

Advertise to a Targeted Market

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By Sandra Earon

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www.n-georgia.com came online in 1998. It features Georgia outdoor recreation and receives up to 3 million hits per month. It has over 200 pages of fun and inexpensive things to do in Georgia.

Georgia businesses that advertise in www.n-georgia.com are receiving high rates of return. The average ad click-through rates vary between 4.78% – 9.42%! Over 14,000 ads were clicked on during October 2004!

Advertising opportunities include: coupons, banner ads, web page packages and websites. E-commerce is featured as well.

Starting in 2005, there will be monthly giveaways including free egg sculptures, massages and annual state park passes. This will bring even more visitors to the website.

If you are in a Georgia tourism, hospitality or recreation industry, your business will advertise successfully in www.n-georgia.com. These are the "target markets" visitors look for in the website.

For more information, please call 770-965-5166 and ask for Sandy.

Sandra Earon specializes in graphic design, web development and Internet marketing. In 1998, she created a website for Georgia recreation – www.n-georgia.com. It is #1 in Google, Yahoo, MSN and more for "Georgia Outdoor Recreation."

How to Market Your eBay Business.

By Arjan van Hemert

So you want to market your eBay business? Well, you probably won't have too much luck with traditional marketing methods they're just not targeted enough. The best way to do things is to pay for

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targeted advertising, which comes up when people search for keywords you specify: they're looking for exactly what you're selling, and so many of them will click on your ad.

On eBay.

You might not have noticed that eBay offer this kind of advertising, but they do. You can pay them for a small ad that will appear above the search results (next to the banner ad) for any keywords you want. Buyers will then be able to click through and get to your eBay store and you only pay for clicks, not for views. You can also set a budget for how much you want to spend, and your ads will simply stop if they go over-budget.

If you do this, it is best to create very targeted ads for specific products. Buy a specific model of something as your keyword, and write how much you sell it for in the ad ? this will be more effective than just advertising across the name of a whole category.

There are some products that this approach simply doesn't work for, though, and you might be better off spending your money on a more visible Featured Plus listing for your item, especially if you're trying to advertise on valuable keywords.

Search Engine Ads.

If you want to market your business more widely, then you can try to bring in business from outside eBay. The best way to do this is by buying keyword-targeted ads on search engines. With Google AdWords, for example, your ad will appear in their Sponsored Links section when someone searches for your keywords. Again, you set a maximum budget and only pay for clicks.

This can be very effective, as you've just taken your products to the world outside eBay imagine someone going to a search engine, typing in what they're looking for and seeing your store right there! What's more, if you target this approach to specific models of a product it can be very cheap. Most advertisers try to get as much traffic as they can instead of targeting their ads as specifically as you will be, meaning there won't be much competition for the keywords.

eBay benefit from this as well as you, since it drives new buyers to eBay as a whole, not just to your site. They actively encourage sellers to go and advertise on search engines by offering you 75 percent of your final value fee back for each item that someone finds and buys this way. On expensive items, that's probably enough to pay for the advertising to begin with!

Well, that's the end of my article. I hope you will be able to use this information.

Arjan is the webmaster of

<http://www.NewNicheArticles.com>

and he can show you how to find out

what

eBay buyers want.



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