The Power of Performance Based Marketing

How Proper Tracking Can Double Your Results!

by
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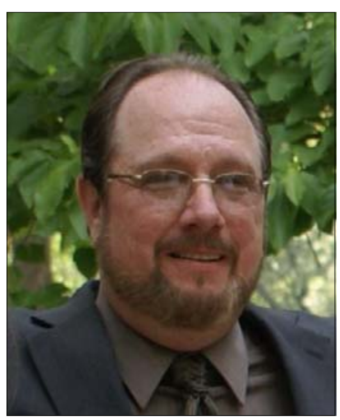
about the author...

The most recent accomplishment of Mr. Varner is helping companies utilize performance-based marketing to show returns on their advertising and marketing efforts. In designing Media Tracker Pro, a web-based program for the tracking of all your advertising media in one place, Mr. Varner uses visual aids, maps & reports to better chart advertising and help in determining your marketing R.O.I.

With over 25 years in the advertising field, Donald Varner has the real life experience to help guide others through this maze of uncertainty.

Cutting-edge thinking is no stranger to Mr. Varner who founded Billboard Connection in 1997 and being the first person to ever franchise an advertising agency, did so with an ad agency specializing in Out-Of-Home media! Now there are over 90 Billboard Connection offices around the world. Mr. Varner having over ten years of experience also knows the internet business, as one of his companies is a website development firm, Websites By Design.



Donald L. Varner

What you need to know about Performance-Based Marketing

Tracking of advertisements and their results, in it's most basic forms, dates back to the beginning of advertising itself, to about 3000 B.C. This ancient ad depicts, on a Babylonian clay tablet, the inscriptions of an ointment dealer, a scribe, and a shoemaker. Since then outdoor advertising has proved to be one of the most enduring forms of advertising.

Today, with the understanding of the consumer's psychological behavior, buying patterns, the most high tech monitoring devices, customer feedback forms, surveys and studies, we literally have an arsenal of marketing ammunition at our disposal. Even with all of this, and the ease to get this information through the internet and other readily available sources, marketers and business people alike are unsure where and how to advertise their business. And when they do advertise, they usually cannot tell you with any accuracy the results they received.

Advertising in it's simplest definition is "getting your advertising message in front of people that would not normally see it." While we know this is true, we also know we want to get that message in front of as many people as we can for the dollars spent. Good marketing people also know that they want their advertising message to reach that group of people most likely to purchase their product or service (Target Marketing).

So before you even begin to plan your advertising campaign you have to ask yourself these questions:

1) What are you trying to accomplish with this advertising?
2) Who is your "Target Audience"?
3) What makes them buy?
4) How to track your advertising results?

With the answers to these you can start planning what psychological triggers to use in your ad, what "Call to action", where to place it, and what media is best to use for this advertising campaign.

INTRODUCTION

Media tracking methodology has to be in place before you run your advertising, as it is built into the ad design itself. You need to know if you are reaching that target market you want, and are you reaching it the most effective way that you can. To determine this you need keys in your ads, to track from which advertisement did someone respond, and from which did they buy.

No one in business, and especially marketing, should start any kind of promotion for their business without a great tracking system. For without a tracking system to give you the in depth answers you need, you are shooting in the dark, and will continue to do so with your advertising.

Tracking of your advertising should give you all the information you need to keep testing and modifying your advertising pieces to constantly improve their performance, giving you higher and higher returns for the ad dollars spent. At a glance you should be able to see the ad you ran, the details, such as the cost, the length of time it ran, etc, where geographically it ran, and what audience did it reach.

Simply changing a headline of an ad piece has shown as much as a 200% increase in sales from the same ad, and placement. “It is not uncommon for a change in headlines to multiply returns five to ten times over.” *Ogilvy*
But if you are not tracking your advertising how do you know what changes give you better results and which changes made results fall. That is why you only change one component in an ad at a time and then retest it, so you can track the differing results and adjust your ad from those results.

