

## Marlon's Marketing Minute

### November 20, 2010

Need customer support? Go to <http://www.getyoursupport.com>  
NEVER Email For Support. Click Here Instead

I could show [any idset] how to [Use a \$100 program to create a killer salesletter for their product] [Details]						
pbl http://www.pushbuttonletters.com 468 x 60	Active	4,968	7	0.141%	\$0.41	\$0.29
How I Sold My First Million Online? How I started an internet business at home from scratch, got 199,540 opt in email addresses and sold a million dollars. If you have one hour a day for 12 days you can FEEL the power. I'll show you step-by-step how I got... <a href="#">Click for Your Instant Access</a>						
first million http://www.budurl.com/freemarketingbook.com 728 x 90	Active	8,638	2	0.023%	\$0.53	\$2.30
AUTOMATE YOUR WEB SITE CLICK HERE!						
automate http://www.automateyourwebsite.com 468 x 60	Active	4,560	5	0.110%	\$0.41	\$0.38

## Marlon's Marketing Minute

### "Screwball Banner Brings In .29 Clicks"

#### ATTENTION BUYERS of "How I Outsourced Everything"

Man, Lisa and I are doing a hug project to move stuff over to Infusion and I goofed up AGAIN. I changed the price on How I Outsourced Everything on the main page most everyone was going to.

But a few people went to the URL from a week before and it still had a lower price. The correct price and the price you were charged were STILL on the order form. And the email made it clear the discounted price of \$17 was only good for 72 hours. However, if you paid \$27 and feel you got gyped, post to

<http://www.getyoursupport.com> and I'll refund 10 bucks. But to make things right for EVERYONE I'm going to add yet one more bonus that'll be worth multiples of the \$10 anyways. I'm sorry for the mistakes the past 2 weeks. This is a massive move of 32,000 affiliates and 500+ product variations from Amember and Direct Track to Infusion. Fortunately we're ALMOST done thanks to Lisa's untiring work!! Also, I'm re-emailing the first bonus today and then will create one more shortly. Whew!

**Warning! This orange box is an advertisement for a product that is NOT free. Do not read if you only want low quality free stuff that never works for you and leaves you frustrated, result-less and complaining on forums**

**Would you like to work a fraction of the time and make multiples of profits?** I've just acquired rights to the only info product that shows you how to outsource in stages, starting from where you are right now and expanding in stages of growth all the way up to virtually outsourcing your whole business. This is very practical hands-on information that I personally bought, printed and read before it was even available to offer to you. I corresponded multiple times with the author, who now outsources almost all his business – who works a fraction of the time and makes multiples of the profits. This is around a 100-page pdf, depending on the font size you use. It's high quality thinking and information that I personally learned from. Whether you're just starting out or you've already done some outsourcing and want to take it to the next level, you'll get ideas from this that you can use immediately. You can use these outsources to find and buy your banner ads via the Melvin Perry Formula or to operate Mukul's free advertising methods. Or to implement my methods in Promo Dashboard or Product Dashboard. There's almost nothing you can't do. You can even outsource using my Push Button Letters software. And the best part is, he shows you how START on the SMALLEST budget then scale up. The price goes up to \$37 on Monday. You'll also get one more bonus if you order today.

<http://www.marlonsanders.com/outsource/index2.html>

## **Featured Article**

# **“Screwball Banner Brings In .29 Clicks”**

Today I’m going to show you my SCREWBALL banner that is bringing in clicks at .29 each vs. other banners that are bringing in clicks for \$1.11 on up.

This banner will blow your mind! It’s NOTHING like what other people are running in today’s IM.

In addition, I’m going to present LIVE results from a banner ad test I’m conducting this very minute. You can see below that the start date of most of the campaigns was 11/18, although a few started before then.

I’m comparing results with banners and ads I ran in 2008. In the pix below you can see that my *Need a Sales Letter?* text ad from 2008 brought in clicks at .22. I plan on re-running that EXACT ad on the same sites to compare the cost of clicks in today’s market.

