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5 Powerful Keys To online Advertising Success

By Shahnaz Rauf

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1. Develop Trust - Think about it... you don't just buy, you buy from specific shops. If some days those shops... Your shops are closed for some reason, you wait for them to re-open. Yes... you don't just go to any hair dresser, you have your very own specific hair dresser or clothes shop, or even coffee/ diner. You aren't satisfied with anything less.

Why do you do so- Usually it is because you feel they are sensitive to your very special needs and their services are meant just for you. Hence you believe in them totally... even to the point of accepting price hikes without a murmur.

So Win your customers trust:

- Do not be cold/ impersonal... be warm and outgoing.
- Do not sell outright and show you are after their money.
- Inform them honestly and make them feel that you have their well being at heart.

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- Be Sensitive to their needs and advise sincerely.
- Make them develop a sense of belonging to your inner circle - this is a very powerful motivator... you belong to a culture/ country/organization/ system of belief and you are fiercely loyal to it. So make your customers belong to you.

2. Repetition is the key To Advertising success— keep repeating your ads until people notice you. They begin to develop an image/aura about you. Then ultimately their level of awareness reaches a

crescendo where they simply can't ignore you any longer. Yes their psychological gear shifts forcing them to try you out or burst.

Yes... you need to be seen everywhere at the same time and create a `buzz' about yourself. The concept that your sales message needs to be seen at least 7–10 times before it sinks in holds true even today. This also works towards developing trust... Since you are advertising so aggressively, logic follows that you are getting sales and you must be good.

3. Strategic Planning— Before you can launch your satellite... Oops! Website into cyberspace you need to plan... yes you need a rock solid advertising strategy. You need a:

– Long term Plan: This is to ensure long term survival. Search Engine Submission, Power Linking; Content development and promotion through articles, viral strategies; Power branding; Newsletter/ mailing list are some long term strategies that will enable you to develop a truly `set it and forget it' business.

– Short term Power Plan: This is to ensure immediate climax and comprises: Site Blasts; safe lists; ezine advertising; guaranteed visitors; press releases; TV/Radio ads.

Advertising is a never ending cycle. Winter months

October to March are best for short term strategies, while summer months may be geared more towards development and long term planning.

4. Target your Market– For maximum effect you need to target your niche market... yes, reach those people who are most likely to use / are really interested in your product/services. Say if you are selling toys... you will get powerful results if you advertise on TV channels usually watched by kids, or on kids websites.

5. Leverage To Power - If you are familiar with basic principles of mechanics, leverage is the concept that a very small push at one end of a lever produces a gigantic movement at the other end (ie. a very small effort gives you a big return).

Or in terms of a chemical reaction, if you remember your high school chemistry, you will recall that a catalyst is a chemical stimulant the addition of microscopic quantities of which can trigger mega sized changes in a chemical reaction.

In essence you need the power of leverage, that is small actions to produce gigantic results. Simply put you need a power blast to launch in to orbit. To achieve this

- Grab the `best bang for your bucks' advertising combos.
- Go in to Joint ventures advertising/ promotion .
- Grab Special offers etc.

Just keep your eyes, ears and e–mail boxes open. You will discover a whole treasure trove of megalithic advertising up for grabs. Use it.

Shahnaz Rauf is a freelancer actively seeking writing projects. She is also The Editor of The Monster Twister- a Newsletter helping ordinary web owners achieve extraordinary heights without losing their shirts. To Subscribe

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Is Ezine Advertising Still Worth?

By Jean Lam

Ezine advertising is a powerful medium to reach thousands and thousands of potential customers for your online business. It has never been more easier to reach so many people than through ezine advertising.

But due to the fact that nowadays, we are overloaded with too many emails, ezine advertising is not quite as powerful as it used to be. But still, it is worth using ezine advertising as your marketing tool.

Don't forget that ezine advertising is done through email and email marketing is by far the best promotional tool for your online business.

Ezine advertising still produces good results but it depends on several factors to ensure a successful ezine advertising campaign for your business.

(1) Number of subscribers

Before placing your ad in an ezine, check out the number of subscribers that this ezine has. I would opt to place my ad in an ezine with at least 500 subscribers. If less, it's not worth. Ezine advertising success is partly a numbers game.

(2) Ad quality

Writing a good ad is crucial to the success of your ezine advertising campaign. If poorly written, you can expect a poor response rate even if you placed your ad in a quality ezine. So ensure that your ad attracts your attention and makes you want to know more yourself just by reading it.

(3) Ad position

If you are serious about your online business, opt for a Top Sponsor ad or a solo ad. Usually more expensive but they produce far better results than classified ads. You have more exposure and the readers are more likely to see your ad and read it.

Ezine advertising is still the best advertising medium on the web. So don't give up. There really is no better place to invest your advertising dollar.

Jean Lam is the editor and publisher of "Web Biz Secrets" E–Magazine. Receive a FREE gift when you subscribe today at

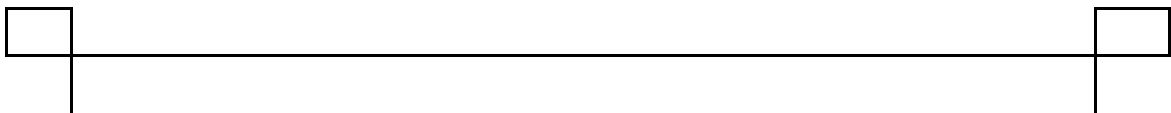
He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

Is Ezine Advertising Still Worth?
A Review of "The Five Keys to Building Relationships Online"
THE THREE KEYS TO SUCCESS
3 Keys To Building a Successful (Online) Business
Are You Realistic or Unrealistic?

Key Secrets to Setting Up Your Own Automatic \$ Making Machine!
Build Your Own Mail Order Empire
The Golden Book Of Proof
30 Powerful Business eBooks
Name Branding Syndicator



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