

Duncan Carver's

Scientific Internet Marketing Assistant User Manual

Version: 1.32

**"Discover What Marketing Strategies Actually Work For YOU To
Produce Maximum Results Using Proven Scientific Internet
Marketing Techniques To Explode Your Bottom Line..."**

www.Marketing-Strategy.org

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Distribution Rights

The "Scientific Internet Marketing Assistant" may be freely distributed to your business associates, friends, newsletter subscribers or anyone else you think might find this software useful. If you publish a newsletter targeted towards webmasters & online business owners, the "Scientific Internet Marketing Assistant" can really help to improve your visitor to subscriber conversion ratios if you offer this \$97 application free as an incentive for joining your mailing list.

Giving the application away to your existing subscribers, customers, & prospects is also a great way to further develop your relationship with them. Who wouldn't appreciate a free \$97 marketing application, especially one as powerful and as eye opening as the "Scientific Internet Marketing Assistant"?

You are welcome to distribute the actual sima.zip file directly from your own website, on CDROM or Floppy Disk, or you can simply refer your associates to the main support website located at www.marketing-strategy.org.

I do recommend referring people directly to the dedicated support site to ensure that you're giving away the most recent version of the software. Updates are made on a regular basis and the only way you'll know you have the most recent version is to register it and join the "Scientific Internet Marketing Assistant Update" mailing list. This update list is free to join and your privacy protection is paramount so you can register with confidence.

Please Note: You are not entitled to sell this product directly for profit of any kind. You may however include it as a free bonus to an existing product or group of products if you chose to do so.

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Introduction

Thank you for taking the time to download the "Scientific Internet Marketing Assistant". You're well on your way to making sure you're squeezing every last bit of profit producing capability out of your website and marketing materials.

Please do not underestimate the power of the "Scientific Internet Marketing Assistant". I'll admit that at first glance this simple little application looks pretty unimpressive. However I can assure you it's much more powerful than it looks. You too will realise this when you're viewing the results of your first scientific internet marketing test ;-)

The "Scientific Internet Marketing Assistant" is like owning the x-ray vision glasses you once dreamed about when you were a little kid. However this newly found x-ray vision will allow you to peer into your marketing strategy with amazing clarity. It will show you the naked truth about what marketing techniques and strategies are working for YOUR business to produce maximum results & income.

If you've ever found yourself asking questions like...

- Is my sales letter really producing as many sales as it could be?
- Are all these images on my site affecting my sales positively or negatively?
- Is this popup window really generating more subscribers?

...and found yourself second guessing the marketing strategies you're implementing, now you'll no longer have to. Now you will be able to see, with pin-point 'scientific' accuracy, which marketing techniques are working and which aren't, and more importantly, how well they are or are not working.

Whether you want to directly improve your sales, your visitor to subscriber conversion ratio or any other aspect of your online marketing, the "Scientific Internet Marketing Assistant" will provide you with the answers you need to make truly informed strategic marketing decisions.

I hope you find the "Scientific Internet Marketing Assistant" as valuable to your online business as I have. I also hope that you actually put it to use. There's no point having it sitting there on your website not working for you when you can setup valuable eye opening scientific marketing tests in just a matter of minutes.

I also hope to see you in the "Marketing Strategy Discussion Forums" sharing the results of your tests, generating ideas for new tests you can conduct, and just generally networking with other business owners & users of the "Scientific Internet Marketing Assistant". There is a great support resource for all your online marketing needs just a click away, and best of all, registration is completely free.

Here's to your success both this year & into the future...

Yours Sincerely,

Duncan Carver

Duncan Carver

www.marketing-strategy.org

www.onlinemarketingtoday.com

Installation Instructions

Installing the Scientific Internet Marketing Assistant on your website is very easy. Just follow these simple instructions and you'll be up and running in no time.

Requirements:

- PHP 4.1.0+

The only requirement to run the application on your website is that it has PHP 4.1.0+ installed on the server. This is very common and almost all hosting accounts should have it. If you're not sure please check the specifications of your hosting account, contact your hosting support team, or simply try installing the software and see if it works correctly.

Installation:

Unzip the contents of the sima.zip file to your computer. This contains all the required files and also a copy of this user manual. Login to your server using an FTP program such as CuteFTP (www.cuteftp.com), and create a folder called "sima". You can create this folder in your public directory (or any other directory) if your host allows you to run scripts from that location. If not, create this directory in your CGI-BIN.