Now, you can also see there is a banner called Push Button Letter flat rate that brought in clicks at .26.

The cheapest **average** cost of clicks I’m currently getting from this test are \$1.11. But you CAN get clicks much cheaper than this. And, in fact, you’ll see I have some individual banners that are KILLING it in cost per click.

More on that in a second.

Melvin Perry is the one who turned me onto the CURRENT state of the art banner ad buying. This is my affiliate link for his awesome product:

<http://budurl.com/banneradbuys>

One caveat. When you buy, he has an intro video at the top that doesn’t work. But it doesn’t matter. All the core videos have ALL the killer info, including exactly how to run the banner ad test you’ll see me doing below.

By the way, if you tried Melvin's link last week and it didn't work, try it again. That was MY fault, not Melvins. I screwed up the affiliate link.

Here's the pix then I'll analyze it:

Campaign Name	Campaign Type	Status	Start Date	Clicks	Impr.	CTR	Data CPM	Media CPM	CPM	CPC
CPC Text subtotals				3,379	14,947,205	0.023%			\$0.06	\$0.25
CPM Banner subtotals				168	438,611	0.038%			\$0.57	\$1.48
pbl male 45-54	CPM Banner	Running	11/18/2010	3	26,784	0.011%	N/A	N/A	\$0.66	\$5.86
TurboProfits.com banner campaign	CPM Banner	Running	11/18/2010	2	12,624	0.016%	N/A	N/A	\$0.49	\$3.11
femiale 45-54 elephant	CPM Banner	Running	11/18/2010	11	42,349	0.026%	N/A	N/A	\$0.80	\$3.09
pbl san fran all	CPM Banner	Running	11/18/2010	5	16,690	0.030%	N/A	N/A	\$0.86	\$2.87
Attract Sales Now All Categories	CPM Banner	Running	11/16/2010	40	154,521	0.026%	N/A	N/A	\$0.52	\$2.01
elephant florida black	CPM Banner	Running	11/18/2010	3	8,814	0.034%	N/A	N/A	\$0.67	\$1.96
elephant dallas	CPM Banner	Running	11/18/2010	5	10,728	0.047%	N/A	N/A	\$0.73	\$1.57
pbl california	CPM Banner	Running	11/18/2010	9	20,207	0.045%	N/A	N/A	\$0.68	\$1.52
pbl femail 35-44	CPM Banner	Running	11/18/2010	4	7,865	0.051%	N/A	N/A	\$0.69	\$1.35
horizontal banners	CPM Banner	Running	11/18/2010	31	72,572	0.043%	N/A	N/A	\$0.47	\$1.11
Amazingformula.com banner campaign	CPM Banner	Running	5/18/2008	33	14,695	0.225%	N/A	N/A	\$0.74	\$0.33
Push Button Sales Letters Flat Rate	CPC Text	Running	9/14/2008	2,201	11,650,758	0.019%	N/A	N/A	\$0.05	\$0.26
Need A Sales Letter?	CPC Text	Running	8/30/2008	1,178	3,296,447	0.036%	N/A	N/A	\$0.08	\$0.22

Let's analyze the results.

First of all, the primary purpose of this test is NOT to measure cost per clicks or conversions, although I find that data interesting.

The main thing I'm doing here is testing banners for my affiliates and also demographic groups.

I'm getting ready to launch a new promotion of a \$1 Promo Dashboard trial with a killer bonus to my affiliates. I wanted to have some current data on which banners were working best.

If my goal were to make money from the banners ala the Melvin Perry method, THEN I would look for individual sites to run banners on. I plan on OUTSOURCING this since it's repetitive work easily outsourced imho.

Let me point out something else:

If a click costs me \$1.11 then at a 1% conversion rate, I need to sell a \$111 product to break even. Take 1% of 100 and you have 1 order. If the clicks

cost you a buck eleven each then 111 clicks = \$111. So 1 order with a \$111 cost means you need \$111 to break even.

Now, if you convert 2% instead of 1, you double your money.

