

How to Get Your Business in Front of Potential Customers with Targeted Ezine Advertising

Effective marketing and ezine advertising go hand in hand. This guide will help you understand how spending a few dollars on ezine advertising can help your business become flooded by traffic that is directed to your website.

Ezine advertising has been around online for some time. The word ezine is simply describing an e-mail sent in form of electronic journal. A lot of people subscribe to ezines, particularly on the topic that they find really interesting.

Targeted ezine advertising is one form of advertising that is fun and a great way to market your business.

If you're trying to establish or build your own email list, you can start off by sending an attractive and useful publication to the members of your current email list. If they find it interesting, they will certainly read it and even recommend it to their families and friends to read. If they don't like it, you can expect them to cancel their relationship with you.

A very helpful and well-written newsletter will without a doubt give the services or products marketed on the ezine value and credibility. Having your article published with a super ezine publisher will make you known as expert in your specific niche.

You can have fun with ezines through the inclusion of wit and humour in your articles. As a matter of fact, these kinds of articles are expected.

It doesn't take great effort to have an interesting content in your site in order to make your website look valuable to your subscribers. If you have reasonable number of site traffic with no sales at all, targeted ezine advertising and receiving newsletter will give you potential customers the ability to learn more for free.

Most of ezine publishers offer interesting articles and tips regarding what matters and concerns people and sometimes other merchants will even volunteer to provide free content to the newsletter as an exchange for advertising space.

In this way, you will continue to have stable and fresh content for your ezine. By writing practical articles, your expertise can be featured in other targeted ezine advertising as well.

Ezine advertisements have a very unique advantage over other online advertising. It is completely targeted, in other words it means people have great interest in purchasing services or products of the type you offer.

There are many other advantages to an ezine ad campaign if done right. So, to ensure a successful business online, carefully make plans and learn how to drive traffic to your website through the methods of ezine advertising.

Here are

10 Ezine Advertising Strategies for Starters

If you're like most ezine advertisers you wish to generate FAST Sales by sending your message in front of thousands ezine subscribers.

Some spend hundreds in ezine advertising hoping to generate a BIG profit... but it ends up costing them more than they earn.

Yes, ezine advertising works, but if you really want to WIN the ezine advertising GAME you must take in consideration the strategies below:

1. What do you plan to advertise?

E.g. an affiliate product, your own product, a course by e-mail, an eBook, etc.

You must know exactly what you want to promote in Ezines before advertising in them; ask yourself these questions:

- Is the product related to your target audience?
- Is the product valuable?
- Does the seller offer a money-back guarantee?
- Does the Web Site make you want to purchase the product yourself?
- Does the Web Sales Letter convert into Sales?

2. Who is your target audience?

The product you plan to promote in Ezines must be related to a certain niche (target audience) so don't make the mistake to think that everyone needs or wants what you promote.

E.g. if your product is related to dog lovers, don't advertise in Ezines related to cat lovers because you won't make any sales.

3. Where to find the 'BEST' ezine to advertise in?

The '**BEST**' ezine to promote a product in is the one targeted to your audience.

The more specific your target audience and the ezine **TOPIC**, the more sales you could receive.

Also, the '**BEST**' ezine to advertise in is the one where the publisher has already built **TRUST** with his/her subscribers and they purchase regularly from their recommendations.

Ezine Advertising List

Here are some of the ezine publishers that you may find online:

1. Best Ezines

It features 3,760 electronic magazines for business, real estate and finance, internet business, health and fitness, computers and technology, home and family, self – help, social sciences and other many different kinds of categories. This publisher is simply packed with different kinds of information that can be of great help in your daily living that can even affect your way of life through its helpful tips.

2. The Ezine Directory

It has 1,050 listings of different categories of non-fiction stories. This is highly favourable for readers who are fond of truthful ideas or facts about anything of this world. Readers will find in this site different helpful information that is necessary in their studies or even work. Expect that this e-zine publisher will provide up to date information, which is highly reliable that you can even depend on.

3. Jogen's E-zine Directory

It is a directory for Ezines sorted through work at home, business, publishing, internet marketing, writing, home and family, computers and technology, personal development, money and finance, spirituality, health, humour, and travel. It also provides a directory of eBooks as well as an article directory.

