

Entrepreneur Launches Internet Marketing Tools

James Taylor May 22, 2013



Wayne Atkinson, a software developer for over 25 years and now an Internet Entrepreneur, has spent the last 10 months developing his newly launched Internet Marketing Tools. The software, Campaign Tracker Tool Suite, enables you to track any marketing you do online, simplifies complicated processes and has a number of Facebook apps and tools built in that aim to give you an edge over everyone else. The Internet Marketing Tools are also said to be added to on a regular basis.

(Newswire.net -- 23, May, 2013) Leicestershire, UK -- No two ways about it, in today's Internet enabled world, Internet Marketing Tools are a must for the budding online

marketer. There are an abundance of tools from various companies and an abundance of reasons why you would purchase any of them. Campaign Tracker Tool Suite is not just another product to add to that ever growing list. This set of *Internet Marketing Tools* was born, due to the frustration of its creator, Wayne Atkinson, having to log into multiple systems in order to find out what marketing is actually receiving clicks.

Wayne, a software developer for 25+ years and now an Internet Entrepreneur, designed a platform that was able to track any ad campaign placed anywhere online, be that Google Adwords, MS Adcenter or just a wordpress blog.

Wayne said ..

"You put something online, it has to be tracked, else how do you know if what you are doing works?"

This of course opens another question ..

"Now you know where your clicks are coming from, Are your ads actually converting into leads?"

Current marketing platforms tell you what has been clicked and your autoresponder will tell you when you get a lead. This process of course is not manageable when you have multiple ads, across multiple platforms, using different lists etc. The challenge then is to work out how much your leads are costing, the CPA (Cost Per Acquisition). You get a click from Google, a click from a wordpress blog, a lead from..now, this is the best bit. Your autoresponder will tell you a link and maybe the page the lead came from, but you don't really know which ad actually delivered the squeeze page that gave you the lead. Was it the google adwords, the facebook status or an advert in a shop window?

Wayne set out with [Campaign Tracker Tool Suite](#) to solve this problem. This set of **Internet Marketing Tools** easily tracks all advertising you do online and cleverly knows what ad was clicked so that when the lead comes in, it can be logged to that ad. The CPA can now be calculated very simply by running one of the built in reports, regardless of where the ads and leads are coming from.

Tracking links, by their nature, can be long and ugly looking, so many Internet Marketers use shortening tools to hide the length. Campaign Tracker Tool Suite has one click auto shortening of all tracking links and a recent new feature enables you to create a pretty link that allows it to display very professionally in Facebook with preview pictures and readable URL.

Creating the squeeze pages for your campaigns can of course be done in many other third party products, but you will need to learn a new process and have your own server space to host the pages once you have built them.

Campaign Tracker Tool Suite has its own Squeeze Page Builder based on templates, you can have your page working in minutes. Integration of all the popular auto responders are included and the pages are self hosted as soon as you press the update button to save your changes.

This set of [Internet Marketing Tools](#) are a force to be reckoned with as it is packed with tools such as Facebook apps offering auto posting to timeline, groups and fan pages. Split testing your squeeze pages is also possible allowing

you to test slight changes to see what converts best. CoOps can be setup to share expensive web traffic between multiple people and many viral techniques and tools are built in too.

Campaign Tracker Tool Suite has an affiliate system built in, so not only does it help you with your marketing, you can earn a commission from it too.

Amazingly, the system is not expensive which for a package with over 20 modules and growing is very pleasing.

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