Or if you get clicks at half the cost, you double your money.

From what I can see on my numbers, I have a campaign for Push Button Letters that is breaking even. I should crush it with that on targeted web sites.

But let's say I was paying \$3 a click. That is \$300 for 100 clicks. That means I need 1 sale that nets \$300 or two @ \$150 or 4@ \$75.

Let's see. 100 clicks and 40 go into your autoresponder if your squeeze page converts at 40%.

40 clicks that convert at 10% gives you 4 sales.

And 5% conversion gives you 2 sales.

You need a great email sequence to convert at that rate. But if you have Promo Dashboard, listen again to the Ben Hart bonus interview and he reveals how he converts 10% off of cold PPC clicks.

Or he did at the time.

That would mean 4 sales off of 40 clicks.

I have every reason to believe Ben's method would still get similar numbers. In fact, that REMINDS me I need to do that!

It's a great method.

If you have Promo Dashboard and you didn't listen to the interviews, you need to go back and listen to them. Ryan Deiss and Daegan and Keith gave me GREAT interviews as did David Cavanaugh. All top notch interviews.

Now, let's say you sell only 2 people. That would be 20 out of 1,000 clicks.

If you convert 10% of those 20 people to a \$500 ticket then your numbers also change. That's another \$1,000 or buck a click.

Another way to do this is to drop people into a membership site at \$100 a month where they stay 5 months. I believe that was Lee McIntyre's average most of this year.

Ben used another method. He charged a low amount and kept people in there much longer. That's another way to accomplish the same thing – increases the profit per click to erase the cost of your advertising and give you a profit.

If you were able to pop two people at \$1,000 each that's an extra \$2 a click.

This is why some folks run phone rooms or a heavy webinar schedule. It allows them to make the bigger ticket sales.

I HAVE sold a \$1,000 product via a sales letter in large numbers and have no reason to believe I couldn't still do it if the product were completely up to date (a very large task).

However, MOST people prefer doing webinars to sell big tickets. Or using a phone room.

Here are some of the banners I'm running:

<b>"How I Got 199,540 Opt In Emails And Sold \$3.2 Million"</b> 728 big red <a href="http://www.budurl.com/freemarketingbook.com">http://www.budurl.com/freemarketingbook.com</a> 728 x 90	Active	10,487	6	0.057%		\$0.92
<b>Oddball 7-Step Formula Sells 3.2 Million Online?</b> My 7-step "Oddball Formula" has sold 3.2 million+. If you need more sales, leads or opt-ins, this can help. Learn how you can ramp up your leads & opt ins in the next 28 days. Used in 72 countries worldwide. <a href="#">Click for Your Free Report</a> oddball 7 step <a href="http://www.budurl.com/freemarketingbook.com">http://www.budurl.com/freemarketingbook.com</a> 728 x 90	Active	10,621	3	0.028%		\$1.87

I don't know if you can see at the right or not but the top banner is getting .92 cents per click and the bottom \$1.87.

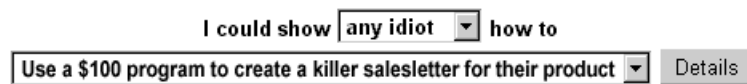
<p>I could show <input type="checkbox"/> any idios <input type="checkbox"/> how to</p> <p><input type="checkbox"/> Use a \$100 program to create a killer salesletter for their product <input type="checkbox"/> Details</p> pbl <a href="http://www.pushbuttonletters.com">http://www.pushbuttonletters.com</a> 468 x 60	Active	4,968	7	0.141%	\$0.41	\$0.29
<b>How I Sold My First Million Online?</b> How I started an internet business at home from scratch, got 199,540 opt in email addresses and sold a million dollars. If you have one hour a day for 12 days you can FEEL the power. I'll show you step-by-step how I got... <a href="#">Click for Your Instant Access</a> first million <a href="http://www.budurl.com/freemarketingbook.com">http://www.budurl.com/freemarketingbook.com</a> 728 x 90	Active	8,638	2	0.023%	\$0.53	\$2.30
<b>AUTOMATE YOUR WEB SITE</b> CLICK HERE! automate <a href="http://www.automateyourwebsite.com">http://www.automateyourwebsite.com</a> 468 x 60	Active	4,560	5	0.110%	\$0.41	\$0.38

You can see the arrow pointing to the .29 cost per click.

