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**Advertising - Target Your Audience**

**By Shahnaz Rauf**

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Lately you have been hearing a lot about targeted advertising. To convert a major percentage of your site visitors into buyers and maximize the return on your advertising dollar you need to target your advertising. But what is targeted advertising? To gain insight you first need to answer the following questions:

–Is your product gender related? (males, females or both)

–Is your product age related? (Toddlers, kids, teens, young adults, the middle ages, elders)

–Which particular interest group will your product appeal to most? (Home, entertainment, education, personal, Health, small business, corporations etc.)

–Who will most likely buy your product? (School kids, parents, home based moms, nurses etc.)

If you have answered all the above questions, you will realize that for instance if you are selling toddlers toys, its a waste of your money and efforts to advertise in business magazines. To be sure you might make some sales if you advertise persistently but you won't get a good return on your investment.

So how do you go about targeted advertising. Here are a few online techniques which if done properly could in fact explode your sales:

1. Get your site listed in the search engines for appropriate keywords.
2. Use your keywords on the search engines to find sites of similar interest and exchange your links with them.
3. Get involved in keyword bidding. You can get best results at <http://www.goto.com> and

<http://www.findwhat.com> .

4. Get involved in pay per click search engines. An excellent resource on this is <http://www.payperclicksearchengines.com/>

5. Get listed in directories related to your particular interest. You can find directories of interest using various search engines.

6. Search for ezines that relate to your target audience and advertise. You may use the following resources to search for ezines.

<http://www.ezinesearch.com>  
<http://www.liszt.com>  
<http://www.ezinesseek.com>  
<http://www.pennmedia.com/>  
<http://ejournal.coalliance.org/>

7. Of course you may participate in various discussion forums of interest. This can be very time consuming. You can search for the appropriate forum at:

<http://www.forumone.com>  
<http://www.liszt.com>  
<http://www.dejanews.com>

8. Advertise in related classified sections of Yahoo, MSN, AOL and Lycos.

Shahnaz Rauf. Author 'Zero Dollar Budget' The Free Articles And Free Site Review  
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## **How To Write Good Headlines**

**By Jean Lam**

Headlines are the most important part of your advertisements on the internet. There are so many options available to potential customers that you must grab their attention immediately with a good headline, or they will bypass your ad and go to something else.

Headlines are most important in your e-mail advertising. Readers will scan the e-mail subject line and decide if they want to read the rest of the e-mail.

Tailor your headlines to a specific group that will be interested in what your advertisement has to say. Make your headline specific to the audience you want to target.

You will never get 100% of your audience to pay attention to your ad so target the 5–10% that will potentially read your advertisement. Your headline should be interesting and appealing to your target audience.

Another important aspect of headlines is experimentation. When running an advertising campaign make up 10 to 15 headlines that you feel will work and track your results.

The body of your advertisement can remain the same. You should focus on writing your headlines more than the actual body of your advertisement. Once you can attract the target audience your headline is supposed to reach the body text of your ad will do the work for itself.

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

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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:

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