

# Promo Buddy 2.0 –

## Internet Marketing Database Software (Manual)



PromoBuddy has been developed by: 8 YhYj FYja Yf

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## INTRODUCTION

**From the computer of Detlev Reimer**

Dear Internet marketer,

More than 6 years have passed since I released the first version of Promo Buddy. The feedback which I have received from people all over the world has been overwhelming. It gives me a great feeling to know that I created something that was so desperately needed by us Internet marketers.

The new version, no. 2, has 9 new databases included. These are: Idea generator, Ebay auctions, MLM, Forums, Google Adwords, Autoresponder series, Affiliate mini sites, Safelists and one module which allows you to create your OWN DATABASE. I listened to my customers and this new version is the result of this.

This Internet marketing database software will allow you to save and organize all of your relevant marketing data such as logins, your articles, your ebooks and other products you've downloaded. It also has a complete customer database as well as a contact and product database included which are certainly some of the most important databases for a marketer.

But that is not all. You will also be able to see at a glance where you're ranking in the search engines or how much you are bidding on certain keywords at the PPC search engines. With this software, it is possible to determine if these campaigns are successful for you in terms of profits. It is not used for submitting that data, though. It's rather used for getting an overview about your promotional activities. You can sort your data, view as lists, print and everything else you would expect of a database program.

...But of course, you need to enter some data, first ;-).

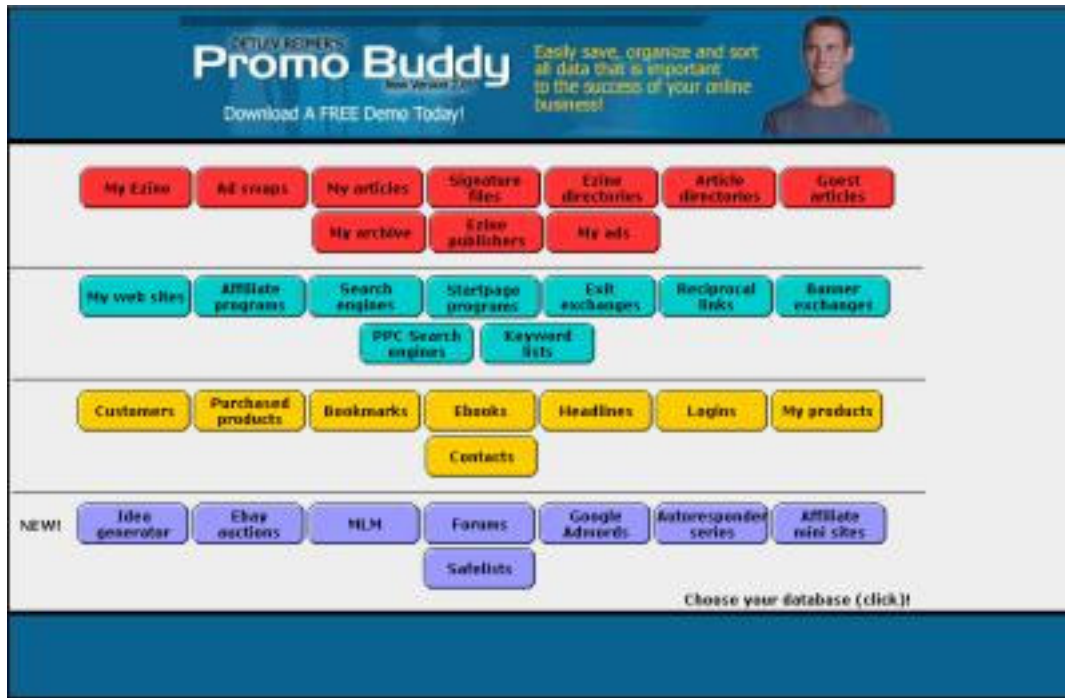
I wish you good luck with your Internet marketing activities. At least, it will be much easier now that you know how to be organized!

**All the best,**

*Detlev Reimer*

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## 1.) The Database Menu (start screen) :



**Unzip the setup file. Install PromoBuddy by double clicking the promobuddy-setup.exe file and follow the on screen instructions.**

It's very easy to get started with Promo Buddy. Just click on the button for the database you want to use and it will jump into the database module of your choice. Just experiment a little bit with those databases.

Most of it is really very intuitive to use. The buttons are labelled so choosing the right ones should be no problem.

The first thing, you'll have to do if you want to get started within one of the modules is to click on the **new** – button, first, or you won't be able to use the database. It doesn't make sense to have a database without any data records, so the program is quite smart to block everything else...!