One of the many additional benefits from tracking your advertising and its results, is your conversion ratio. You know the importance of converting prospects into customers, you need to know which group of people that saw your advertisement gives you a better conversion rate. While it is great to have one hundred people show up for a “Free Ice Cream”, it does very little for your bottom line if they do not but anything else, and if they do not become a regular, returning customer.

We developed Media Tracker Pro because we know just how important Ad Tracking is to run any business successfully, and having the correct tracking system can make all the difference of how you see and understand your advertising and marketing information.

CHAPTER 1

The Purpose of Performance Based Marketing

Simply put, performance-based marketing's sole purpose is *measurement* for *optimization* of results and return for your advertising dollars spent. Optimization of your advertising entails both adjusting your advertising to maximize it's effectiveness and profit at the same time tracking and eliminating the advertising that is not performing. This enables you to ultimately spend your money where the best results are coming from.

Economist Vilfredo Pareto was the father of the 80-20 rule which most all Top executives are familiar with, but don't necessarily apply this concept to advertising. However the same as some products and services typically perform well and others do not, advertising media channels typically have the same skew in performance. A fraction makes money, and a large portion does not. So utilizing the 80-20 rule as our basis for thought and then measuring or tracking our advertising we can then identify which are the poorer performers and which are the higher performing parts of our advertising campaigns. Just by indentifying and eliminating these poorer performers through tracking of the advertising we are using and their results, we can for example save $400,000 each year for a company expending $2 million dollars per year in their advertising budget.

While high GRP's and CPM is what you initially strive for when running an ad campaign, the bottom line still comes down to the R.O.I. (Return On Investment) and the only way of determining this is through tracking of your advertising so you can measure it properly.

Optimization of your advertising is an ongoing process that will allow you to constantly increase the performance of your ads. By tracking your advertising and measuring it's performance you can adjust the components of your advertisements until they perform better and better. In order to measure each change as to it's effectiveness on a constant basis, you have to continually monitor it through tracking.

Tracking Your Advertising Results!

Most executives are wrapped up in metrics. For advertising, though, numbers from ad agencies too often focus on the planning end - impressions, circulation, CPMs, GRPs, what was spent. What is usually missing is a measure of ad effectiveness. There are many methods you can use to track results of your advertising campaign, here are 8 of them:

- **1. Phone tracking** – using unique toll-free numbers to isolate responses from different media formats, such as a series of newspaper ads each carrying a unique 800 phone number. When someone calls a unique 800 number, the marketing department can track the number of calls that came in vs. what each individual ad cost. The result is a simple grid showing "costs per inquiry," or which ad formats cost the least to generate a customer response.

- **2. URL testing** – using unique URLs, web landing pages or versions of analytics code to track costs per inquiry and conversion rates (e.g. the percentage of web site visitors who fill in an inquiry form).

- **3. Multivariate testing** – using test-and-control cells to see which types of media, or campaign offers, or sales promotions, or price points, etc. drive greater results.

- **4. Response intercepts** – asking prospective customers directly, perhaps as they call in to a call center, which media they used to learn about your services.

- **5. Follow-up surveys** – once prospects or customers have communicated with you, using mail, phone, email or web; follow-up contacts to determine which media generated the action.

- **6. Awareness studies** – using qualitative research tools to track prospective customer awareness or intent to use your services before and after a campaign runs.

- **7. List back-matching** – comparing the front-end list of customers targeted by advertising media with a back-end list of new accounts (this type of approach works best in email marketing or direct mail).

- **8. Social media monitoring** – using emerging services such as Radian6 to listen in on millions of web sites, blogs, video sites, Twitter and other social media to monitor customer chatter about your brand, competing organizations, and related services.

*mediassociates

CHAPTER 2

What is Performance Based Marketing?

