

Title:

Advertise to millions -#2- Classified ads, e-zine promotion, safe lists.

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802

Summary:

This is a series of articles about marketing and advertising. There are different ways you can reach an audience of millions of individuals all around the world. I show you on this series how to implement profitable strategies in your marketing career.

Keywords:

advertise, advertising, advertisement

Article Body:

Introduction:

This is a series of articles about marketing and advertising. There are different ways you can reach an audience of millions of individuals all around the world. I show you on this series how to implement profitable strategies in your marketing career.

It has been said that "what matters is not what you sell but how you promote it." So, the secret to success lays within your marketing techniques. That's why it is very important for business owners to develop skills which allow them to increase the sales of their products.

One of the most important skills you must have is the ability to reach a lot of people quickly. To do this you need to realize how powerful media is and how it can drastically increase your revenues.

" Classified ads "

Free classified ads are another way you can advertise online at no cost to you. They represent on the Internet what a newspaper ad represents on the streets. You can post ads to thousands of web sites and reach millions of internet users.

The drawback of this strategy is that it is time consuming, but once you get used to it you will realize which are the easier ad sections to post to and the

most effective ones. It may take some time though before you discover those that fit you well.

You can post your ads to the following websites:

<http://classifieds.excite.com/>

<http://finditclassifieds.com>

<http://washingtonpost.com>

Among others.

– E-zine promotion –

You can post an add to a vast amount of individuals by submitting it to many different e-zines at once. This is simple and free. Just go to <http://www.subscribeme.net/> read the information they provide for you there and complete their form.

Your ad will be displayed in hundreds of e-zines all over the Internet. There is a combined amount of more than 1,000,000 subscribers at those web sites, so you will gain a lot of exposure from them.

I think it is better if you use an alternate e-mail address for this purpose. You can get a free email address from Yahoo. When I joined the list I received many messages every day.

This technique could bring you additional traffic. The only problem I see is that most other individuals also join the list to advertise to other people as you do. So, the goal of most subscribers is to sell products, not to buy them.

I think though it is a good way to diversify your trading strategies. You could give it a try and see if it works for you. Remember to use an alternate email address and read their terms and conditions first.

– Safe lists –

Safe lists are lists of e-mail addresses from people who have requested to receive messages and information about a specific topic. As you probably already know to deliver comments or advertisement via e-mail to others without their consent or authorization is called spamming and is illegal.

Also if you spam others do not expect to receive a reasonable response rate from

them. What do I mean? I mean that you can send a message to millions of individuals, but if they are not interested in what you are selling and they didn't request that information from you, then you will probably make very few sales, plus you will receive a lot of complaints from hundreds of them.

Then what is the smart way to advertise using e-mail addresses? The answer is safe lists. Think about it. This people are looking for information related to the products or services you are selling. Many of them are even getting paid to read your messages. This technique is also called advertising to targeted opt-in mailing lists. You can create your own list of subscribers.

You can join Yahoo groups <http://groups.yahoo.com/> or Google groups <http://groups.google.com/> and start your own newsletter. The way you get subscribers is by posting valuable information there that your visitors would like to read. You can also join any of the companies bellow:

Bravenet
<http://www.bravenet.com/>

Topica
<http://www.topica.com/>

Zinester
<http://www.zinester.com/>

Your mailing list provider
<http://www.yourmailinglistprovider.com/>

Coollist
<http://www.coollist.com/>

Now, keep in mind that building your own list of subscribers takes time. Some people prefer to pay others for the privilege of advertising on their lists. For example, www.e-mailpaysu.com offer you the opportunity to advertise to their subscribers for a fee. This is just an example. There are many other companies like these on the Internet today and their prices vary.

As you can see, this techniques can increase your exposure and help you get more clients. You can read about other effective marketing techniques from my other articles on this series.

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