

Reaching a Target Audience through Craigslist

The key to any successful Internet marketing campaign is reaching a target audience. Craigslist reaches a large audience but the size of this audience may not exactly translate to the advertiser being able to reach members of their target audience. There are, however, ways to help advertisers reach their target audience through Craigslist. This article will discuss how the discussion forums and the search feature can both be utilized to find the target audience.

Find the Target Audience in Discussion Forums

The discussion forums featured on Craigslist provide an excellent opportunity for users to find their target audience. This is important because misdirected advertising that does not reach the target audience is useless. Advertising on Craigslist is free but this does not mean business owners have nothing to lose by advertising on Craigslist without doing market research first. Time, energy and other resources can all be wasted when care is not taken to reach the target audience.

Visiting the discussion forums allows an Internet marketer to reach the target audience by providing insight into the members of the community and what they are looking for in products and services. Through visiting these forums, advertisers can simply lurk and take careful note of the ensuing conversations. This can provide a great deal of insight into the thoughts of the target audience including information on how to win over this audience. Advertisers who actively participate in these forums can further capitalize by engaging members of the community in conversation and soliciting feedback from them. All of this information can be used to target advertising specifically to the members of the target audience.

Hiring search engine optimization (SEO) specialist to assist in creating advertisements is a worthwhile investment. This is because an SEO specialist can provide useful information on how the advertisement should be structured. Additionally, they may have an SEO writer on staff that is capable of writing advertising that is not only engaging but also optimized for search engines.

Use the Search Feature to Find the Target Audience

The search feature on Craigslist can also provide valuable insight which can help advertisers to locate their target audience. Advertisers can start this process by entering keywords related to their products or services to search in various sections of Craigslist. During this time, take note of competitors' advertisements which are returned during these searches and the sections in

which these advertisements are placed. If competitors' advertisements appear in sections which appear logical, it might be worthwhile to consider placing your own advertisements in these sections to ensure target audience members find your advertisement when searching these sections.

Next carefully examine all advertisements by competitors. Pay particular attention to the keywords used in the advertisements. This is important because savvy Internet marketers recognize the need to optimize their advertisements for the same keywords being used by competitors. Failure to do so may result in potential customers only viewing the competitors' advertisements when searching for these particular keywords.

Hiring a SEO firm might be useful in this situation. They can not only provide you with a set of new keywords but can also help you to optimize your advertisement for both sets of keywords. The copy for advertisements should be optimized for the keywords but should also be informative and enticing. An SEO firm with an on staff SEO copywriter can be especially helpful in this capacity.

PPPPP

Word count 568