You can't see the banner that great but it's an old style Scott Covert banner from the old days that I dug off my hard drive! Scott would be happy to know his banners STILL crush it.

I wasn't going to show it but what the hay. I can't hold back on you. I'll give you a full size one.

If you're an affiliate, then grab this banner and stick it on your site:



That links to Push Button Letters software.

<http://www.pushbuttonletters.com/affiliates/>

Now, shortly we'll be announcing our move to Infusionsoft and you'll have tons better stats and other stuff. But for right now, you can grab a link from there and promote it with that banner.

If you're a member of Ateam I'll be posting our webinar where I went a lot more into the banners I'm running. Level One members already have this stuff.

Here's another GREAT banner for Push Button. The Click Through Rate (CTR) isn't that great. BUT from what I can see it's pulling in sales from this really generic, unqualified traffic I'm sending it:



My software creates  
letters that sell --  
OR I'll send you a pix  
of me kissing this  
elephants derriere

Do you want to sell your  
product or service  
on the Internet?

My fill-in-the-blanks  
software makes it easy  
as pie to craft a sales  
letter that hauls in the  
bucks.

- \* Thousands sold
- \* Works for all products
- \* Sells services too
- \* Free demo
- \* Moneyback guarantee
- \* Easy to use

I'm so confident my  
software will help you  
write letters that sell like  
crazy online, if it doesn't,  
I'll send you a pix of me  
kissing this ugly derriere!

[Click For FREE Demo](#)  
[& More Info](#)

Finally, here's a BIG DISSAPOINTMENT:



<p><b>How To Attract Sales Now Using 7-Step Formula For Any Business</b></p> <p><small>If you are looking for ways to generate sales during this recession, if you have a business or are thinking about starting one, there's a new free report available for immediate download that gives you a tested, proven 7-step formula for attracting sales now. Regardless of the business you're in or are thinking of starting, this simple 7-step formula by world renowned speaker &amp; author Marlon Sanders can give you the boost you need. Marlon has taught thousands around the world to increase their sales. To obtain your complimentary copy without cost or obligation, click this link:</small></p> <p><a href="#">Click Here To Download Your Complimentary Copy</a></p> <p>all text  <a href="http://budurl.com/attractsalesnow">http://budurl.com/attractsalesnow</a>  300 x 250</p>	Active	1,393	1	0.072%	\$0.82	\$1.14
<p><b>Free Report</b></p> <p><b>AttractSalesNow.com</b></p> <p>leader  <a href="http://www.budurl.com/attractsalesnow">http://www.budurl.com/attractsalesnow</a>  300 x 250</p>	Active	1,344	2	0.149%	\$0.83	\$0.56
<p><b>How Renowned Marketer Marlon Sanders Can Make People In San Francisco Go To A Web Site and Practically Beg YOU To Take Their Money</b></p> <p><a href="#">Learn More</a></p> <p>san fran special  <a href="http://www.amazingformula.com/sanfrancisco.php">http://www.amazingformula.com/sanfrancisco.php</a>  300 x 250</p>	Active	799	0	0.000%	\$0.97	\$0.00

Big Goose Egg! :(:

Here's the disappointing banner:



Since I can target banners to a particular city, I THOUGHT that calling out THAT city in a good headline would get clicks.

Heck NO!!

Sucked. Big goose egg.

Aw well.

And look right above it at the plain kinda ugly yellow banner with the small letters. That one got two clicks.

TWO clicks vs. zero for my brilliant test! Drats! There goes my marketing genius moniker!

Man. Here I was gonna show you what a marketing genius I am and all that 'n no one clicked on the banner.