4. New-List

This features more than 9,300 Ezines with categories that cover writing, speaking, publishing, entertainment, arts, education, reference, drink, food, fitness, health, self-help, family, home, computers and technology, sports and recreation, social sciences, leisure and travel.

5. The Directory of Ezines

The Directory has many extraordinary resources for all internet marketers. It includes a thorough learning research centre, complete guide to finding the right advertising for your niche. It also has a rewards program, affiliate centre and a great deal more.

These are just some of the many e-zine publishers that you can find in online world that will give you the opportunity of submitting your own article. It will also be an avenue for business enthusiast to promote their marketing strategies or products for the increasing demand of their business.

It may be a great platform for every internet user to obtain different understanding as well as information of a specified field of specialization that can be of great help. Plus, you can find those things in a very accessible manner without utilizing much of your money.

4. What's your BUDGET?

If you only afford \$300 to spend on ezine advertising, you don't want to spend it all on one ezine. Try to invest your money wisely, step-by-step.

Have you seen a publisher claiming their ezine has 90,000+ subscribers and they sell advertising for \$25 - \$50 or so?

If these offers sound too good to be true, maybe it is!

5. How many subscribers does the ezine have?

Numbers don't count, the quality of the ezine **CONTENT** itself is what makes the difference; if a publisher sends too many ads to their subscribers, I suppose you imagine there are not too happy seeing all those ads.

The more **CONTENT** and less advertising an ezine has, the better **RESULTS** you could receive from your advertising.

6. Who wrote your Ad Copy?

You know exactly the 'BEST' ezine to advertise in, how much you want to spend on advertising, but your ad copy is weak ... try to improve it yourself or ask a copywriter to rewrite it.

How to make your Ad Copy bring in GREAT results?

- Write an eye-catching headline or no one will read your **WHOLE** ad copy;
- Use powerful / action words in your headline & ad copy like '**INSTANT**', '**FREE**', '**GET**', '**CASH**', '**UNLIMITED**', '**TURN**', '**BOOST**', '**CREATE**'.
- Write your ad copy to promote a **FREE offer** like a **FREE course** by e-mail, a **FREE eBook** or a **FREE sample** of a product.

7. Don't want to track your Ad?

Why not? How will you know that the ezine you advertised in is profitable or not?

Most advertisers don't track their ads. Just look in other Ezines and you'll see their regular Web Site link, no tracking URL available.

A tracking URL will show you how many clicks your ad receives and how many sales it makes from those clicks.

8. Don't want to use auto responders in your Ad Copy?

Auto responders are one of the **SMARTEST** internet marketing tools. Simply because they allow you to follow-up with your leads and send out more promotional offers automatically.

You only write your messages once and then put them on the auto responder sequences to be delivered at pre-determined intervals like 1, 2 or more days.

You can even use auto responders to build your own mailing lists of leads and customers.

Instead of sending prospects to your main Web Site page, direct them to a Web Page where they can **GET a FREE** course by e-mail.

Use this course to educate them and build a relationship with them

Gain their trust.

9. Want to play with 'SPAM'?

Don't do it if you are **SMART**. Search on your favourite search engine for "spam laws + email marketing" and you'll get a picture of what 'SPAM' is and how you can protect yourself!

Make sure you read about the **CAN-Spam** law if you want to know how to legally send commercial emails.

Also, don't forget about the **FTC laws** on e-mail marketing!

10. What ads are 'BEST'?

If you want to sell something directly from your ad, try Solo Mailings (one e-mail sent to all subscribers with no other ads in competition!)

If you want to **TEST** your ad or want to promote a **FREE** offer, try Classified, Top Sponsor or Bottom Ads.

They are much cheaper than Solos and could bring 'POOR' results.

If you invest in **Solo Ads**, make sure your ad copy is short and to the point, don't bore your prospect with long ad copy.

Here is an example of what I mean:

Why your SOLO ADS won't succeed!

Hi

So what aren't they telling you about solo ads!

I'm sure you have heard about solo ads by now. It seems that every business opportunity or Internet marketing course out there all say the same things.

PLACE SOLO ADS EVERYWHERE YOU CAN!

Know why they say to do that? Because solo ads work!

