

Promoting Your Business through Craigslist

Craigslist can prove to be an excellent avenue for business promotion. Whether an individual has a small business which they operate on a part time basis or a thriving business which has become a time consuming endeavor, Craigslist can help the business to increase in profits and popularity. The two main components to successfully promoting a business on Craigslist include reaching the target audience and running a marketing campaign which will appeal to this target audience. This article will discuss these two components in greater detail to help the reader realize how Craigslist can be used to grow a business.

Reaching Your Target Audience on Craigslist

Promoting a business on Craigslist doesn't have to be a difficult process. However, it is not necessarily automatically easier than promoting offline either. Promoting your business through Craigslist does have some similarities to the process of promoting your business offline. The main similarity is that the business promoter must do their research to find out who is included in their target audience.

Even the most well thought out and innovative marketing campaign will falter if it is not reaching the intended audience. This is why it is so important for those who are trying to promote their business on Craigslist to be sure they categorize their advertisement correctly to ensure their intended audience will receive the intended message. The majority of posts on Craigslist are available free of charge with the exception of job listings in New York City, Los Angeles and the San Francisco Bay area as well as brokered housing listings in New York City. Therefore small business owners can take advantage of the free posting on Craigslist to reach their target audience in a number of different locations.

Consider an example of a company offering moving services in Portland, Oregon. A small moving company that is relatively new might want to take advantage of the free advertising available on Craigslist. To have the best opportunity to reach the target audience the company should place a services offered posting under the labor and moving category for the counties in which the services are offered. Placing the post this way makes it far more likely to reach an audience of those who are planning a move in the desired county than it would if the same exact advertisement was placed as a job advertisement under the category of government jobs in a county in New Hampshire.

Besides being free for most postings, Craigslist offers additional benefits. The most significant benefit is a large audience. Craigslist receives over 4 billion page views per month. With such a large audience it makes it possible for those who post on Craigslist to reach a large audience. However, as previously mentioned, care should be taken when placing the post to categorize the advertisement correctly to ensure the advertisement is reaching the target audience.

Effectively Marketing on Craigslist

Marketing effectively on Craigslist is not very different from marketing effectively in other forms of print media. One of the most important elements of an effective marketing campaign on Craigslist is professionally written copy that appeals directly to the target audience. Hiring a freelance writer skilled in writing sales copy is an excellent idea in this situation. The business owner might be quite knowledgeable about their business but they do not likely have the skills necessary to convey the purpose of the business while also effectively convincing those who read the posting to perform a specific action. The specific action may include visiting a website and making a purchase, requesting additional information about the products or services or performing some other desired action such as visiting a traditional store or place of business.

The other component to marketing effectively, as previously mentioned, is placing the advertisement in the correct section of Craigslist. Categorizing the advertisement correctly is important but it is also important to place the advertisement in the right physical location. Products and services which are only offered in a limited area such as a particular city or county should be advertised in these exact locations. However, those who offer products via a website might consider placing their advertisement in all of the location to which they are willing to ship their products.

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