Alternatively you can simply upload the entire sima directory and all files and directories within it to your server directly. Upload all files in the sima folder into your new directory, maintaining the directory structure. You must upload all image files in Binary mode and all CGI files in ASCII mode to ensure they work correctly.

Change the permissions on the following folders to CHMOD 0777

- templates_c
- do_not_edit

Do not change the permissions on any other files. That's all there is to it.

Now simply point your browser to...

<http://www.yourdomain.com/sima/admin.php>

...or use the correct path to admin.php if you placed it somewhere other than your main directory. It would be a good idea to add this URL to your bookmarks now so you can access it easily again in the future.

The default password to login to the administration area is: admin

Once you've logged in and can see the welcome message you know you've successfully installed the "Scientific Internet Marketing Assistant" on your website. NOTE: The first thing you should do when you arrive at the admin area is visit the "General Settings" section and change your password to something other than admin for security reasons.

An Introduction To Scientific Marketing Online

Scientific marketing and the process of split-run testing to improve your marketing strategy isn't a new concept. It has been around since the 1920's and perhaps earlier still. Pioneering direct marketers like Claude Hopkins (Author "Scientific Advertising") realised the benefits of testing different aspects of their marketing campaigns almost 100 years ago.

Yet when it comes to marketing online in the 21st century, for whatever reason, scientific marketing concepts seem to get tossed aside. People seem to further their online marketing education solely by following the advice of industry professionals. They implement the techniques that they recommend, and yet they don't really know the impact this has on their own business.

Everyone is out there selling different products to different niche markets, and those different markets are not going to react in the same way to the same marketing techniques. So how do you know for a scientific fact that what YOU'RE currently doing is what's really going to make YOUR own online business most profitable. You don't.

Unless of course you scientifically test your marketing strategies and work to continually improve upon your conversion ratios.

Now don't get me wrong.

I strongly encourage you to follow the advice of industry professionals. I've even built a way for you to subscribe to my all time favourite marketing newsletters directly into the "Scientific Internet Marketing Assistant" application itself (See the "Enhance Your Marketing" section & be sure to subscribe to them).

However the key point I'm trying to make here is that you need to test different marketing strategies and find out what works for YOU to maximise YOUR income.

Some people will recommend that you'll see better results selling your product on a one page website containing a long direct response sales letter. Others will recommend that you break the site up into several pages to get visitors in the clicking mood so they're conditioned to click on the "order now" link when they reach it. Many of your site visitors will prefer the single page website and others still prefer the multiple page website.

Everyone has different opinions. Heck, even I have my own preferences when it comes to what I like and don't like about peoples websites and their selling processes. I'm sure you do to. But does it really matter what other people think? What I think or what you think?

Wouldn't you rather be using the marketing strategy that has been scientifically proven to produce the best conversion ratio of visitors to sales to maximise YOUR income? Of course you would. Scientific split-run testing online is the only method that is going to help you determine this.

If you're reading this right now and you have no idea what split-run testing actually is, it's simply the process of testing two or more variables of your marketing to see which one out performs the other. For example different sales letters, different website designs, different headlines, different images, the list goes on. Once you've determine which variable is out performing the other, you simply run with that to maximise your conversion ratios.

The beauty about scientific marketing online is that it's very easy to do when you have the right tools. And of course now that you own the "Scientific Internet Marketing Assistant" you have the only tool you'll need ;-)

You simply create two or more different versions of your sales letter, two or more website designs, or anything else you would like to test, plug this into the "Scientific Internet Marketing Assistant", and forget about it. When you come back to check your results in a few weeks time, you'll have eye opening, accurate, and scientifically proven results that will allow you to draw conclusions about what marketing strategy is working for YOU to maximise YOUR income.

No matter what marketing techniques you're using you should always be testing them to ensure they're working as best as they can be for your individual business. If you're not scientifically testing your marketing techniques, then you're severely limiting the performance of your website. Remember always test, test, test, to reduce your customer acquisition costs and maximise your income and revenue earning potential.

Key Split-Run Testing Concepts

I know you're probably anxious to get the "Scientific Internet Marketing Assistant" setup on your website and working for you as soon as possible, and I don't want to ramble on, however there are a few key concepts you need to grasp before you begin. This will ensure you're getting truly accurate results from all your scientific marketing tests and making the right decisions based upon those results.

