

Increasing Banner Impressions via e-mail – Useful info from Maltaserv.com

So you have joined Maltaserv's Bannerlink, place the banner code on your site, but would like to earn more credits? Well, who wouldn't? More credits means your banner is displayed more times, so your website gets more promotion – so that must be a good thing. Apart from making sure that you place the code on ALL your site's pages, there is another thing you can do...

How many e-mails do you send daily? How many times are those e-mails displayed? Do you often send e-mails to multiple recipients, which e-mails are often re-forwarded to others? Some e-mails make the rounds hundreds of times... Wouldn't it be great if each time an e-mail is viewed, you were earning credits?

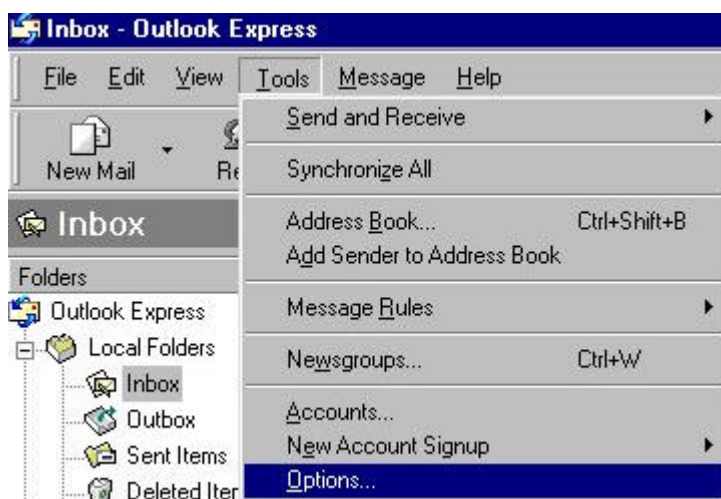
Well, you can – and it's especially easy if you use Outlook Express to send mail. Here's how:

1. Preparing the code

Copy and paste the same banner code which you inserted in your pages, into Notepad. (Start> Programs> Accessories> Notepad). Save the file as an HTML file, by selecting Save As Type "All Files" and name it "signature.html" – save it anywhere convenient, but importantly somewhere where it will not be moved. That's the actual banner code taken care of, now we must set up Outlook Express to include the banner in outgoing mail – either in all, or selected e-mails.

2. Setting up Outlook Express

Start Outlook Express, go to Tools> Options> Signatures and click on the "New" button. In the lower part of the window, you have the option of either inserting text, or selecting "File", which is what we must do. Click on the "Browse" button, find the file we have just created (signature.html), select it, and click on "Open", then the "Apply" button. We're nearly done!



If you have more than one signature set up, we recommend that you set the new signature as Default, and tick the box at the top of the window "Add signatures to all outgoing messages". Even if you do this, you will still have the option to simply delete the banner manually when you are sending an e-mail if you feel the need to, so it's no commitment. Also, un-check "Don't Add Signatures to Replies and Forwards".

Click on "OK" – That's it!

Just one other thing, however – you must ensure that you are actually sending your mails as HTML, not plain text. This can be done by going to Tools> Options> Send and making the appropriate selection. Also from any open e-mail, go to "Format" and select "Rich Text" which may be necessary if you are replying to an e-mail sent as plain text.

3. Optional – inserting the banner manually

If you DIDN'T select automatic signature insertion, each time you wish to include the banner, from any open e-mail just select Insert> Signature> and make the appropriate selection.

4. Good Luck!

Start counting the extra credits!

Maltaserv Bannerlink – Malta and Gozo's Free Banner Exchange – <http://www.maltaserv.com/bannerlink/>