

## Evaluating the Response to Your Internet Marketing

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Starting an Internet marketing campaign is only the first step in the battle. Sure it is a good idea to start an Internet marketing campaign if members of your target audience are likely to use the Internet to research or purchase the products you sell or the services you offer but these marketing efforts may turn out to be a complete waste of time if you are not diligent about evaluating the response to your Internet marketing. This means each time you implement a change to your marketing strategy; you should evaluate the results of the change to determine whether or not it generated a greater profit for you. This is important because it can help you determine what is working and what is not working for you.

Evaluating the response of your Internet marketing can be done in a number of different ways. Customer surveys and embedded HTML code are two of the most popular methods of evaluating the effectiveness of an Internet marketing campaign. Customer surveys can be as simple or as complex as you like depending on the amount of feedback you would like to receive. However, one of the most effective ways to find out how well your different marketing tactics are working is to include a question asking the consumer where they first learned about your products or services. This is important because if you find a great deal of your customers are learning about your products or services through a particular venue, it is a good indication this method of advertising is working quite well for you.

Embedding code into your advertisements for the purpose of receiving feedback is also a popular method of evaluating the response to your Internet marketing strategies. Advertisements can be coded so the business owner receives feedback each time an Internet user clicks through a particular advertisement. This is useful for letting the business owner know which of his advertisements are attracting the most attention. If the business owner is using two different designs for his advertisements he may discover one design is attracting more attention than others and may make the decision to convert all of the advertisements to a more effective style. Similarly a business owner who is running the same advertisement on several different websites may discover he is receiving more traffic from one website than others. He may also discover some websites are not attracting much attention at all. This would give the business owner an indication of which advertisements to cancel and which ones to keep running.

Finally, the response to an Internet marketing campaign can be evaluated by carefully reviewing website traffic statistics after implementing changes to the marketing strategy. This information is useful because an unusual spike in the amount of website traffic immediately after implementing a stage of the marketing campaign can provide positive feedback that the change was well received by potential customers. While this method of evaluating the response to an Internet marketing campaign can be effective it is important to note implementing multiple changes at once will make it difficult to determine which changes were the most effective. Therefore if you plan to use website traffic as feedback for how well your marketing strategy is working it is important to only implement one major change at a time so they can each be evaluated separately.