But here's what they **DON'T** tell you.

- They don't tell you **HOW** to write them.
- They don't tell you **WHERE** to place them.
- They don't tell you **HOW MUCH** to pay for them.

The lessons I have learnt in the **Directory of Ezines** is incredible

They taught me

HOW to write a Successful solo ad!

The **GOOD NEWS** is if I can write a solo ad then anyone can write a solo ad too.

In fact, let me **GIVE YOU** a secret that I learned.

There are **SIX** elements to a profitable solo ad.

Miss **ANY OF THEM** and your ad will be weak.

And weak ads don't get clicks.

Here are the six parts of a solo ad.

1. **The headline.**
2. **The claim**
3. **The benefits**
4. **The reason why**
5. **The proof**
6. **The call to action**

Now ... **HOW** do you use those to **YOUR** advantage?

You can find out **RIGHT NOW** in the member's area of **Directory of Ezines.**

AND you can get Charlie Page to help with your ads

AND he will assist you with writing your first solo ad for free!

Is Directory of Ezines worth the money?

Only if you want your ads to work!

Here's the link to solo ad success.

<https://goo.gl/lwL1vR>

Learn from the master who walks the walk and talks the talk

P.S. Do you know **WHY** a **P.S.** is important?

You will when you get **INSTANT ACCESS** to the Directory of Ezines member's area and access the Learning Centre.

Conclusion

If you're an online marketer your number one concern is customers. You've probably read and heard a million and one ideas about how to build relationships, retain customers, create a list, and inspire consumer loyalty.

However the tough question is,

"How do I convert prospects into customers?"

There are a lot of people out there, who see your ads, think about them, and maybe even say,

"I ought to..." They're just waiting to be convinced to do something about it. There is something you can do to get them moving!

1. Improve Your Offer

No one can pass up the deal that's "too good to resist." Think about it... how often do your customers want your product, but just want something else a little more?

That leaves you with a long list of "almost sales" that has the potential to be converted into real sales and profit.

Sweeten the deal.

Make the offer so good they can't resist it.

Now, I'm in no way suggesting that you drop your prices to sweeten the deal. You can just as easily load it up with bonuses to increase the perceived value without cutting away at your profit.

Bonuses motivate sales, maybe even more than cut prices.

Don't let them lollygag.

Yeah, get them into the store pronto with a deadline.

They may have to put a competitor's purchase on hold to get your deal, but hey... what's wrong with that?

2. Follow Up

How would you like to increase your sales by more than 50 percent? Yeah, it sounds good! There's really a very simple tactic that you can implement... follow ups.

Chances are prospective customers aren't going to buy your product the first time they see or hear about it.

Maybe it'll be the third or fourth, but they have to hear from you that third or fourth time before they actually become a customer.

Do you have a follow up system in place?

Simply contact the "almost customer" every month with a new offer, or give them more information about the product they are showing interest in.

It doesn't have to be an intricate process. Keeping the contact there goes a long way toward building trust... the key to finding life-long customers.

Internet Marketers experience a high number of customers who browse their site, then click away.

You can't follow up without some form of contact information.

A great way to gather the info you need is to offer a free eBook or informative report that consumers will find of interest.

Once they've given you the information to email them the product, you have what you need to keep in contact, and work on converting them into loyal customers.

3. Creating consistency

Creating consistency is an essential aspect of any marketing strategy today. To be able to develop the consistency you need.

You most likely require a plan or blueprint.

The Directory of Ezines is a blueprint to help marketers become more effective and successful in reaching their target audience.

It offers three unique platforms that are essential to successful marketing:

- **Article Marketing** to promote your evergreen content.
- **Ezine Advertising** will share and support your solo ads.
- **Joint Ventures** which give you access to more extensive lists.

So, if you're looking for consistency with your entire brand and consumer communications

And the ability to target specific current or potential customers.

And expand your brand recognition.

Then the **Directory of Ezines** has everything you need with proven methods to convert more customers.

I sincerely hope you have enjoyed our free mini course on effective ezine advertising and the benefits of ezine solo ads.

If you would like more information on this and other major topics relating to ezine marketing and email marketing.

Go to

<http://ezineadvertisingservice.com>