the area you have chosen, utilizing the power of a good viral site that will help you build your programs from one site, etc.

So get started right now! Make a decision today to start using the power of focus to achieve the success of earning money online.

Sincerely, Debbie Ducker  
DuckerPromotion.com



## Recommended Resources

**Earn Money With The DP Blog Finder Software Affiliate Program**

<https://paydotcom.com/a.page.php?id=25302&u=dsp>

**PayDotCom** - The place to earn as an affiliate and sell as a service/product owner both

<http://www.paydotcom.net/?affiliate=15925>

**Clickbank** - Another great service for being an affiliate or selling your own products

<http://dducker.sell.hop.clickbank.net>

**Mailbag** - More Than An AutoResponder A Total E-mail Marketing System

<https://paydotcom.com/r/9526/dsp/17266720/>

**Carbon Copy Marketing** - 41 Digital Quality Videos Guide You To Instant Online Success

<https://paydotcom.com/r/1491/dsp/17955266/>

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