ROI Trends – Free Tools for Real Time Analysis (Analytics) of Web Marketing Channels

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Why Web Marketing?

Web marketing is an important avenue of marketing your products and services. It includes email marketing, chat, Banner Ads, search engine optimization, eNewsletters, affiliate marketing, and web viral marketing. It is a key enhancer of your direct marketing or agent based marketing. Since web is an instantaneous medium, the interacting consumers expect from as much as from real customer representatives over the telephone, and more. It is more because, they want accurate answers with out fail with out giving reasons like the system is not responding. We are only talking about situations where a real customer representative does not have to interfere and there are many situations, customers would very much expect to talk to a live customer representative.

The corporate side of the impact or the expectation of this instantaneous web medium is that marketing managers want to understand the performance of various ways of reaching customers over the web gets evaluated and understood so that the marketing can make alignments in the best practices to reach and influence the consumers as soon as trends change and preferred channels emerge.
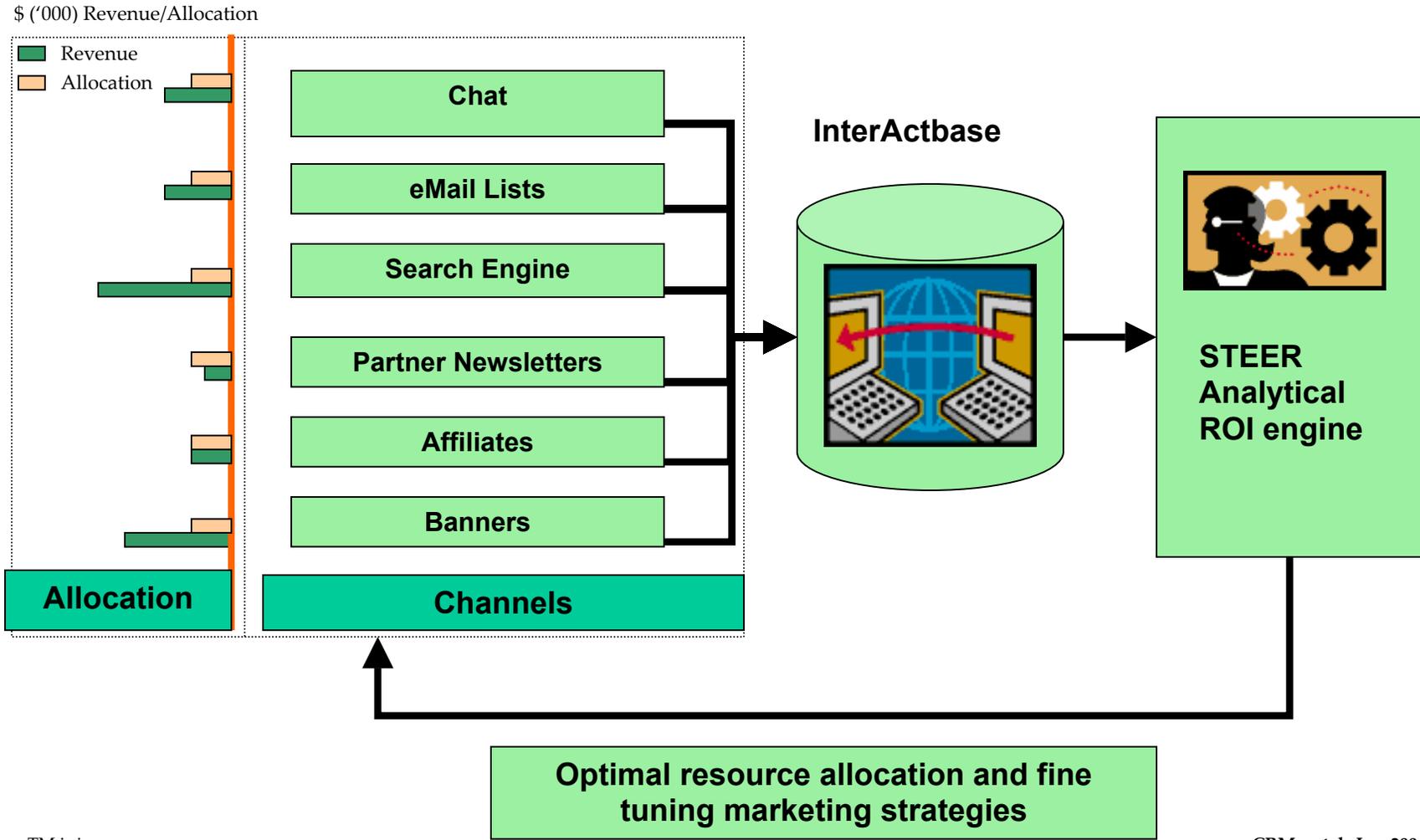
Web Marketing and Allocation of Resources

