

Advertising on Craigslist

Advertising on Craigslist is worthwhile for just about any business offering products or services. Whether these products are offered through ecommerce websites or physical stores, the business owners can see financial gains through advertising on Craigslist. Firstly unlike other advertising opportunities there is very little risk involved in posting on Craigslist. With the exception of job postings and housing postings in specific markets, advertising is free on Craigslist. Users are asked to agree to the terms of service of the community and are expected to follow specific guidelines when posting advertisements but there are no financial obligations to those placing advertisements on Craigslist. This means those who post advertisements do not have to be concerned with whether or not the advertisement they place will meet their expectations in terms of sales generated.

Reaching Potential Customers on Craigslist

Another reason why posting advertisements for products or services on Craigslist is so worthwhile is the likelihood of reaching a large audience of potential customers. A review of the Craigslist fact sheet reveals pertinent information regarding the amount of traffic the website receives. According to this information Craigslist receives approximately four billion page views each month with ten million people using Craigslist each month. From these statistics it is clear that advertisements placed on Craigslist are likely to receive at least some attention from potential clients.

With so many visitors using Craigslist each month the advertising possibilities are limitless, however, there are no guarantee any of these visitors will be interested in your products or services. Like any marketing campaign, your advertisements on Craigslist must be intriguing, informative and in a location where you will reach your target audience.

Finding Your Target Audience on Craigslist

We've already discussed the number of visitors using Craigslist each month but the key to taking advantage of these numbers is to target your advertising in a way aimed at reaching your target audience as opposed to a wide audience of individuals who have no specific interest in your products or services. It is much more worthwhile to reach a small audience of those with a keen interest in your products or services than to reach a much larger audience of those who are not interested. Those who have an interest in your products or services are your target audience.

The key to reaching your target audience on Craigslist is placing your

advertisement in the most appropriate locations. Craigslist has a specific section for businesses to advertise their services. This section is broken down into a number of categories. Those who are in the business of computer repair would be wise to place their advertisement in the computer section as opposed to the automotive section because individuals looking for computer help will naturally migrate to the computer section. It may sometimes be appropriate to place an advertisement in more than one section. This is acceptable as long as it does not cross the line to spamming the section.

If there is not a specific section for the products or services offered by your business there are a couple of options. Business owners can place an advertisement in the section for small business advertisements where it might be found by those doing a search in this section. Alternately the business owner can contact Craigslist to suggest the addition of a new category. They might be willing to oblige if they believe this category warrants an addition.

The Difference between Advertising and Spamming

Advertising on Craigslist is one thing but spamming is quite another. Placing an advertisement in an appropriate section of Craigslist is acceptable; however, placing the same advertisement in nearly every section of Craigslist websites for a number of different geographical regions is considered spam. Spam is ineffective for a number of reasons. First of all potential customers who see a particular advertisement in a number of different locations are likely to recognize the spamming techniques and be less inclined to patronize this business. Also, if Craigslist detects the practice of spamming they may delete all of the postings and could potentially ban advertisements from the individual in the future.

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