What I want you to know by now already is that you have the possibility to come back to the database entry menu from within every module you are using. There will always be a "Back to database menu" on the right side which also has the same label. This makes toggling between the modules very easy.

Back to database menu

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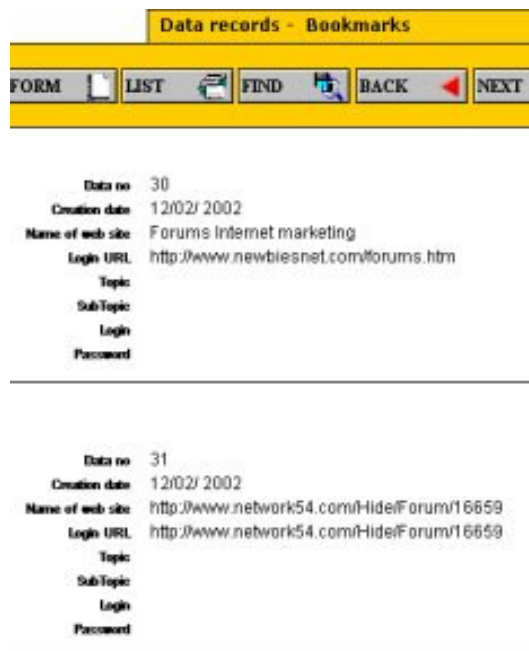
Another important thing is Promo Buddy's ability to automatically save your entries. This means, you DON'T have to click on the "save" buttons. Your data will be saved, the moment you enter it! The "save" button can be useful if you want to save the entries to a separate disk. You can even specify the file type so you can save it as e.g. \*.csv, \*.htm, \*.fp5, \*.tab and some more.

### 2.) The menu buttons



a.) The first button is the "Form" button as you can easily see for yourself. If you have changed the view of your database, you can always return to the regular form by clicking this button. Normally, this won't be necessary, only if you are currently in "list" or "table" view.

b.) "List" comes next and is used to see the database entries in list format. This means that you don't just see one entry at a time like in the form view but rather all the data you have entered. It looks like this:



As you can see, the menu buttons are available in list view as well. And if you click on the "next" button, you'll see a little black line at the utmost left side of each data record which moves one position down. If you then change into the form view again (by clicking "form"), you'll be exactly in the data record which has the little line next to it in list view.

c.) "Find" is the search mode and is very easy to use. Just click on "Find" and you'll see that the cursor is in one of the fields. Use your mouse to click into the field where you want to search for data. Filemaker can use multiple search criteria. This means that you

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don't have to search for one search query at a time but rather you can combine more of them at a time.

In the next screenshot below, I've entered data into three of the fields. If I'm clicking on "find" on the left side (or if I'm hitting the **ENTER** key), Promo Buddy searches through all of my data records which I created to see if there are any which meet these three criteria. You can also do this with numbers. Let's continue with the example of the Banner exchanges above.

The screenshot shows the Promo Buddy software interface. At the top, there is a navigation bar with buttons for FORM, LIST, FIND, BACK, and NE. Below this, there is a search form titled "Data records - Banner exchanges". The form is divided into several sections: "Login details", "Referral URL", and "My advertised URL". The "Login details" section includes fields for "Data no.", "Banner exchange name" (containing "Traffic"), "Login URL", and "Login". The "Referral URL" section includes a field for "Referral URL". The "My advertised URL" section includes fields for "My advertised URL" (containing "www.websi"), "Ratio" (containing "1:1"), "Referral page", and "Comment". On the left side of the interface, there is a sidebar with a "Request:" field containing "1", a "Total:" field containing "1", an "Omit" checkbox, a "Symbols" dropdown, and a "Find" button.

Let's assume, I'm doing a search for all banner exchanges which offer a 1:1 ratio. Then all I have to do is:

- 1.) Click into the "Ratio" field so the cursor is in it.
- 2.) Type 1:1 and
- 3.) Click on "Find", on the left or even shorter, I **just hit "ENTER" on the keyboard!** You can then work with the results of this search or you can decide to go on working with **all** records (see below).

