



# THE ELECTRONIC CLASSIFIED TRACKER

By

Coronel Data Processing, LLC

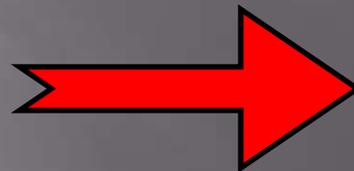
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# The Business That Does Not Advertise Will Die!

*“A business man awakes from sleeping on his advertised mattress, showers with advertised soap, shaves with an advertised razor, puts on advertised clothes, drinks a cup of advertised coffee, drives his advertised car to his business, which is failing because he believes that advertising doesn't work. He then advertises his business for sale when it is about to go under.”*



**Results of not advertising**



# Advertising Can Be Time Consuming And Very Expensive!

While large companies have large advertising "WAR CHESTS" and experts on staff to tackle this problem and can afford hit and miss advertising to see which ads and/or products work the best, most small and home-based businesses do not.



**Large companies have large advertising war chests**



**Small companies have limited advertising funds**



# The Electronic Classified Tracker™

Coronel Data Processing has developed a classified tracking program solution, especially created with the aggressive small business and home-based entrepreneur in mind!



Create, post,  
organize, and  
track  
advertisements



Customers  
locate your  
products and  
services



Sales are  
increased

# Site Information Module

In **The Electronic Classified Tracker™** we have placed **OVER 3,000 AD SITES** that you can immediately post ads to. Even the most experienced Internet surfers and site hunters would take weeks to months of aggressive work to compile this list of valuable sites. And most of these sites allow you to place **FREE** classified ads! These free ad sites provide a great method to try different ad copies you create to see which ad pulls in the best and most leads.

The screenshot displays the 'Site Information' module of 'The Electronic Classified Tracker (TM)'. The interface includes a menu bar with options like 'Post Ads', 'Classified Ads', 'Site Information', 'Followups', 'Dashboard', and 'Exit The Program'. Below the menu, there are navigation buttons for 'Sort Ad Sites', 'Filter Ad Sites', 'Search Ad Sites', 'Print Site List', 'Search For Duplicates', 'Task List', and 'Goals/Plan'. A search bar is visible with the text 'Site Name Quicksearch'. The main area contains a table of classified ad sites with columns for 'Post', 'Site Name', 'Site Category', 'Site Address', and 'General Information'. The 'CDP Classifieds' site is highlighted in green. At the bottom, there are buttons for 'Edit Site Category List', 'Go To Site', 'First', 'Prev', 'Next', 'Last', 'Add...', 'Edit...', 'Delete', 'Report Site With Error...', and 'Submit Ad Site You Added To CDP...'. The 'Ad Site Number (Assigned by Computer)' is shown as 676.

Post	Site Name	Site Category	Site Address	General Information
<input checked="" type="checkbox"/>	Cashscripts Free Classifieds	Online	http://www.cashscripts.com/cgi-bin/classifieds.cgi	
<input type="checkbox"/>	Castanet.net	Online	http://classifieds.castanet.net/	
<input checked="" type="checkbox"/>	Cathay List (California - Los Angeles)	Online	http://www.cathaylist.com/?view-post&postevent=&	Your ad will be displayed for 90 days.
<input checked="" type="checkbox"/>	CDP Classifieds	Online	http://www.coroneldp.com/classifiedform.htm	
<input type="checkbox"/>	CebuClassifieds.com	Online	http://www.cebuclassifieds.com/index.php	
<input checked="" type="checkbox"/>	Cell-ebrate.com	Online	http://www.cell-ebate.com/classifieds/index.cgi	
<input type="checkbox"/>	Central Oregon Classifieds	Online	http://www.centraloregonstuff.com/	
<input checked="" type="checkbox"/>	CeQaQa Free Classifieds	Online	http://www.ceqaqa.com/	
<input checked="" type="checkbox"/>	Ceria.My	Online	http://www.ceria.my/	
<input checked="" type="checkbox"/>	Chalali	Online	http://www.chalali.in/	Your ad will be displayed for 120 days
<input checked="" type="checkbox"/>	ChaosAds	Online	http://www.chaosads.com/	
<input checked="" type="checkbox"/>	ChaosAds Australia	Online	http://burnie.chaosads-australia.com/	
<input type="checkbox"/>	charlotteobserver.com   Classifieds	Online	http://www.charlotteobserver.com/classified-ads	
<input type="checkbox"/>	Chennai Classifieds	Online	http://www.chennai-classifieds.com/	
<input checked="" type="checkbox"/>	chennaiclassic.com	Online	http://www.chennaiclassic.com/	Your ad will be displayed for 100 days

With **The Electronic Classified Tracker™** You are not limited to the sites in our program. You may do your own research, which we **HIGHLY** encourage, and come across that **GOLDEN SITE** which provides the perfect niche for your particular product or service. Add it to the site list! You can even use our program to track ads posted to traditional media (e.g., newspaper or radio) and use all the available program tools to track your success.