Tracking Advertisements comes in many different forms and how to utilize your tracked results also varies. Let's start with the basics of ad tracking and a few of the different uses. Bear in mind that you want to utilize as many of the following parameters in tracking each of your ad campaigns as you can, thus increasing your accuracy and increasing your R.O.I. (Return On Investment)

Geographic tracking is of course by location, where did your ad run and what coverage area did it encompass. This is used for outdoor, billboard advertising, direct mail pieces, newspaper ads, radio and television commercials, etc. Because in today's environment you can pick and choose which geographic areas you want to target with just about any of the media types.

For example let's say you are running a direct mail piece in six zip code regions. By a key in the mailing address they send their order to, a phone number they call or by a coupon they present, you can tell the results of said ad campaign and calculate the success and whether it was a good investment for your business or not.

Target audience advertising (Demographics) is accomplished by zeroing in on those best suited to purchase your product or service. Here you will track the responses, whether they be leads or actual sales, and use this to calculate your success rate. With this information you will, for example, mail your direct mail pieces to a targeted list of those interested in your product or service thereby increasing your chances for more sales than a general blanket coverage mailing would render.

Time, time-of-year, or by date tracking is a little more complex but very important to monitor. Everything, including consumers, move on cycles, so timing is important. For instances some products are better presented to the late night television viewing crowd versus the mid day audience. The same holds true in marketing for which time of year. Even if you have a product you feel is perfect for every person regardless of the season, you will still find that certain times of the year are better than others and certain geographic locations at certain times are still better or worse. So tracking your results becomes increasingly more important when you are striving for optimum results, as we all are.

Ad Design and Content Tracking is one of the most important factors as this is your business's message, or advertisement. With it being the message, the only connection between you and the potential customer, you have use the proper design to attract the type of customer you are targeting first or they will never read your advertising message. *"Headlines get five times the readership of the body copy. If your headline doesn't sell, you have wasted your money. Your headline should promise a benefit, or deliver news, or offer a service, or tell a significant story, or recognize a problem, or quote a satisfied customer."* *Ogilvy* So tracking the different designs and how well they pull for you is essential. This holds equally true for the words you use, the "call to action", the features or benefits of your product or service, etc. Even varying colors of your advertisement piece has been shown to change how many people respond, and how they perceive your brand, positively or negatively.

By simply changing any one of these items in your advertisement, can change the message you are sending, and how it is received. Each of parts that make up the whole of your advertisement is critically important to the success or failure of your entire ad campaign. And let's face it, with the cost of advertising, you would sooner have a well tested advertisement than one unproven. This is why testing and retesting is so very important. You can test designs and their results, headlines, and it's results, offers and their results, etc. But in order to test and adjust your advertisement you must track the results each yields.

Ideally the tracking system you develop or purchase will also have the visual aids needed. You need to see your advertising pieces side by side and compare them. Even months or years after you have run them you will want to compare them and their results to your new ad. You need to see where you ran that ad and for what length of time and during what time of year.

Hopefully you are starting to see just how important advertising tracking is to your company and just how much it can help you increase your results and your company's profits.

CHAPTER 3

Are You Tracking Your Ad Results Correctly?

When you are running any ad campaign you have keys in your ads to let you know from where that ad was ran so you can attribute those to the results of that campaign, and increase your accuracy. But are you considering everything in those test results? Are you looking at the right information?

Let's take a look at the following to help see the different components to consider when tracking and calculating the results of any advertising campaign.
Direct Response advertising is one of the easiest to calculate the results of, but compare these two cases first:

If you advertise a product, and your company has only that one product, once someone buys it they may not need another - then you can calculate from the direct sales made from the ad you ran in a certain time frame what your R.O.I. is. As in selling over the internet one particular product, people will click your online ad, find your product webpage and either buy it or not that instant. You will not see those buyers again so this would probably be the totality of the worth of the results. You will still want to track the process with a good advertising tracking program so you know from which ad, where did those people come from that came to your website to buy the product and then from all those that clicked to your website how many made a purchase. Then of course if you track it down to where did all the exact buyers that purchased your product come from, you would know better where to spend your advertising dollars most effectively.

