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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!

Advertising Options on the Internet

By Randy Fogg

These options can help you understand the rapidly growing market of internet advertising.

Your online business will likely require more advertising than a contemporary business downtown, yet some new to the world of online business do not spend the time and money to advertise their business appropriately and are, in turn, losing money. Your online business is crammed into the world wide web along with thousands of others selling the same product or service as yourself. Consider this scenario: In your hometown you want to open an art supply store. In that same town there are thousands of art supply stores. In order for your business to be successful, it will have to stand out in some way from the others. This is exactly what is happening when a business is opened online. There is so much competition, that you must take drastic measures to ensure that you are getting noticed. Advertising can be done in so many ways online. These are some of the most successful ways that you can promote your online business.

Advertising in e-zines is a popular way to promote your online business. Ezines are the magazines of the internet; they written on a particular subject and read by those interested in that subject. Therefore, ezine readers are already potential customers and advertising your site in ezines that are related to your business is almost guaranteed to help drive traffic to your site and increase sales for your

product. You should be sure when advertising in ezines that you are not advertising along side competitors. Ask the ezine producer if there is a policy concerning posting competing ads. It is also a good idea to subscribe to the ezine before making a decision about whether or not to advertise in it. An ezine that runs fewer ads is a better choice than one that runs many ads. You can look at the online Directory of Ezines to find publications that are relevant to your company.

Pay-per-click programs are an excellent way to

advertise your business without taking a risk that you have advertised in the wrong place. With pay-per-click, you can advertise you site and only pay for those who click the link and go to your site. Another popular pay-per program is the pay-per-lead program that allows you to only pay for leads. Usually this means that you pay for only those who download a trail, fill out a form or enter a sweepstakes; whatever you choose. Lastly you can display pay-per-click banner ads in which your company would be allowed to place a banner on their site and you will be charged for every click that your banner receives.

Opt-In email is a great way to advertise your business, however it is expensive and it can be misused very easily. Using opt-in emails, you would submit your sales copy to the company that will in turn email it to those on their mailing list. You should be very careful since some of the companies that advertise their mailing lists as opt-in email service is sometimes really SPAM. It is essential that you have a perfect and effective sales letter when using opt-in mailing lists. Without an effective sales copy your money and time have been wasted.

To find the best home based business ideas and opportunities so you can work at home visit:

<http://www.ABEAffiliates.com>

STOP THINKING IN A BOX

By Pamela Geiss

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When advertisers on the Internet think about ways to advertise, they tend to think ezines, banners, text links, opt-in lists, guaranteed visitors, targeted leads, FFA pages, classifieds, etc. Now all these ideas are good and all work with various degrees of success. But what have they forgotten?

In order to be truly successful in advertising, you need to advertise "from both ends". For example, say you want to sell romance books on the Internet. Where are the places you should be advertising? First you should start with the ezines, opt-in lists, guaranteed visitors, targeted leads and even the FFA lists, but where else?

Think. Where else could you run into people who would be interested in these kinds of books? How about sites where people go to find a date? Contact these sites and see how much they charge for advertising. If your budget won't handle their charges, ask them if they will do an exchange with you – you advertise their banner on your site in exchange for their advertising yours. Or offer to give them a cut of any books they sell for you on their site.

Where else could you advertise? Try going to the online book stores and getting your books listed there or exchanging advertising with them.

Where else? Go to horoscope sites and see about advertising there. People who go to read their horoscope might also be interested in reading romance.

Where else? Look for stores on the Internet who sell romance items – candles, candy, wine, aromatherapy, etc.

See what I mean? Don't think in a box. Try to think of all the places people go who might be interested in what product you are selling. There are many, many more options available to you if you stop thinking in a box.

Pamela Geiss is the owner of the successful LotsaPerks Advertising Agency. She publishes a twice a week free newsletter. Visit her today at <http://www.lotsaperks.com>



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