

## Using the Craigslist Search Feature

Those who really want to take advantage of Craigslist should be well aware of how to use the search feature to find exactly what they are seeking. The search features can be very helpful whether the user is looking to gain financial benefit from Craigslist, network through Craigslist or learn more about their target audience or direct competitors.

## Using the Craigslist Search Feature to Gain Profit

Proper use of the Craigslist feature can help companies who market their products and services on Craigslist to increase their profitability. Most small business owners may incorrectly assume the search feature is only useful for members of their target audience and there is not an opportunity for business owners to profit through use of the search feature. However, business owners can learn a great deal by exploring Craigslist through the search feature.

One of the most significant ways business owners can gain greater profitability through Craigslist is to post their advertisements in the most appropriate locations. The search feature can be helpful in this capacity because savvy business owners can search through Craigslist for products or services similar to the ones they offer. Taking note of which sections of Craigslist feature advertisements for products or services similar to the ones you offer can provide insight into which sections should be used for advertisement purposes.

Discovering a large cluster of advertisements for similar product or services in one particular section may indicate this section is a good choice for posting an advertisement for your products or services but it may also indicate it might be worthwhile to include your advertisement in sections which are still appropriate but less popular. This is because if the majority of competitors are posting advertisements in one section the competition for customers will be greater in this area. However, in less popular, but still appropriate sections, the business owners may find they enjoy greater success.

## Using the Craigslist Search Feature to Learn about Your Target Audience

Wise business owners, who want to learn more about their target audience, realize there is an excellent opportunity to do so by utilizing the Craigslist search feature. If business owners are relying on Craigslist to attract a large potential audience, it is logical for these same business owners to explore Craigslist thoroughly to learn more about members of the Craigslist community.

Craigslist attracts over four billion page views per month clearly indicating

investing time in posting advertisements on Craigslist is worthwhile but it is important for business owners to determine whether or not there is an audience for their products or services on Craigslist. Searching through the discussion forums focusing on subjects related to the products or services offered by the business is one way learn more about the target audience. By searching through these forums the business owner can learn more about what the target audience is talking about and what they are looking for in products and services.

#### Using the Craigslist Search Feature to Learn about the Competition

Another beneficial way to use the search feature in Craigslist is to use it as a way to learn more about direct competitors. In searching for information on products or services similar to the ones they offer, a business owner can pick up on crucial information about the competition. They can learn where the competitors are advertising, the keywords they are using to promote their products and services, the prices they are charging for their products or services and the incentives they are offering to attract new customers and to retain previous customers. All of this information can be very useful for helping the business owner to understand how they can make themselves more appealing to the target audience. Study of the keywords used by competitors can also help business owners to reach a wider audience. The key to any Internet marketing campaign is knowing how to reach an audience. Potential customers will be entering relevant keywords into the search feature to find more information about your products so business owners should be sure they are using the most relevant keywords in their advertisements.

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