

## Can Craigslist Improve Your Business?

The answer to this question is yes and no and maybe. It all depends on the way in which the business owners utilize Craigslist. Savvy Internet marketers who are able to identify the target audience and create sales copy which entices the reader may find advertising on Craigslist to be incredibly profitable. Conversely Internet markets that do not do their research and take a spamming approach to advertising on Craigslist are not likely to see significant financial gains.

There is certainly an opportunity to gain financial benefit through advertising on Craigslist. Advertising for all products and services is free on Craigslist making it cost effectively. Additionally, Craigslist already receives extensive traffic with approximately ten million visitors generating four billion page views each month so there is no need to drive traffic to the website. While Craigslist offers so many advertising benefits, these benefits may be wasted if the advertiser does not do his research or evaluate the competition.

### Research before Posting on Craigslist

Advertising on Craigslist is similar to advertising in other forms of media. Despite the existing heavy traffic flows to the website, successful marketing campaigns require extensive research. This research should provide the Internet marketer and his staff with insight into where post the advertisements to most effectively reach the target audience, how to word the copy of the advertisement to make it most appealing to the target audience and which relevant keywords should be included in the advertising copy to make it likely for members of the target audience to find the advertisement easily when searching for products and services offered by the company.

Research of this capacity can be conducted either online or offline. One of the most effective forms of this type of research is to have members of the target audience fill out market surveys. The answers provided by the participants should give the marketer a good idea of what the target audience is seeking. Incorporating this information into the marketing campaign can make it noticeably more successful.

### Evaluate the Competition on Craigslist

The search feature on Craigslist gives an Internet marketer an excellent way to evaluate the competition. Studying the competition is important because it can help you to learn how you can be more successful. This increased success can be a result of determining successful aspects of the competitor's marketing strategy and implementing these strategies as well as determining faulty aspects of the competitor's marketing strategy and avoiding these strategies.

To get a good idea of the competitors who are advertising on Craigslist, use the search feature to search for keywords relevant to your own products and services. You will likely receive search results including advertisements from

competitors. Next, carefully analyze these advertisements to determine how your can not only create better products and services at more affordable prices but also write more engaging advertising copy. Many wise Internet marketers have the reasoning skills necessary to properly analyze the advertisements for competitors but they often falter when taxed with the dilemma of creating better advertisements. This is when the services of a professional sales copywriter with search engine optimization (SEO) skills becomes a vital part of the equation. This writer can use his SEO training as well as his knowledge on the subject of writing advertising copy to effectively entice members of the target audience to either purchase products or services or at least investigate these products or services further.

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