Larger Sample Populations Produce More Accurate Results

The most accurate results will be obtained when you test your scientific marketing campaigns on the greatest number of unique visitors. For example if you're testing two different sales letters and send 100 unique visitors to each of these test subjects, your results are only going to give you a rough indication as to their performance.

Of course a rough indication is much better than not knowing at all, however the more visitors you use, the more scientifically accurate your results will become.

For example sending 200 unique visitors to each test subject will produce more accurate results than 100. Sending 500 unique visitors to each test subject will produce more accurate results still. Sending 1,000 unique visitors to each test subject will produce the most accurate results possible.

If you were to conduct the exact same marketing test multiple times, altering only the number of unique visitors you carry the test out on, you're likely to see quite different results. This is due to the fact that 100 unique visitors is not a large enough sample population to draw proper scientific conclusions on.

As you use larger sample populations however, your results are likely to deviate little and become much more accurate. That's also why testing on more than 1,000 unique visitors per test subject is overkill. Your results are not likely to vary substantially to warrant extending beyond this.

Multiple Test Subject Exposure Kills Your Marketing Tests

When you carry out your scientific marketing campaigns you need to be sure that the visitors you're testing on are not exposed to two different versions of the variable you're testing. If this occurs then your results become flawed and you've wasted your time.

Almost all split-run testing applications I've seen do not take this into account. It is one of the main reasons why I had the "Scientific Internet Marketing Assistant" personally developed. That means that if you're using an application that does not factor this into the equation in some respect, you're getting skewed inaccurate results. Of course the people selling these products are going to conveniently forget to tell you this.

For example let's say you're testing two different sales letters.

A visitor arrives at your site and enters your split-run testing campaign. They are exposed to sales letter 1. They decide not to buy your product and leave your site. They return a few days later, this time are exposed to sales letter 2, and this time they actually buy your product. But how do you know which sales letter influenced their buying decision? Was it sales letter 1 or sales letter 2?

The truth is it could be either and you have no way of knowing. Perhaps they decided to buy on their first visit but thought they would come back tomorrow. Perhaps they only made the decision after reading sales letter 2 as it was more convincing. Do you see the problem here? Your test is fundamentally flawed.

Fortunately the "Scientific Internet Marketing Assistant" takes this factor into account. If a visitor leaves your site after being exposed to your marketing test, and then returns at a later date, that visitor will always be exposed to the same test subject they were initially exposed to upon their first visit. This means you will always know the truth about how a particular component of your marketing is performing. Of course this doesn't just apply to testing sales letters. It applies to all the marketing components you're testing.

Advanced Test Results Analysis

Once you've fine tuned your marketing materials and systems, and they're producing maximum results for you, you'll soon begin to appreciate the true value of the "Scientific Internet Marketing Assistant".

It not only shows you which test subject outperforms the others you might be testing, but it also shows you when your results occurred. That is, on the first visit, on the second visit, and so on, all the way up to the tenth visit a person may make to your website.

So assume you've been conducting tests all year and your marketing systems are now ticking over at full profit producing potential. You can then begin to fine tune your marketing even further by working to reduce the number of visits that are required of the average visitor, before the desired result/action occurs.

If you're currently seeing the majority of your results happening on the 7 visit, then you can try testing different follow-up marketing & credibility building techniques to try and reduce this as much as possible.

The benefit of this is that you'll obtain your customers at a faster rate. This allows you to plug them into your backend marketing systems sooner, increasing the rate at which your revenue is produced. In essence this will allow you to reinvest a proportion of that revenue back into advertising and marketing earlier than usual, drive more targeted visitors to your site, and begin generating even more business.

Of course, if you're just starting out, I wouldn't worry about getting so pedantic about your testing right now. Simply work off the actual conversion ratio figures you'll obtain. They are the best starting point to begin pumping your marketing strategy into high gear.

Common Tests You Can Conduct

The applications of the "Scientific Internet Marketing Assistant" are limited only by your imagination. Anything you do to your website and your marketing materials & systems is going to impact on your bottom line. This impact will either be negative or positive and so you need to test everything to ensure you're getting the results you want.

The "Scientific Internet Marketing Assistant" allows you to simultaneously test...