# Classified Ads Module

We realized as we were developing **The Electronic Classified Tracker™** that a solution was needed to easily play with different ad copy. Thus, we added a module in the program that allows you to add and edit the classified ads you want to post. It is designed to allow you to concentrate solely on creating your ad copy. The ads are listed in a form format, displaying one record at a time.

The screenshot displays the 'Classified Ads' form within 'The Electronic Classified Tracker (TM)'. The interface includes a menu bar with options like 'Post Ads', 'Classified Ads', 'Site Information', 'Follow-ups', 'Dashboard', and 'Exit The Program'. The main form area is titled 'Classified Ads' and contains the following fields and controls:

- Product Advertising:** A dropdown menu set to 'Web Site Developer' with an 'Edit Product Advertising List' button.
- Headline:** A text field containing 'Creating a POWERFUL Web Site' with a character count of 28.
- Body:** A large text area containing a paragraph about web site development, with a character count of 759 and a word count of 138.
- Suggested Category:** A dropdown menu set to 'Education'.
- URL Link:** A text field with 'http://www.coroneldp.com/website.htm' and a 'Test URL Link' button.
- Picture HTML Link:** A text field with 'http://www.coroneldp.com/website.jpg' and a 'Test Picture Link' button.
- Contact Name:** A text field with 'MC'.
- Contact Email:** A text field with 'info@coroneldp.com' and a 'Test Email' button.
- Date Created/Modified:** A dropdown menu set to '11/21/2014'.
- Status:** A dropdown menu set to 'Active'.
- Suggested Price:** A text field with '\$39.95'.
- Ad Success Rating:** A dropdown menu set to '5'.
- Ad Tracking Number (Assigned By Computer):** A text field with '4'.

At the bottom of the form, there are navigation buttons: 'First', 'Prev', 'Next', 'Last', '+ Add', 'Save', 'Cancel', and 'Delete'. The bottom right corner includes links for 'Show Posting Steps', 'Database Utilities', 'Help', and 'About'.

Wording your ad just right is the hardest part of any successful advertising campaign. That is why in this module we have included an option called **"WRITING CLASSIFIED AD TIPS"**. Here we give advice and tips on how to write winning classified ads and we talk about developing a powerful "follow-up" campaign which is key to your advertising success.

# Post Ads Module

In **The Electronic Classified Tracker™** we have placed a module that allows you to work with the Ad Sites and Classified Ads together for quick and easy posting. This module is the main posting command center of the program. The Post Ads module is divided into two main window panes separated by a red line: the **Ad Site** section and the **Classified Ad** section.

The screenshot displays the 'Post Ads' module of 'The Electronic Classified Tracker (TM)'. The interface is divided into two main sections by a red horizontal line.

**Top Section (Ad Site):** This section is titled 'Post Ads' and includes a menu bar with options like 'Post Ads', 'Classified Ads', 'Site Information', 'Follow-ups', 'Dashboard', and 'Exit The Program'. Below the menu, there are navigation buttons for 'Sort Ad Sites', 'Filter Ad Sites', 'Search Ad Sites', 'Analysis/Report Options', 'Task List', and 'Goals/Plan'. A 'Site Name Quicksearch' field is visible, along with a table listing various ad sites. The table has columns for 'Post', 'Site Name', and 'Site Address'. The 'CDP Classifieds' site is selected and highlighted in green. A 'Launch Posting Interface' button is located to the right of the table.

**Bottom Section (Classified Ad):** This section is titled 'Classified Ad' and shows the details of a specific ad. The headline is 'Creating a POWERFUL Web Site' and the post date is '11/21/2014'. The ad body text is visible, along with fields for 'Headline Length', 'Body Length', and '138 Words'. There are also fields for 'Suggested Category', 'Suggested Price' (\$39.95), 'URL Link', 'Picture Link', and 'Contact Email'. A 'View All Expired Posted Ads' button is located at the bottom right of this section.

