

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Profitable Ways To Elevate Your Subscriptions

By Ken Hill

10 Profitable Ways To Elevate Your Subscriptions by Ken Hill

1. Swap sponsor, feature, classified or solo ads.

Use your unique selling proposition to create ad copy for these swaps and also in all your promotions for your ezine.

2. Swap "thank you" page ads.

Promote other ezines on the page your new subs are taken to after filling out your subscription box or form in exchange for those publishers doing the same for you.

3. Provide a bonus for subscribing to your ezine.

Increase the value people place on your bonus by posting testimonials for it, telling people how much it would be worth if you were to charge for it, or by telling them how many people have already received it.

4. Submit your ezine to ezine directories.

Get your ezine listed in as many of these directories as you can. This will increase your subscriptions and also has the added benefit of helping you to find more new advertisers and also other ezine publishers who would like to swap ads with you.

5. Submit your ezine to ezine announcement lists.

Many ezine announcement lists will allow you to submit an announcement for your ezine on a weekly or monthly basis at no cost, giving you good ongoing promotion of your publication.

6. Publish testimonials for your ezine on your site.

10 Profitable Ways To Elevate Your Subscriptions

Ask for feedback in every issue to get more feedback from your subscribers that you can use as testimonials for your publication. Include your readers' first and last names with their testimonials along with links to their web sites.

7. Publish an archive of your past issues on your site.

Your archives will help you to get more new subscribers by giving them a taste of what your ezine has to offer.

8. Provide a sample issue.

Your sample issue like your archives will help you to get more of your visitors to subscribe to your ezine by giving them a first hand look at your ezine's content.

9. Promote your ezine in your signature file.

Use your signature file in your emails and also in your posts to discussion lists and online forums that you've joined.

10. Write articles.

Use your resource box to promote your ezine and submit your articles to article directories, article announcement lists and also to ezine publishers that want new articles to run in their ezines.

Article by Ken Hill. Want To Publish Your Own E-zine? Don't Know Where To Start? Create as many e-mail lists as you want with unlimited, mailing list capable autoresponders. FREE 30 day trial.
<http://www.netpromarketer.com/autoresponders.html>

Profitable Target Marketing: 6 Lessons from Major League Baseball

By Bobette Kyle

Profitable Target Marketing: 6 Lessons from Major League Baseball by Bobette Kyle

Does your business struggle with profitable online marketing? If so, you are not alone. Attracting the right customers to a site and keeping them coming back – while also turning a profit – can be a challenge. Consequently, I'm always on the lookout for ways to demonstrate profitable online strategies.

Last night, as I watched the Baseball All Star Home Run Derby and visited Major League Baseball's Web site, it

struck me. The league is doing many things to effectively find and attract targeted Web customers, while simultaneously generating revenue.

In fact, I noticed numerous lessons from Major League Baseball you can consider to profitably target your own customers. Here are six of them:

Think Through Your Business Models

Free information and activities are present, but well thought out, revenue generating business models are also evident.

Lesson 1: Make your profit generators stand out.

MLB.com has a separate, prominent navigation menu for profit producing activities – MLB Shop, Tickets, Auctions, Subscriptions – which appears in the upper right on all pages, where potential paying customers cannot miss it.

Importantly, each corresponding area of the site is narrowly focused on the visitors' interests. For example, the shop sells baseball – and only baseball – items. This is readily apparent from the slogan "For all things baseball".

Lesson 2: Sell subscriptions.

The league generates revenue from a variety of event subscriptions – live video broadcasts, live audio broadcasts, archived clips, and fantasy games. This also help open the door for repeat purchases and add-ons.

Lesson 3: Include advertisements.

Pop-ups and other online advertising are a fact of life on free-to-user sites. Major League Baseball demonstrates taste and intelligent implementation with their pop-under, limiting each visitor to a single impression. Banner advertisements and sponsorships are also apparent.

Develop Profit Pulling Marketing Techniques

Lesson 4: Segment your visitors.

10 Profitable Ways To Elevate Your Subscriptions

The league uses a "hub and spoke" system, which allows visitors to choose their own interests. There is one general site (MLB.com), with links to several specialty sites (stlouis.cardinals.mlb.com, etc.).

This portal approach helps segment visitors into specific interest groups. It is a win-win strategy. Visitors find what they are looking for and the league can more easily target its marketing activities.

Lesson 5: Target locally.

Each "spoke" off the MLB hub contains local content, which segments visitors regionally. The league targets products and services accordingly.

For example, the Cardinals team site includes detailed information for Cardinals baseball events, ticket purchasing for Busch stadium games, and auctions for St. Louis related baseball memorabilia.

Lesson 6: Offer tiered products.

MLB offers subscription services at many levels. By packaging fantasy games into progressively larger bundles, they encourage trial as well as repeat visits. The offering also target customers according to interest level and budget.

There you have it – five lessons in profitable target marketing from Major League Baseball.

Copyright 2003 Bobette Kyle. All rights reserved.

improve your life and find your happiness. Only 9.95Seven ways to improve your life and find your happiness.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!