- Multiple Sales Letters
- Different Ad Copy
- Graphic Design Work
- Different Price Points
- Popup Window Offers
- Varying Guarantees
- Entire Website Designs
- Different Products & Services
- Multiple Headlines
- Font Styles, Types, Sizes, Colour etc.
- Your Navigation Structure
- Different Order Forms & Processes

...In fact, you can test anything you like. Anytime you make a substantial change to your website or marketing materials you should setup a test within your "Scientific Internet Marketing Assistant" and ensure those changes really do impact on your sales positively. If they do, keep them. If they don't, drop them and try testing something else.

If you ever need guidance in setting up a new marketing test, or if you're stuck for ideas on what you should be testing, be sure to visit the "Marketing Strategy Discussion Forums" www.marketing-strategy.org/forums/ to get help from thousands of other online business owners & "Scientific Internet Marketing Assistant" users from around the world.

Creating a New Campaign

The “Scientific Internet Marketing Assistant” organises your scientific marketing tests into campaigns. This allows you to run multiple tests concurrently and easily identify the individual results for each campaign.

For Example: You could run a test comparing the performance of two entirely different sales letters whilst you’re also running a test comparing the performance of several lead generation popup windows. You simply setup a new campaign for each different test you wish to conduct and they can work concurrently on the same unique visitors if appropriate.

To create a new campaign visit the “Campaign Management” section of your administration area and click on the “[Create A New Campaign](#)” link at the top of the page. You will then be taken to a page asking you to define the specifics of your new marketing test. These are outlined below...

Title & Description Fields

Here you need to define a title and description for your new campaign. This has no bearing on the actual campaign itself and is simply used for your reference. It is recommended that you be as descriptive as possible here to make your life easier in the future.

Defining Test Subjects

The “Scientific Internet Marketing Assistant” refers to the different components of your test as test subjects. For example if you’re testing the performance of 3 different sales letters you’ll have 3 test subjects. Sales letter version 1, version 2, and version 3. In the test subject area you need to enter the complete “relative URL” to the different test subjects you’ve uploaded to your site. i.e.

`http://www.yoursite.com/1.htm`

`http://www.yoursite.com/2.htm`

`http://www.yoursite.com/3.htm`

If your new campaign is testing two completely different websites designs against one another, then each design would be a unique test subject and you would have to upload them to different directories on your site. You would then enter the relative URLs to each different test subject (website version) into the respective test subject areas i.e.

`http://www.yoursite.com/a/index.htm`

`http://www.yoursite.com/b/index.htm`

The “Scientific Internet Marketing Assistant” initially provides you with enough room to test 5 different test subjects against one another simultaneously. If you do not wish to use that many test subjects simply leave the fields you don’t need blank and they will be ignored.

If you need to add more test subjects to your campaign simply select the number you would like to add from the “Add” drop down menu and click the “Add Fields” button. You can add as many test subject fields as you need to although you can only add a maximum of 20 at one time. You’ll probably never require this many for your marketing tests but they’ve been included in case you ever need or desire to get that carried away.

Setting Test Limitations

The "Scientific Internet Marketing Assistant" allows you to run two different types of scientific marketing campaigns. These are "Continuous" (the default) or "Limitation Imposed".

A continuous campaign will keep sending alternate unique visitors to your different test subjects indefinitely, until you remove the campaign from your website. During this time, your statistics are updated in real-time and you're able to login to your administration area and watch the progress of your testing.

If you would like to run this type of campaign simply leave the respective check box checked and ignore the rest of the "Test Limitation" options that are available to you. The additional options only apply for limitation imposed campaigns.

A limitation Imposed campaign allows you to define how many unique visitors should be sent to each individual test subject in the campaign, before the marketing test is officially concluded. If you define 100 in this field and have 5 different test subjects, your entire campaign will require 500 unique visitors before the campaign concludes itself automatically. If you define 1000 in this field, you will need 5,000 unique visitors for the complete campaign.

I recommend that you always impose a limitation on your marketing campaigns to ensure each test subject is exposed to the exact same number of unique visitors keeping your results entirely accurate. Furthermore, to draw any valid scientific conclusion from your test results, you need to send a minimum of 100 unique visitors to each test subject. Any less than this and your results are not really comparable and could actually be misleading.

Always remember that the more unique visitors you expose to any particular marketing campaign, the more accurate and scientifically comparable your results become.

To impose a limitation on your campaign simply check the respective check box and enter the number of unique visitors you would like to send to each test subject. You will then also need to define what should happen when your test has concluded.