### Deselecting the search filter:

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All records can be chosen in the main program menu “Records” and then by selecting “Show all records”.

d.) “**Back**” is just for scrolling through the records which you’ve created so far. If you’re clicking this button, you will go to the previous records which you created – one by one. You can not go back if you’re in the first data record but this should be quite obvious. There is another possibility to scroll. If you click on the pages which are shown in the picture below, you can also move back and forth between your entries. If you click the left mouse button and drag the slider to the left or right, you can jump very quickly within your data records:



e.) “**Next**” has the same function like “back” for scrolling between your data entries. It just goes into the other direction. Again, it’s possible to use those pages on the left for scrolling through them.

f.) “**New**” allows you to create a new data record. The cursor will be in one of the fields at the top. **The field “data no.” can not be changed as it is a serial number which is used to identify records. This is the same case with the date entries at the bottom of each database!**

**These fields have a yellow background ...**

g.) “**Del(ete)**” lets you delete the record you are in at the moment of clicking the button. Be very careful with this button *as you will not be able to restore your data*. It will also ask you if you’re sure about deleting that record.

h.) “**Save**” lets you save your data to a disk whether it is an external floppy disk or your hard drive. You don’t need to click this button if you want to save your data after entering a new data record. That is done AUTOMATICALLY.

i.) “**Table**” shows you the database entries in table view which is similar to a spreadsheet view in Excel. You have the field names as column headers and the data records below them as you can see here:

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Data records - Bookmarks						07/28/2005		
FORM	LIST	FIND	BACK	NEXT	NEW	DEL	SAVE	TABLE
Data no	Creation date	Name of web site	Topic	SubTopic	Login URL			
282	07/01/ 2004	Explanation what RSS is	Marketing	Email marketing -	http://blogs.law.harvard.edu/tech/rs			
411	11/16/ 2004				http://blowcovermarketing.com/			
395	10/29/ 2004		Marketing	SEO	http://board.ranking-konzept.de/ie			
388	10/14/ 2004				http://book.thomsonfly.com/skylight			
382	09/22/ 2004	SBI Case studies Dj Tips	Marketing	SEO	http://buildit.sitesell.com/case-studi			
144	09/01/ 2003	Forum Tracker	Marketing	Forums	http://business.messagestoday.co			
325	07/27/ 2004	Clickbank like Adsense with			http://cbbomb.com/sales-page3.ht			
706	07/06/ 2005				http://ceilingfanshq.com/			
347	08/10/ 2004	Ross Corry			http://choosethegenderofyourbaby			
723	07/24/ 2005	Wordpress Instructions			http://codex.wordpress.org/Main_P			


By clicking with your left mouse button on the headline of each column, you will be able to change the order of the data shown. You can even scroll to the utmost right side and you can take the fields from there to the left by simply dragging your mouse to the place you want. So instead of e.g. website in the sixth position, you can move it to position number two if you think it is more important than the other fields.

j.) **“Print”** is very obvious. It lets you print all the records you have created.

The first step is to select **how** you want to print your records. You have two options:

- 1.) List view
- 2.) Table view

So click on “LIST” or “TABLE” first and if you are in this view, click on “Print”. By default, it will show all your data records.

It makes sense to first sort these records by clicking . In the next section, you will learn how to use this option.

If you prefer to just print out the current data record in form view, you have to select “File” and then “Print” from the main menu or hold down Ctrl + P which has the same effect. But this is not recommended as it will print all the graphics from the form layout as well. The much better, more elegant option, is to perform a search (enter a detail into one of the fields which only can be found in the record you want to print out) so only the record you want to print will be shown.

Then change into “List” view and click on “Print”. In this case, it will only print the content from the fields together with their descriptions.

Not just for printing but for all of these functions, there are shortcuts available. If you go through the main program menu, you can identify those shortcuts and write them down if you prefer to use those (e.g. „perform find/search“ = Ctrl+f or „new data record“ Ctrl+n).

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### 3.) Important details:

The following aspects can be applied to all database modules :

- There are some fields in the databases which have a **YELLOW** background. These are fields which are automatically filled in by Promo Buddy. In most cases, these are the “**data no.**”, “**creation date**” and “**last update**” fields.

