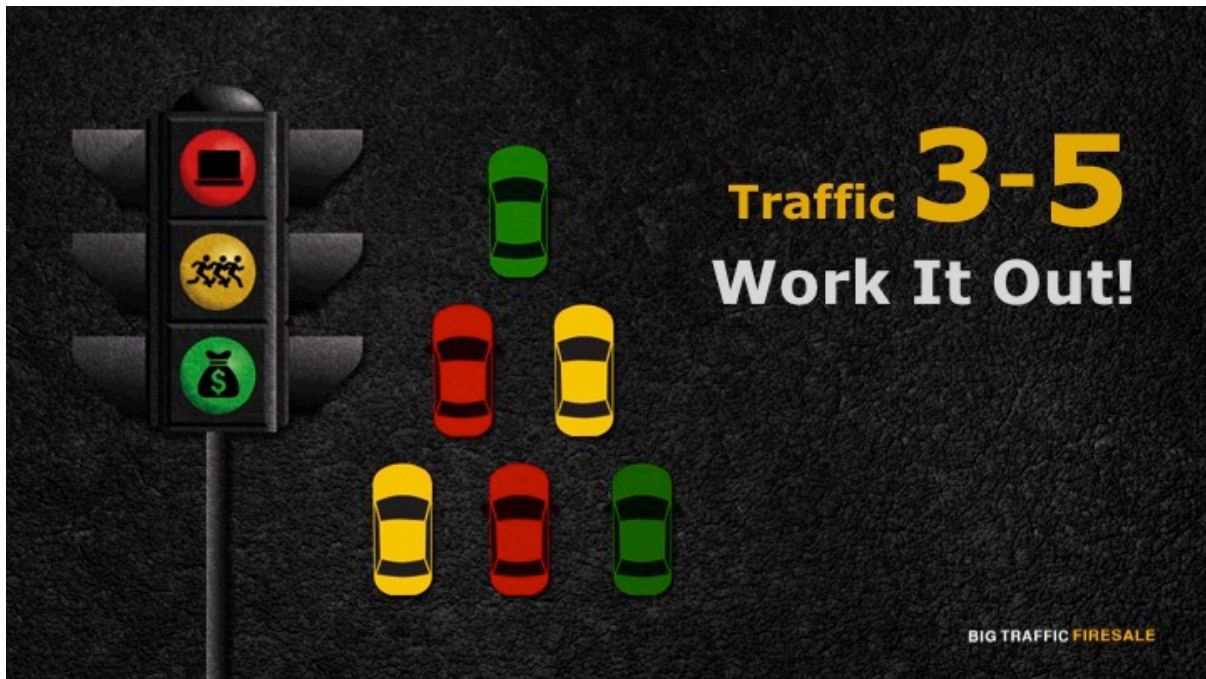
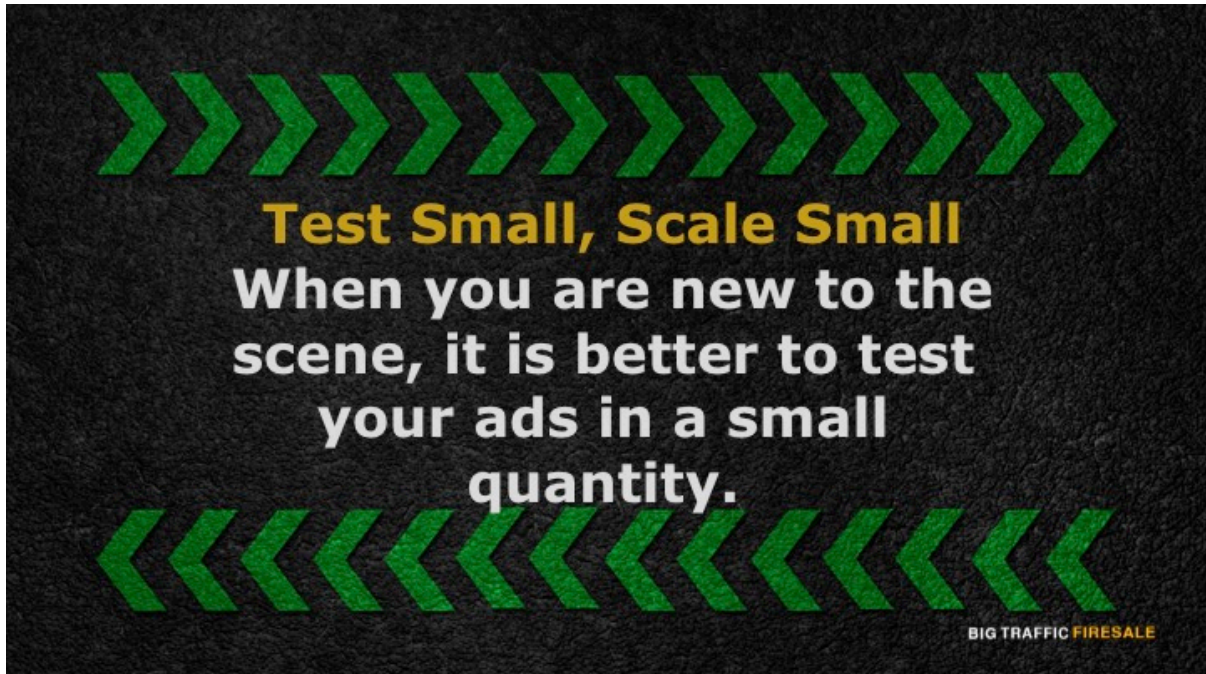


3-5 - Work It Out!