You can either...

- a) Let the "Scientific Internet Marketing Assistant" automatically redirect all future visitors to the test subject that has produced the greatest CR. This is a great way to automatically and immediately be improving your marketing.
- b) Define a specific URL that all subsequent visitors should be sent to upon being exposed to the test. This is useful if you want to redirect visitors elsewhere for whatever reason.

...simply select the campaign conclusion event that you would like to occur by checking the respective check box and click the "Create Campaign" button to create your new campaign.

When your new campaign is created you will be redirected to a page that will successfully confirm this has happened. The page will also provide you with the codes you need to successfully integrate into your website to initiate the campaign.

Scientific Implementation URL

The "Scientific Implementation URL" is the primary gateway to your new marketing campaign. This is the single URL that will rotate each consecutive "unique" visitor to a different test subject until the conclusion of your campaign. All visitors that are redirected through this URL will become the official "guinea pigs" of this scientific marketing test.

The way in which you integrate this URL into your website will depend upon the marketing component you're testing. For example if you're testing various popup windows, you can include this URL as the actual popup window URL, and it will automatically rotate visitors to the various test subjects inside your popup window.

If you're testing two completely different website designs you'll want to place them in two different directories on your server (as previously mentioned). For example...

`http://www.yoursite.com/a/index.htm`

`http://www.yoursite.com/b/index.htm`

... you would then use these two URL's as your test subjects, plug the Implementation URL into a bank HTML page with an automatic JavaScript redirect, call this page index.htm and upload it to the home directory of your web server. This way, all visitors who arrive at your site via your main page will be exposed to the campaign and sent through to the different test subjects consecutively until your campaign has concluded.

The "Scientific Implementation URL" is simply a link that your visitors must pass through to take part in your scientific marketing test. In this respect, you can include it in your website as a standard hyperlink that a visitor needs to click on to trigger their involvement in the marketing test if you need to.

Scientific Result Tracking Code

To record that an event has occurred (that is a sale, a new subscriber, or any other action you're recording) you need to incorporate the "Scientific Result Tracking Code" into the thank you page of your website. For example if you're testing sales letters you would place this code on the "thank you for ordering" page. If you're testing subscription popup windows or other newsletter plugs you would place this code on the "thank you for subscribing page".

This code is simply HTML code for an imaginary 1x1 pixel image that when loaded records the event in the correct campaign database. This can be placed anywhere within the `<body> </body>` tags of your HTML page.

I do recommend that you place it near the top of the page to ensure it's one of the first parts of the page to load so the event is triggered regardless of whether your visitors waits for your entire "thank you" page to load. The actual image attributes used in this mean that you will not see anything on the page, but rest assured the event will still be recorded when a visitor arrives here.

Testing Your Campaign

Once you've integrated your new campaign into your actual website you'll want to test it to ensure that it is working correctly. The only way to do this is to pass through the "Scientific Implementation URL" yourself several times, deleting the cookie it will place on your computer each time to ensure you're seen as a unique visitor.

If you do not delete the cookie you'll notice that you're always taken to the same test subject that you were initially exposed to. This is a safe guard incorporated into the "Scientific Internet Marketing Assistant" to ensure results are truly reflective of what's actually going on in your visitors minds.

Take testing different sales letter example. If this didn't happen and your visitor didn't purchase from you, but returned several times, each time being exposed to a different sales letter, then purchased, how would you know which sales letter influenced the buying decision? The short answer is that you wouldn't so the test would be flawed.

This feature ensures your visitors are only ever exposed to one test subject making all your tests scientifically accurate and truly reflective. It also allows you to test two or more different price ranges for your product/s simultaneously and ensure the same visitor is not offered different prices even if they do return several times before making their purchase.

To delete the cookie in Internet Explorer click on "Tools" > "Internet Options..." > This will open a new window. On the "General" tab find the "Temporary Internet Files" section click on "settings" to bring up a new window, click on "View Files" to bring up a list of the files (the cookie will be here somewhere). Then click Edit > Select All > Delete to remove it and your other temporary internet files.

Once you've deleted the cookie then simply pass through the "Scientific Implementation URL" again and you will see a different test subject. Visit your "thank you page" where you implemented the "Result Tracking Code" to record that an event has occurred. Then check your statistics for the campaign and you will see that it is all working correctly. When you're ready click on the "Reset Your Statistics" button to remove your results and you're ready to go live with your new scientific marketing test.