Actually, in some other states it has done OK but nothing special. It could also be that my headline on it sucks.

Anyway, if you wanna run your OWN banner ad tests like I show above, Melvin shows you how. That's where I learned it.

<http://budurl.com/banneradbuys>

He gives you the right settings for cpc vs. cpm, the correct FREQUENCY CAP to use and when to change it, what countries to omit, tracking links and all that jazz.

More than I can cover in a Marketing Minute.

=====  
Marlon Sanders helps people with hopes and dreams figure out how to turn those into reality by selling stuff on the Internet. <http://marlonsanders.com/levelone>

//////////

REPRINT RIGHTS: You have permission to use the above article without omission and including the resource box. You have the right to insert your reseller URL for any products I mention

=====  
**Resources you can use**  
=====



**1. I got my final warning from Google..now it's MY turn....**

<http://budurl.com/marlonsrevenge>

**2. Grab some popcorn and enjoy the most unconventional marketing WebTV show you've ever seen.** It's presented by my friend Andrew Lock at [www.HelpMyBusiness.com](http://www.HelpMyBusiness.com), it's free, and it's become more popular than a supermodel in a catholic boys boarding school ;)

Seriously, it's the #1 show for entrepreneurs on Apple iTunes now, so check it out.

And if YOU'D like to create a profitable WebTV show for YOUR niche, Andrew has put together the 'ultimate' course, which you can find details on at: <https://alock.infusionsoft.com/go/webtvcourse/msand/>

**3. Need to create your OWN INFO PRODUCT?**

There's only one product that does it step-by-step in detail on a Dashboard anyone can follow: <http://www.productdashboard.com>

**4. Confused by Internet marketing?** This unravels the big picture and makes it all crystal. Thousands around the world have been helped: <http://www.amazingformula.com>

**5. Are You Paying Over \$10.00 For Hosting?**

If you are, you may be getting ripped off. Design Dashboard shows you not only the basics of doing your own design but really walks you step by step through setting up your hosting, autoresponders and shopping cart. <http://www.designdashboard.com>

**6. How To Promote YOUR Products Step-By-Step  
THIS is where you start.**

You have a product you want to promote or want to learn HOW to promote? Start here. <http://www.PromoDashboard.com>

## **7. Super Newbie Quick Start Course On Info Product Creation, Profiting and Delivery....**

It's the only step-by-step, A to Z system not JUST for creating info products .... but that shows you HOW to select product ideas using my "flanking move" I've built my business on, HOW to do 12-product surveys with an actual example, that gives you a tested, proven email & source with a 30% success rate in getting interviews with experts -- PLUS, templates that would cost your more than the Dashboard to have custom created! <http://www.productsdashboard.com>

**8. Fresh, New Ideas On Traffic.** I've been through Mukul's videos more than once. I've had an outsourcer work on some of them and am planning on hiring a new person for \$150 a month (full time) to do them.

<http://www.trafficmarketingintensive.com/marlon>

Mukul uses FREE methods to get traffic. He gets 80,000 visitors a month using short youtube videos, posts on free classified ad sites, a unique method of social bookmarking, posting short docs on document sharing sites and a few other things. His course is highly recommended.

+++++

E. Get the Evergreen Traffic System

+++++

Tinu emailed and says she has added new info on social media!

Most All Her Domains Got Shut Down, She Can't Get Out Of Bed Some Days, Her Hands Swell Up Like Balloons, Her Podcast and Video Hosting Got Shut Down -- And She STILL Snagged 3,579 Average Visits Per Day In April 2008!

[http://www.TurboProfits.com/tracking/go.php?c=7\\_25\\_tinue](http://www.TurboProfits.com/tracking/go.php?c=7_25_tinue)

Evergreen Traffic System is now sold and serviced directly by Tinu. That link there would be a tracking link and NOT an affiliate link.

Tinu's seo stuff is BRILLIANT and evergreen. It STILL works awesome.

---

---



<http://www.ateamsuccess.com>