The top half of the screen is the "Ad Site" section. Use it to navigate the ad sites stored in the database. It has sort, filter, search, and analysis /report options. There is an option to launch the Posting Interface.

The lower half of the screen is the "Classified Ad" section. Use it to navigate the different classified ads you created under the *Classified Ads* module. It has its own sort and filter options.

# Posting Interface

In **The Electronic Classified Tracker™** we have placed a **Posting Interface** option to make the posting to the Ad Sites an easy process. Once you close the interface, an option will come up to add the Classified Ad to the **Posted Ads** section (you can add it later if you like). When you add a **Classified Ad** to the **Posted Ads** section, the values in the **Dashboard** module will update, accordingly.

The screenshot shows a web browser window titled "Posting Interface" with the URL "http://www.coroneldp.com/classifiedform.htm". The form contains the following fields:

- \*Headline (50 Characters Maximum):** "Creating a POWERFUL Web Site"
- \*Text (250 Words Maximum):** "There is a process in creating a successful web site. In many ways it can be compared to cooking a wonderful meal. While everyone has access to a kitchen, ingredients, and cooking essentials, not everyone knows how to cook. That is why cook"
- Optional Ad URL - will be hyperlink (75 Characters Maximum):** "http://www.coroneldp.com/website.htm"
- Optional Ad E-mail - will be hyperlink (50 Characters Maximum):** "info@coroneldp.com"

At the bottom of the form, there is a summary table with the following data:

Site Name	CDP Classifieds	Headline	Creating a POWERFUL Web Site	Copy	Category	Education	Copy
Type	Free	Body	BOOK to insure your web site has the correct ingredients needed for MAXIMUM success. Much too often many of the basic essentials are left out which results in a web site failing or not doing as well as it could. We have put 25 plus years of knowledge and experience in the computer consulting business into this program. Visit our web site to learn more and to download your FREE trial today.	Copy	Suggested Price	39.95	Copy
Login Required	No					http://www.coroneldp.com/website.htm	Copy
Login Name						http://www.coroneldp.com/website.htm	Copy
Login Password					Contact Name	MC	Copy
						info@coroneldp.com	Copy

Buttons at the bottom include "Populate Ad Fields" and "Close Interface".

Click **Launch Posting Interface** in the **Post Ads** module( Screen Top Half). The Ad Site will open with the current classified ad information in the **Posting Interface** window

# Follow-ups Module

Staying on top of a good follow-up plan is key in all successful advertising campaigns. You need to determine what is working and what is not! Thus, in **The Electronic Classified Tracker™** we have included a module that allows you to easily track follow-up leads. Use it to insure that no follow-up lead ever falls between the cracks.

The Electronic Classified Tracker (TM) - Coronel Data Processing

Sorted By Last Name (A to Z)  
Filter Is Off  
Follow up 8 of 10

Follow-ups

Post Ads | Classified Ads | Site Information | Follow-ups | Dashboard | Exit The Program

Sort Follow-ups | Filter Follow-ups | Search Follow-ups | Analysis/Report Options | Task List | Goals/Plan

First Name: Joey | Last Name: Smith | Notes: [Empty] | Select

Address: [Empty]

City: [Empty] | State: [Empty]

Zip Code: [Empty] | Country: [Empty]

Home Phone: [Empty] | Work Phone: [Empty]

Fax Number: [Empty] | Cell Phone: [Empty]

Email Address: [Empty] | Email

Product: [Empty] | Date Added: 11/22/2014

Tracking Info: Ad # 11 / Classified Tracker / What Kind Of Advertising Program Are You On?

Ad Site Number: 676 (Ad Site The Lead Came From)

First | Prev | Next | Last | Add... | Save | Cancel | Delete

Last Name	First Name
Collins	Fred
Collins	Sam
Gomez	Nancy
Jones	Dorris
Jones	Lori
Lopez	Joe
Ramirez	Mike
Smith	Joey

Follow-up Activity | Click a Column Header to Sort | Activity 4 of 3

Follow-up D.	Follow-up Ty.	Status	Notes	Custom F
11/20/2014	Fax	Completed		
11/20/2014	Letter/Email	Completed	End Of Year Follow-up	
4/2/2011	Letter/Email	In Progress	Phone Call Follow-up	

First | Prev | Next | Last | Add... | Edit... | Save | Cancel | Delete

Turn Selected Follow-up Activity To A Task | Follow-up Letters/Email | View Active Follow-up Activities

Active Tasks

Item	Priority	D
From The Help Menu Bring Up Posting Steps	High	12

Filter | Task List... | Print Tasks

Database Utilities | Help | About

Below the lead information fields is the **"Follow-up Activity"** table. This table will list all the follow-up activity for the lead being displayed. It has its own set of navigation and editing command buttons.