Editing A Campaign

The "Scientific Internet Marketing Assistant" gives you the ability to edit campaigns you've already created to make and save particular changes. This allows you to quickly fix any errors you may have made when you setup the initial campaign. Using the wrong URL to a particular test subject for example.

To edit a campaign simply click on the "Edit" button related to the respective campaign you're dealing with in the main campaign management section of the administration area.

This will take you to a page identical to that used when you created the campaign. Simply make the appropriate changes in the required areas and click the "Update Campaign" button at the bottom to save those changes. Altering information here will not affect your Scientific Implementation URL or the Scientific Result Tracking URL. These will remain the same for the specific campaign you're editing, so if you've already incorporated your test into your website there is no need to change anything.

Please note that whilst you can edit your campaigns, once a campaign has officially started and results are being recorded, you should not make any changes that will impact the test you're conducting otherwise your test results will become redundant.

If you change one of the test subjects slightly, or you introduce another one part way through, then you're results will be skewed and valid conclusions cannot be drawn. If you need to make a serious change then you're only option is to make that change, reset your statistics, and start the campaign again.

Campaign Statistics / Results

The statistics/result section of each respective campaign will provide you with the information you need to make important decisions about the marketing components you're testing. All statistics are updated in real-time so you can log into the administration area and check your statistics whenever you like to follow the progress of your campaigns.

Of course you should not make any dramatic decisions about your marketing until your tests have officially concluded. If you're running a continuous campaign then you will have to make this decision yourself. If you're running a limitation imposed campaign then the campaign will turn itself off and switch to the conclusion event you've specified when it has reached the limit you've imposed upon it.

At the top of your statistics area you will be shown the title and description of the campaign you're viewing for ease of reference. You will then be provided with several tables showing the results of your campaign for each particular test subject within it. Here is a breakdown of the statistics tables...

The "Unique Visitors" column shows the total number of unique visitors sent to the respective test subject to date. If you have set a test limitation these will be identical for each subject upon the conclusion of this campaign.

The "Visit X" records (shown under the unique visitors column) show you upon which visit your desired result occurred. That is, if a visitor returned 3 times before they performed the desired action, their result is recorded in the "Visit 3" column. If they returned 5 times and performed the desired action, then their result will be recorded in the "Visit 5" column.

The "Actual Results Acquired" column shows you the number of actual results acquired as a result of this test, both per visit (see above) and as a total at the bottom.

The conversion ratio shows you the conversion ratio of unique visitors exposed to this test, to actual results acquired, as a percentage to 3 decimal places. This is also shown per visit and as a total at the bottom.

The highest performing test subject (the one with the greatest conversion ratio) will have their total figures highlighted in red. This allows you to easily identify which test subject has out performed the rest during this campaign.

You can click on the "Test Subject X" hyperlinks to be taken to the respective page you've been testing in a new window for ease of reference.

Get Implementation Code

If at any time you need to get the implementation code for a specific campaign you've created, simply click on the "Get Code" button of the respective campaign in the campaign management section of the administration area. This will take you to a page containing the "Scientific Implementation URL", and the "Result Tracking Code" you need to incorporate into your website to implement the actual campaign.

Deleting A Campaign

If you ever want to delete a campaign you've created click on the "Delete" button of the respective campaign in the campaign management section of your administration area. This will take you to a page asking you to confirm this action.

If you're sure you want to delete the campaign simply click on the "Yes... Delete This Campaign" button and it will be permanently removed. Please note that everything associated with the campaign (including its statistics / results) will be permanently deleted and you will not be able to recover this information in the future if you require to do so.

Further Information

If you're looking for more useful information to help you carry out your scientific marketing tests online, or for other website marketing advice in general, then you can't go past the "Marketing Strategy Discussion Forums" www.marketing-strategy.org/forums/

These forums have been established to support you in all your scientific internet marketing adventures. You can share your test results with others, take a look at the type of results others are getting and look at implementing these strategies into your own marketing.

You can also just generally network with other business owners & users of the "Scientific Internet Marketing Assistant". There is a great support resource for all your online marketing needs just a click away, and best of all, registration is completely free. Be sure to visit and bookmark the forums today.

I look forward to seeing you there soon...

Yours Sincerely,

Duncan Carver

Duncan Carver

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