S1: Hi there. In this final module we walk you through the steps in testing out your ads.



S2: In the previous media buying module, we explored 'testing small and scaling small'. When you are new in the business it is better to test your ads in a small quantity and not waste your resources.

Test Run In Multiple Sites

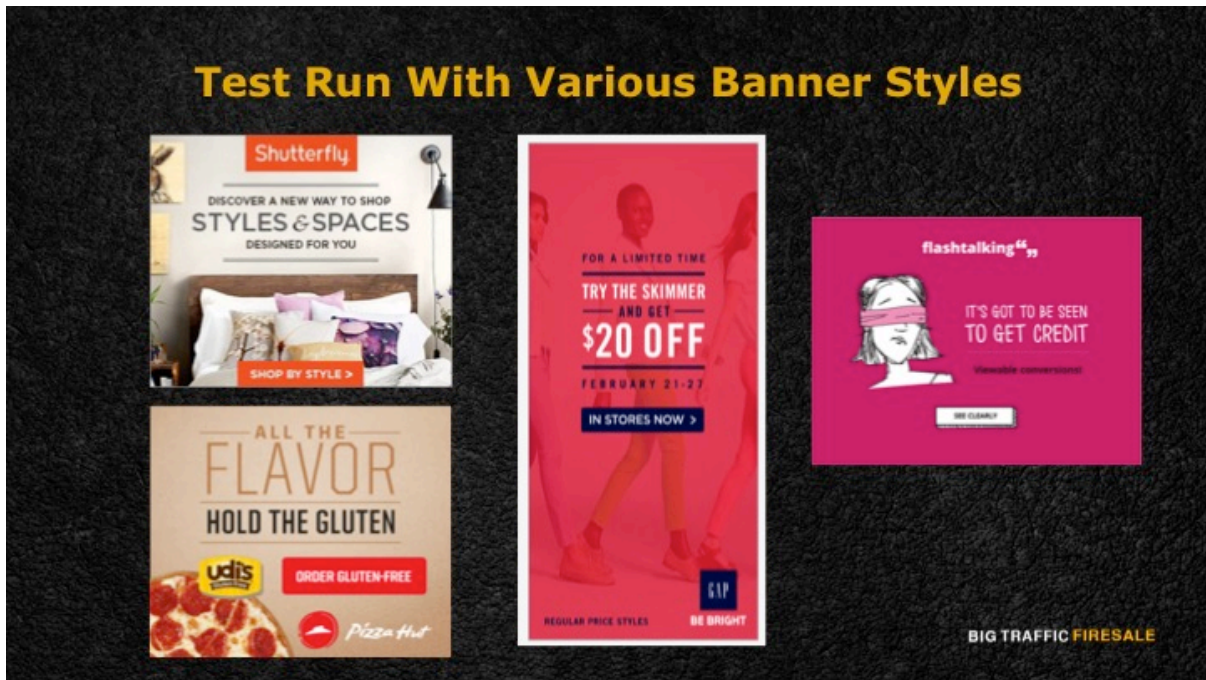
- ▶ Test run your ads in multiple sites (3-5 sites).
- ▶ It is possible to track the progress of your ads effectively.
- ▶ Tracking includes:
 1. How many views generated.
 2. How many clicks received.
 3. How many customers interested in navigating to your page.

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S3: So, how do you execute that?

Firstly test run your banner ads on multiple sites starting small, with 3- 5 websites. This way it is possible for you track your ad's progress effectively. Your tracking includes how many views your ad generated, how many clicks received, and most importantly how many customers were interested in navigating to your landing page. Did it result in a purchase?

Test Run With Various Banner Styles



S4: Next, ensure you come up with various banner styles to test run your ads on multiple sites. Have a collection of 10 different banners with different styles focusing on the same theme.

Your styles are to have a mixture of editorials, videos, and cartoon banners, or others. This is to ensure that when you test run your banners you are able to observe which one performs better compared to the rest.

Let's illustrate an example. For your first campaign you see from the three banners above, the cartoon banner has the most clicks compared to the others when run on multiple sites. Therefore you can maximize your return on investment by focusing on one particular banner that works for you, in this case the cartoon banner. However, it does not mean that you should discard the other banners. You can still experiment the other banner styles for your next project and test run it again.



S5: Next is for you to apply the 2X Conversion Rule. A lot of people usually give up on their first campaign when their banners do not generate any traffic. My advice is to be patient and apply the 2X Conversion Rule.



S6: This simply means when your Cost Per Ad (CPA) or how much money you invested for your product is \$100, run your ad until you achieve \$200 in return. Then, decide whether to carry on or to stop. This means you have break even and you have not wasted any of your resources.

The 2X Conversion Rule

- ▶ When your cost per ad is \$100, run your ad until you achieve \$200 in return.
- ▶ Then, decide whether you want to carry on or stop.
- ▶ This is to ensure that you have not wasted any resources.

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S7: Making sense of the whole process, optimization is key when it comes to Internet marketing. To recap the whole media buying process,

1. Design and create your banner (in multiple styles)
2. Test run in multiple sites (start small, preferably 3 – 5 sites)
3. Connect to an ad server to track your progress
4. Identify which site and banner generated the most traffic
5. Focus on what works, to maximize your return on investment

I guarantee when you have mastered the art of media buying, you'll find it's a game where you figure out a new and effective way to generate your desired traffic! All the best!