There is an option to print or email "preset" letters that help you stay in contact with your leads. Use or modify one of the letters we provide, or create your own.

# Dashboard Module

The Electronic Classified Tracker™ Dashboard is a one-stop view summary area. The primary function of the Dashboard is similar to the function of a dashboard used in an automobile. It provides various readouts of how the tracker "engine" is performing. These key performance indicators can help you determine program activity, what is working, and how to stay on top of it all.

The screenshot displays the following data:

### Sites

Active Sites	3,467
Inactive Sites	0
Total Sites	3,467
Active Sites Marked For Posting	2,533

Site Category	# Of Sites
Auction	43
Blog Forum	7
Newspaper	81
OnLine	3,287
Search Engine	46
Social Network	3

### Classified Ads

Active Classifieds	4
Inactive Classifieds	14
Total Classifieds	18

Product	# Of Ads
Affiliate Program	1
All About La Quinta Web	1
Classified Tracker	1
Computer Tutor	1
Educational Software	1
Excel 2007 Tutor	1
Form Bundle	1

### Posted Ads >>> 01/01/2014 - 12/31/2014

Post Date	# Of Posts	Ad Headline	# Of Posts
10/10/2014	244	Coronelp EducationalWare Blog	1,087
10/9/2014	241	Create Winning Classified Ads in 2014	40
10/8/2014	222	Creating a POWERFUL Web Site	1
10/7/2014	90	Creating WINNING Classified Ads	1,041
10/6/2014	221	From Vienna to Sarajevo - Kudo Version	1,082
10/5/2014	235	How do you plan to INCREASE your INCOME in 2147	39
9/27/2014	1		
9/19/2014	70		
9/18/2014	217		

### Follow-ups >>> 01/01/2014 - 12/31/2014

Followup Type	# Of FUs	Ad Tracking Info	# Of FUs
Fax	1	Ad # 10 / Affiliate Program / How do you plan to INCREASE your income?	1
Letter Email	1	Ad # 11 / Classified Tracker / What kind Of Advertising Program Are You On?	1

Lower Date: 01/01/2014 | Upper Date: 12/31/2014 | Refresh Dashboard

My Active Goals: 9 | Active Tasks: 1 | Active Follow-ups: 3

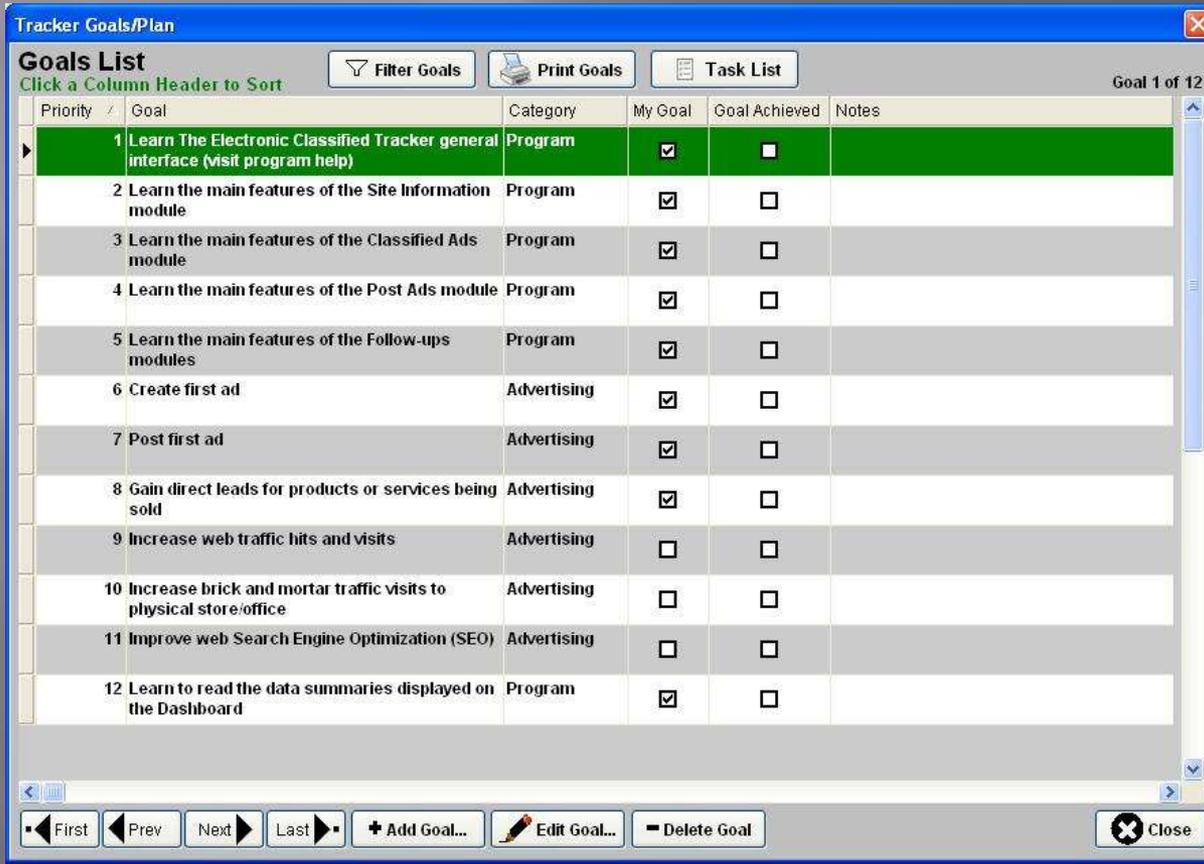
The lower right of the screen has options to filter the information being displayed by date in the two right sections.