What if you sell more than one product, or that one product is a consumable? Then how do you calculate your tracking results?
Every business should know how much a customer is worth to them over the life of that customer's spending life with your company.

Let us just look at this in brief for a moment, and consider that your company sells many products. And that once someone purchases one product they will most likely purchase more products from you in the future. How much more and how often? How much profit will you make from this one average customer?

By factoring this into our equation we can get a much more accurate picture as to how successful our ad campaign was. So, if your direct response sales were one hundred widgets and you make an average of $3.00 per widget, that is a profit of $300. for that ad that ran. Let's say the ad cost you $450. to run, it appears you had a bad campaign, but did you? Once you factor in that you retain 80% of your buyers and they become long term customers that you will eventually sell them your other products making an average of $650. more profit over the life of the customer, without additional advertising expense, then it may be well worth repeating this campaign.

Companies that have learn this may run "Loss Leader" sales to gain a new group of devoted customers and increase their customer following. They may lose a little money now, or simply not make as much as they would like, but as that customer comes back and buys more your profits rack up.

Always consider the overall "big picture" when analyzing your advertising and marketing results. Branding your company or products is a major battle that can be worth many times what you spend running your advertisements. Even those that do not buy right now, but still see your ads will remember your company when it does come the time they want to make that purchase, if you have branded yourself well enough.

There are many other things to consider but we are only touching on some of these to illustrate the process for tracking purposes.

Using Tracking "Keys" in Your Ads!

Whenever you set out to develop an advertising program you have to first consider how you will track the results. Many marketers know this and some even do this, but many lack in the completion of the task. When many businesses run a coupon ad for example, at the end of the promotional sale they count the coupons and tally the profits from how many coupons were redeemed. That is not tracking your sales from the coupon promotion, nor is it tracking and calculating "added customer value". Did that same customer buy anything else when they were there? Did they come back? When they were there did they bring a friend that bought something without a coupon? Did their friend come back? While many factors are hard to calculate to be sure, some can be and should be for a more complete and accurate picture.

Another very important factor is your conversion rate, or how many people responded from your advertisement and bought, and how many responded but did not buy? Conversion rate refers to the amount or percentage of those that bought from those that responded. The ad did it's job and got people to respond, this is all you can expect from an inanimate object. It is up to you and your people to make the sales. Convert the prospect into a paying customer. When the people came in with their coupon in hand did they find a warm, inviting place that made them want to stay and shop or did they get in and out just to get the coupon special. Did you have the proper amount of help on hand to comfortably handle the crowds the coupons brought in or was it a mad-house? Has your help had proper sales training to "up sell" customers?

Tracking Keys are a must when running any advertisement, anywhere. The "key" is placed on or in the ad itself to give you information as to which ad the resulting sales were from. The simplest form of a "key" is like on a coupon having the name of the publication and the expiration date printed right on the coupon. From this you know when this coupon was ran and in what publication so from that information you know the rest you need. Things are not so simple with other types of advertising so you have to get creative. Radio and television ads for example have always tried to use the "Mention this ad and get 10% off", Most people can not tell you where and when they heard or saw an ad, feel lucky they remembered you enough to come in from your ad.

And if you are running ads on more than one station you need more information than a forgetful customer can tell you. So for this example a better way, that is far more memorable to the customer, is “Ask for Sally and get $5.00 off” people remember people’s names especially if they save money for doing so. And if the same ad is running on a different radio station or television channel “Ask for Jill and get $5.00 off” Change the name and know exactly when and where the advertisement was running.

You can offer a “free bonus” for them “Asking for a certain person”, and they will not forget to ask for a free gift. So you can have a different “free gift” for the different ads you are running. “Ask us for your free widget 501” or “Ask us for your free widget 301” when you come in.