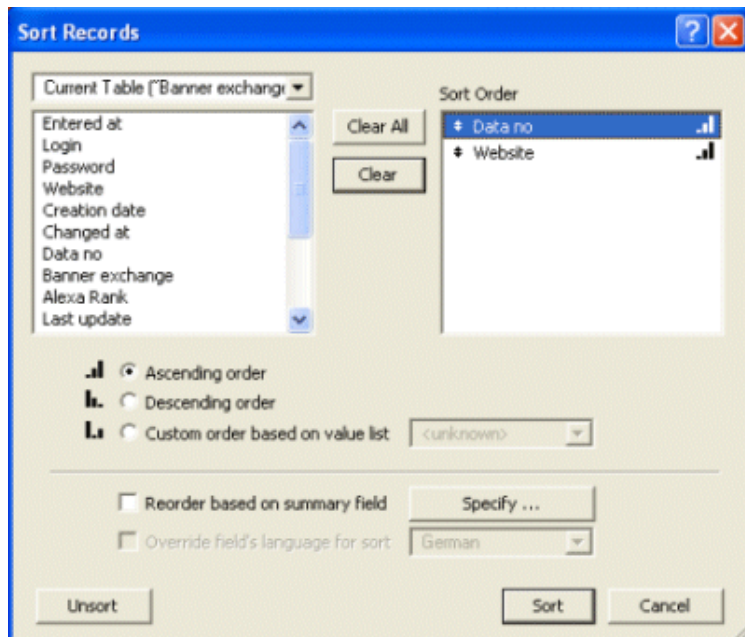
And last but not least, fields for automatical calculations. These fields are mainly to be found in the “**My ads**” and “**PPC search engines**” as well as the “**Google Adwords**” databases.

- **Sorting data** : The menu would have become too confusing if I had created a button for every single function in Promo Buddy. The function “sort” is available from the main menu under “records” and then selecting “sort”. Or you can click on the symbol with the A to Z and the two arrows.

See below:



- The shortcut for this function is **Ctrl + s**. In the popup window, you can then choose in which order you want to have the sorting process executed. Just click on the fieldnames on the left and move them to the right by clicking **>>Move>>**(the move button will only appear if you have selected a field name from the left pane - it will be highlighted in blue then). The sort criteria are then processed one by one. So if you want to sort e.g. by first name and then by last name, it will use the first letter of the first name as one sort criterium and then the first letter of the last name. You can process them either in ascending or descending order by using the checkboxes at the bottom.





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### 4.) The following specifics have to be considered for some individual databases:

a.) **My ads:** The calculation of the “**final profit**” will only work correctly if you’ve entered the price for the product right at the top!

b.) **Ebook database:** You can enter where you saved an ebook on your harrdisk in the field “**Stored at**”. Clicking the button “**Open**” (like Go! With URLs), will open the ebook. I will give you an example of how you’ll have to enter the path in order to make it work.

If your ebook e.g. autorespondermagic.pdf is on your harddrive C: in the folder 01-ebooks and the subfolder 03-autoresponders you can write this:

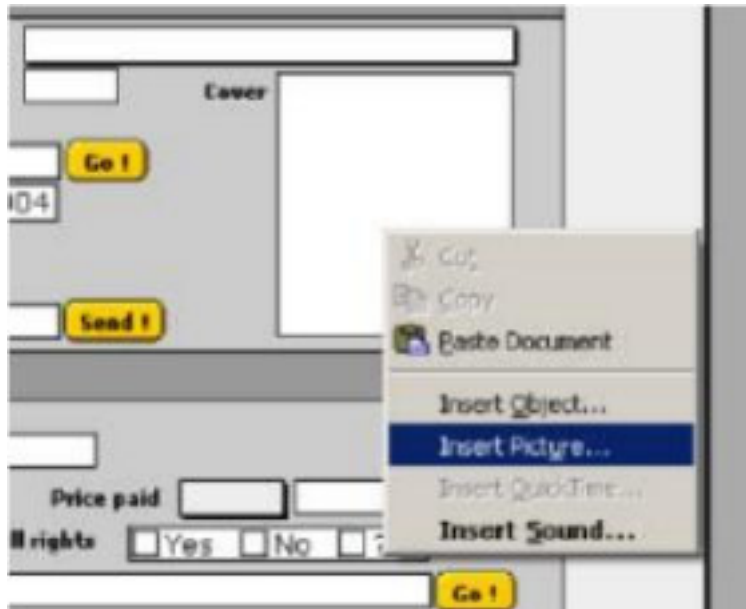
C:\01-ebooks\03-autoresponders\autorespondermagic.pdf

and then you click “Open”. That’s all.

**You just have to write the complete path to the directory as well as the file name and it will work!**

### **NEW!**

Now you can also add pictures of your ebook covers to the database by clicking into the “**Cover**” field with your right mouse button - a new context menu will be opened:



You will then see a new explorer window in which you can choose the directory where your ebook cover is stored.

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c.) **Product database**: The field “**picture**” can be used in the same way like mentioned for ebook database above.

And for now, I'm wishing you all the best for your Internet marketing business.

Be organized, not confused : **Promo Buddy!**

**Yours sincerely,**

**Detlev Reimer**