In the following you see how our real time web marketing analytics engine works and how it can provide intelligence on allocating your resources for opportunities across multiple channels of web marketing.

Ultimately, marketing managers need this kind of tools. The best part is it is available free to analyze your web marketing initiatives.

STrategic Evaluations and Evalue Reporting
(Real Time Web Marketing Intelligence)

$ ('000) Revenue/Allocation

- Revenue
- Allocation

Chat

eMail Lists

Search Engine

Partner Newsletters

Affiliates

Banners

Allocation

Channels

InterActbase

STEER Analytical ROI engine

Optimal resource allocation and fine tuning marketing strategies

TM is in process

CRMportals Inc. 2004

Tools for Web Marketing

Some simple tools you need for web marketing are the following:

- Mass eMail marketing software or a reliable service provider (for email marketing)

- A 24/7 chat service, preferably outsourced, as such services are now a days available from around the globe

- Visitor analysis tool that measures the visitors through banner ads. Visitor analysis tool is a common tool that is needed for all the channels of marketing, though it is mentioned here for banner ads.

- Search engine optimization (SEO) measurement tool – a tool that finds the rank of a specific site on top 10 search engines for vaious key words, actually as seen by the users of search engines (literally there are hardly 5 original search engines in the world, though there are hundreds of companies who are selling site promotion to thousands of sites in world wide web! we give results for 10 search engines useful for cross validation). SEO is not needed for those who are opting for "pay for clicks" approach of advertisement offered by the search engines. However there are some simple rules, if you follow them you can be sure that your site is well ranked.

- eNewsletter management – a process and a tool to get visitors signing up for the news letter – Here database management and email services jointly work with a creative agency work

- Affiliate marketing – this is more of creating a proper incentive system for people to sign up and be an affiliate for your site; still you need a web follow up mechanism and a tool for that.

- Viral marketing – this is core creative agency work; again you need a real time reporting and intelligence retrieving tool

ROItrends – Integrated web marketing analytics

CRMportals Inc., has brought out ROItrends and a collection of associated tools. The integrated visitor analysis tool is free of charge.

Please visit http://www.roitrends.com. If you need professional help, for nominal additional fees, we will work with you to manage analytics and other supporting services to your site. Contact nethra@crmportals.com for such details.

This offer provides real time analysis of visits, banner clicks, email service (including sending spam-free emails) using the following.

– A email software (this software is priced); you can use any other email software tool to use the analysis tool

– A real time visitor analysis tool for measuring visitor metrics to the site through either one of the campaigns, namely, email, chat (if you use chat service), banner ads, search engine optimization, eNewsletter, affiliate marketing, and viral marketing. If you have only partial list of services working for you, you will be able to measure to those partial list of web marketing initiatives

– A page rank analyzer that helps to see on a daily basis the rank of your site, if you are not using pay per clicks programs from the search engines. Please visit http://www.roitrends.com to get the tools

– Including tools to understand the kinds of key words visitors use to arrive at your site