



Module Five

BONUS

Tracking and Evaluating Sales Through E-mail

If you have an autoresponder like Aweber, then when you get leads, they will show you where your leads came from. When those people buy, you will be able to tell, as mentioned in module four, what specific keywords they came from, but the great thing about Aweber, is that it will also tell you which follow-up e-mail your client read before opting to buy in. This can be extremely important. If you have a funnel system, and send a series of e-mails to your lead for a few weeks, some of your e-mails might not be as effective. When Aweber shows you which e-mail did the trick, you can move that e-mail higher up in your rotation to bring the sale in sooner, or model other e-mails off of it. Though this is outside the scope of Bing, it is something you want to keep in mind. If you don't have Aweber, you can sign up for it here: www.rollout.aweber.com