Direct mail pieces are as easy as coupons to add ‘keys” to, because if it is a direct order they will have to send your order form back with their money so you have the key code right on your order form. You can even use a stamp on the order form so you can “key” different areas by order form keying. If the intent is to generate leads, then when they call, you can ask them for the code number printed on the ad piece.

Name or address changes on your ad pieces. By simply adding a “Drawer A” or “Drawer B” to your address you will know from which ad an order came from.

Phone numbers are great when tracking your ad responses. Any ads you are having people call in to respond, you can use different phone numbers for the different ads. You can even use a “Vanity Number” company so you can have Call 1-800-Widgets.

“Keys” can be any code you choose, then you simply write down the key code and what it means. For example, on your order form maybe you print “K-103” You write down that this means: Snappy Snipper Direct Mail Campaign, August 2009, circulation 25,000, mailed to these zip codes, etc.
This gives you all the information you need by having “Keys” in all of your advertising, so tracking becomes a breeze.

CHAPTER 4

Are You Making Decisions With Only Half The Information?

Tracking your company's advertising locally or nationally is wonderful and you have to do this, but do you have all the information? Many companies are trying to draw an accurate picture without complete input and results, are you one of them? If your company consists of branch offices, dealerships, stores, franchisees, licensees, zones, foreign offices, units or has multiple locations and you are not tabulating those other locations advertising campaigns and their results, then you are not getting full and accurate results of your company's advertising expenditure.

In order to properly assess the total advertising and branding being done for your company you need each location's advertising dollars spent and each of their results in real time. Many companies just tabulate the ad dollars spent by the other locations and expense out their co-op part, but never even see the results these other parts of their company are having. There are many problems with this situation, starting with; *"how does your company know what ads are being ran?"* In order to remain in control of your company and it's image you have to be sure that everyone advertising in any way are keeping to your set standards. As the marketing expert for your company you have to approve their advertisements before they run them, to see your "brand continuity". But do you have the results they achieved from running these advertisements, and do you know the total costs involved?

Without real-time knowledge of who is running what, and where, how do you gauge the affects on your national advertising and the impact on those results? Maybe several of your other locations were running ads at the same time you launched a national campaign, how would you determine where to credit the success? Was your campaign as big of a success as you first thought? Without the input of the individual location's campaigns and amount of expenditure along with the outcome, you cannot be sure what results to contribute to your national campaign and which results to contribute to theirs.

Next, you need to consider the dollars spent by your other locations or outlets and add that to the amount you are spending from the corporate level. Some companies will figure this in only for the percentage of participating co-op dollars the company is contributing to the other locations campaigns. And some, because their co-op participation is done through “credit off invoice” are not even figured into the advertising investment for that year. Credit off your location’s invoices are still dollars spent by your company so be sure to include these figures into your calculations.

Are you missing the boat on having extraordinary results from your advertising by not analyzing what each of your locations are running and knowing the results they are receiving on their local level? Imagine taking what one of your other units found to be absolutely awesome and using it on a national level - wow you could be a star. All from seeing what others in the company are doing and the results they are achieving. However if you have no way to see this, all of their advertising information including a copy of the ad itself, then you are missing an important piece that can make a huge difference.

I remember a client of mine that we were helping them with their one hundred tax offices in Atlanta, Georgia doing a billboard campaign. Each year they would increase the number of billboards and the placement would spread because of the great results they were seeing from these. Only in about the forth year of implementing these billboards as their major form of advertising and not doing what the corporate office suggested, did they finally get recognition from the corporate office. Then the corporate office of the company wanted all the details of what Atlanta was running because they were achieving such phenomenal results compared to the rest of the nation. I really think had they been tapped in better they could have seen what was happening after the first year and implemented similar advertising programs across the country with all their other offices, which would have given them a three year advantage over what happened.

CHAPTER 5

Advertising Profitability & R.O.I.

