

Introduction

Ezine advertising is a method of online marketing where you use the email list of subscribers for sending and promoting your product or services.

It is considered to be an electronic magazine that are send monthly, weekly, bi-weekly or daily to the consumers.

Using this strategy of Ezine advertising you can start sending emails to an established network for marketing your product online.

Reach your customers fast by using Ezine advertising

This method is also regarded as one of the fastest ways for reaching your potential customers through email, especially when you don't have an email list of your own.

With an Ezine advertising service you can reach thousands of potential customers and increase your chances of online sales.

Obviously, there is no guarantee that after you complete an Ezine marketing campaign you will get a huge amount of sales.

However it is considered a proven strategy as it allows you to reach a great number of customers with one single click!

The Advantages of Ezine Advertising.

For new affiliates, Ezine advertising is perfect as it helps you with promoting your products by using someone else's active and genuine list.

Advantages are:

You can use this technique for marketing even if your budget is very small. As a result, it is a very cost service.

This marketing strategy is well targeted to real consumers.

All you need to do is find a publisher who is offering such advertising opportunities that belongs to the niche that suite your product or services.

If you like you can test the ads. Buy few email ids and check. After you get result start sending more emails.

By starting the advertising with a small investment you can invest more when your profit increases.

As each subscriber already trusts the Ezine, they will more likely trust your email too. So there is a high probability of acquiring genuine traffic to your site.

You can then capitalize on the relationship you build with the owner and his subscribers.

This form of advertising is one of the fastest ways of promoting your business among potential customers.

Benefits of Ezine Advertising

Ezine advertising is a magazine or online newsletter that is usually sent out through an email list. In this way, there are many subscribers who choose the expected mailing list for the magazine.

If you have not heard about this kind of advertising, there are many ways you can use it to promote your business.

The purpose of this mini course is to have a discussion about the many advantages of applying Ezine marketing to your overall advertising strategies.

1. Through Ezine advertising you can market your business even though you may not have your own mailing list.

For some people, they think that before they can advertise their business, they must have their own mailing list.

This is not true.

When you utilize ezine advertising, one thing is for sure, you will have the ability of presenting your business in the front of many prospective customers.

2. With ezine advertising, you can make the list quickly.

If you decide to make the list by yourself without the help from another, the process I guarantee you will be long.

By way of an ezine, you can build a list very fast, which in turn can give you a full range of opportunities.

So, if you want to have a hassle free experience, there is an ezine in your niche that you can count on.

3. The cost is less expensive.

If you hear people say that ezine advertising is costly, don't believe them. The majority of Ezine ads are very affordable.

If you have been utilizing any kinds of marketing then you have probably been exposed to the lavish costs of Ad Words for example.

With an Ezine ad all you have to do is to take the lead from the newsletter. As a matter of fact, you can achieve all of your goals in ezine marketing unlike most other paid media; it is fair and reasonably priced.

4. Increase your potential clients.

Increasing your prospective customers can be done productively with ezine advertising. However, you have to be careful with the ad that you present.

Try your best to produce your ad that is relevant to the needs of your potential clients, this can boost your revenues drastically.

In simple words, in order for you to use the newsletter properly, you have to make all of your ads appealing and thought provoking.

Just, one other thing that you need to remember is that you should always create appropriate ads.

One of the best ways to get online exposure for your business service or product is through free ezine advertising.

This can save you hundreds if not thousands of dollars on your budget and can also actually increase your profits.

Besides being free, this strategy is one of the most popular forms of effective marketing and advertising online.

On most occasions, ezine advertising is better than PPC, banner advertising, and many other conventional forms of advertising.

This is also a great investment of your time and work that will provide you continuous benefits.

In addition there are archived ezines where your ads and articles are made available for readers to view for extended period of time, providing you a free lifetime advertisement.

There are a large number of ezine directories available, making it very easy for you to look for the one that caters to your niche.

With free ezine advertising, you can reach your targeted audiences.

Several trusted resources are available to help you look for the perfect ezine for posting your free ad.

For you to get started, simply search “ezine directory” on search engines.

By targeting your specific niche, it will ensure that you ads are read by the interested people in your business services or products.

In turn, free ezine advertising will give you much better opportunity to make sales and increase your conversion rate.

Take your time to find the perfect ezine directories for your business services or product advertisements.

Once you have found the right ezine, it's important to develop a plan that will bring you to success. So to ensure your success, try the following:

Choose ezines or newsletters that target your niche market – this is probably, the most important thing that you can do.

Don't make a choice that is based on the publication title. Subscribe to various free ezine advertising directories that fit your market to ensure that the content you publish will appeal to that market.

Choose quality ezine directories – high quality ezine directories provide valuable and interesting content.

Avoid Ezines with high ratio of content and advertising.

Identify if you can, which ezine your competitors in industry use. Ezines that are carrying the advertisements for product similar to yours would be a good bet.

Evaluate the existing ads on the ezines you're considering. Where are your free ezine advertising appears?

The closer they are placed to the featured article, the better.

Also, are there sponsored or classified ads?

The sponsored ads will cost you but they are much more effect.

Once you have made a decision to apply ezine advertising as part of your marketing campaign and you've selected the ezines that target your specific niche, the next step is to write your ads.

It's imperative to catch the attention of readers the instant they see your ads.

Keep in mind that online users usually skim through internet pages quickly that's why you need to make you ad captivating and distinct from the others.

The potential for success in marketing your business is high. As well you can have a mailing list in the fastest and most qualified way which will also increase your potential clientele.

In next part of the course we discuss Ezine Solo ads -

The super tool for affiliates