The upper right of the screen has options to view the Web Stats, Task List, Goals/Plan, and Active Follow-up Activities.



# Tracker Goals/Plan

The Electronic Classified Tracker™ Goals/Plan feature is an option that will help you develop an advertising plan that works best for you. To get the most out of this program, you must learn as many as its features as possible. And then you must plan on how you will use the program. Is your goal to generate direct sales, leads, or both? Do you want to increase web traffic or foot traffic to your brick and mortar site? Are you planning a wide area campaign or targeting certain niche? Whatever you plan, our program can help you remain focused!



The screenshot displays the 'Tracker Goals/Plan' window. At the top, there are buttons for 'Filter Goals', 'Print Goals', and 'Task List'. Below these is a table with the following columns: Priority, Goal, Category, My Goal, Goal Achieved, and Notes. The table contains 12 rows of goals, with the first row highlighted in green. The 'My Goal' and 'Goal Achieved' columns contain checkboxes, some of which are checked. At the bottom of the window, there are navigation buttons: 'First', 'Prev', 'Next', 'Last', '+ Add Goal...', 'Edit Goal...', 'Delete Goal', and 'Close'.

Priority	Goal	Category	My Goal	Goal Achieved	Notes
1	Learn The Electronic Classified Tracker general interface (visit program help)	Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
2	Learn the main features of the Site Information module	Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
3	Learn the main features of the Classified Ads module	Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
4	Learn the main features of the Post Ads module	Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
5	Learn the main features of the Follow-ups modules	Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
6	Create first ad	Advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
7	Post first ad	Advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
8	Gain direct leads for products or services being sold	Advertising	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
9	Increase web traffic hits and visits	Advertising	<input type="checkbox"/>	<input type="checkbox"/>	
10	Increase brick and mortar traffic visits to physical store/office	Advertising	<input type="checkbox"/>	<input type="checkbox"/>	
11	Improve web Search Engine Optimization (SEO)	Advertising	<input type="checkbox"/>	<input type="checkbox"/>	
12	Learn to read the data summaries displayed on the Dashboard	Program	<input checked="" type="checkbox"/>	<input type="checkbox"/>	



# Conclusion

As you can see, The Electronic Classified Tracker™ has lots of **BELLS AND WHISTLES!** As professional computer trainers, we know the importance of learning how to use a program to get the most out of it. To help sort all this program has to offer out, we have added a **HELP FEATURE** that clearly explains all the parts of the program. There is even a "**SHOW POSTING STEPS**" interface that will walk you through step by step to create and post your first ad.

Now you must answer for yourself one of the most important questions in any business, "**Can you afford NOT to advertise?**"

Order The Electronic Classified Tracker™ today by visiting [www.coroneldp.com](http://www.coroneldp.com).