Advertising Profitability comes down to your ***Return On Investment*** (R.O.I.). How much are you spending on your advertising and what direct and indirect profits are you receiving from this investment. You do not buy stocks from wall street without expecting a nice profit return, and so should you not purchase advertising without expecting one either. Advertising is an investment in your business, so it should be viewed like any other investment and be a profitable endeavor. Just as financial investments have many different vehicles to choose from, so does advertising with it's many different media types and then sub categories of that media. While each of these types of media have their strong points, your job is determining which of these will be a good vehicle for your business to propel your company profits.

Using gauges such as C.P.M. (**C**ost **P**er **T**housand impressions) is a good starting point, however it is not the end-all answer. Just because this media type or that type gets your advertising message in front of more people this does not necessarily mean it will be reflective in your sales outcome. Maybe being in front of a smaller, yet more targeted group of people has a better profit return. Many times you will not know until you have tested some of the more obvious media types for your company.

First sort through all the different media types you are considering and then start the elimination process of the ones that are obviously not a good fit. If you are not sure about a certain type of media for your company, then you may want to consider a test to find out for sure. You do not want to discount one type that possibly could be a winner without even trying it. From there choosing the ones that make the most sense for your industry, and your company you can start looking at where to test this media type for results. Testing for which type of media is very important, however you have to also test and retest your ad itself keeping in mind that while one ad may be perfect for one segment and media type, it may not work for another.

Companies still utilize the same methods of tracking advertising results as they did before the digital superhighway, online computer programs and the internet. By better understanding what advertising methods are bringing in the customers and dollars you can better understand where to spend the next wave of advertising dollars. Additionally, you can do a side-by-side comparison of your advertisings return on investment to determine which method brings you the highest percentage of return per dollar spent.

You really do need to know what motivates your customers to visit and buy from your establishment. Then you need to know from what advertisement they saw that prompted their visit and resulting purchase of your product or service. Asking your customers to go to the internet to fill out a survey will yield small, if any results, as the customer is thinking “what’s in this for me?”. Incorporating the internet in your tracking can bear much fruit if done correctly. Take the same survey form we want them to fill out but now hold a contest for cash or prizes, this will increase your response rate. What about offering “Free eBook” of valuable information by visiting your website and answering a couple of simple questions. Just be sure the information is important to the customer and not just a sales flyer for your products. There are many ways to get creative and find the answers you are looking for from your customers.

Documenting these answers and resulting sales and profits from each ad campaign is critical to start building the picture of R.O.I. You must track your results in order to measure them against other campaign results. You do this of course to start seeing which is performing better and which advertising vehicles to get rid of. Word of caution here, be sure you have tested your advertising piece for this audience and media type to be sure it is the media type and not the ad itself before you stop using this vehicle.

What Is R.O.I. & How To Calculate It

The traditional accounting-textbook definition of return on investment (ROI) is gross income produced by ad campaign minus costs of goods sold, divided by cost of running said ad campaign. As a mathematical equation, for our purposes, it would look like this:

$$\textbf{ROI} = \frac{\textbf{Ad Income - Costs of Goods}}{\textbf{Advertising Investment}}$$

Return on investment is the key measurement utilized to determine the value of your advertising. Look at the following example to get a better idea as to how all this works together to formulate the R.O.I.

Three Lakes Amusement Park is open from April through October. Visitors pay one price for access to all rides and shows. They pay extra for parking, souvenirs, food, and arcade games. Weekends and weekdays between late June and the end of August are busiest. Business drops in early June and early September. Three Lakes distributes discount coupons at key locations in the business area that give 50% off or two admissions for the price of one. These coupons are good only during the park's slow periods. Management realizes that it has significant fixed costs that will occur whether the park is busy or not. So it makes sense to give a discount to attract customers during those slow periods, knowing they'll spend money on items that aren't covered by admission.

ROI analysis information and assumptions

Elements of the marketing effort:

- Distribution of discount coupons to key sites at a total cost of $21,000

Time period for tracking results:

- Coupon-driven volumes are counted on a daily basis, but the final ROI analysis is not performed until the end of the season.

(continued)

Tracking methodology:
• Very low-tech but nonetheless effective—the coupons turned in each target day are counted and recorded.

Factor for business they would have gotten anyway:
• Based on survey research done each year, the Three Lakes management determined that 30% of the people using the discount coupons would have come to the park that day anyway.

Results/revenues/costs of services provided:
• Over the course of the season, 14,500 people were admitted to the park using the discount coupons.
• When the “business would have gotten anyway” factor was considered, the volume gained is 10,150 people.

Revenues generated from these 10,150 people:
- Admissions = 10,150 x $14.00 (half off) = $142,100
- Parking = 2,538 x $6.00 = $15,228 (Note: experience shows four people come per car and no discount was given for parking)

- Other = 10,150 x $27.00 = $274,050 (Note: experience shows that each person coming to the park will spend another $27 on food, prizes, amusements, etc.)

- Direct cost of services sold = 35%

- Net revenues from customers “gained” from the marketing effort = $280,396 ($142,100 + $15,228 + $274,050 x 0.65)

(continued)

ROI Calculation:

$$\text{ROI} = \frac{\text{Ad Income} - \text{Costs of Goods}}{\text{Advertising Investment}} \times 100$$

$$\text{ROI} = \frac{\$280{,}396}{\$21{,}000} \times 100$$

ROI percent = 1,335%

Clearly this is a very good marketing effort for Three Lakes and one they are likely to continue in future years.

***A Marketer's Guide to Measuring ROI** © 2007 HCPro, Inc.

A more simplistic example follows here:

Cost of Newspaper Advertising:	$150
Number of Items Sold as a result:	60
Retail price of individual item:	$ 10
Profit on each item:	$ 3
Gross Income from item sold:	$600
Gross profit from items sold:	$180

In this example, you have spent $150 to make $180. Your R.O.I. is 120%

$$\textbf{ROI} = \frac{\$180}{\$150} \times 100$$

R.O.I. is 120%

Having seen the way to calculate your advertising R.O.I. you can set the bar on all your advertising and start tracking which of it is above the bar or which falls short and needs eliminated.

In the examples shown of calculating your return on investment you did not see a baseline return rate as to know whether your advertising is doing well or not. This is because it depends on your company, your industry, and even larger, on what goals you have set for your advertising to accomplish. Only you will be able to determine what is a high rate of return and what is an unacceptable return. Some companies want to build brand awareness with their advertising campaigns so as long as they come close to breaking even with the actual dollar profits received then they are very happy with the results. Other want to see a high profit directly from the campaign that ran.

Market Share and Return On Investment: The market share for a brand has been shown to be one of the primary contributors to ROI. Businesses demonstrating high levels of market share benefit from economies of scale in production, marketing, and so forth, which has the effect of increasing profitability. By producing and marketing greater product volume, these businesses tend to be more efficient and have lower costs. The conversion of brand awareness into market share and finally into profitability, started with advertising.

So, start tracking and calculating the return on investment for all your advertising efforts and you will see a significant increase in your overall advertising results. Whether by pen and paper, computer excel program or a program specifically designed for tracking your advertising and R.O.I., know that the more detailed, real-time information you have to operate from, the higher success rate you will achieve from your advertising campaigns.

Donald L. Varner
Author

Mr. Varner produced this new, one of a kind program to help everyone attain better results from their advertising, regardless of their marketing knowledge. Whether you have one business location or a chain, this program will help you track your advertising. It will chart and map your advertising spends as well as calculate your R.O.I. It will even remind you before your ads expire. “No business should be without this program”. Easy-to-use & Affordable!

www.MediaTrackerPro.com

SOURCES

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