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How Much Advertising Can a Buck Buy?

By Shannan Hearne-Fortner

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You know those annoying commercials for dial around long distance services? A dollar? What can you do for a dollar? Well, I've decided they aren't quite as dumb as the characters portrayed in said commercials.

A dollar could be one of the most viral marketing tools in your marketing arsenal. Not free advertising, but reasonably priced indeed.

Thanks to a new website, <http://www.wheresgeorge.com/> you can place your URL upon every dollar bill that passes through your wallet or pocketbook and then track where it goes.

First of all, it is the only advertising money you will ever get to spend twice. Spend it once when you advertise upon George's face and then spend the dollar again to put your advertising message into circulation. To really get double the bang for your buck you could write your URL on the bills and then spend them on additional advertising.

Secondly, imagine your excitement when you receive an order form Des Moines, Iowa and then check <http://www.wheresgeorge.com> and see that one of your 100 penny advertising investments is currently floating around Des Moines as well. Talk about a better bang for your buck. Just think, if your Des Moines, Iowa order nets you ten measley dollars that is a 1000% return on your investment.

And don't forget, you already got to spend George just to set the marketing workhorse into motion. Not a bad investment indeed.

Can you throw all your other marketing efforts out the window? Of course not, but the next time you see those silly dial around commercials, you can

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smile and know that you can get a lot more out of a buck than a little twenty minute phone call.

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Pay Per Click Search Engines – Get the Most Bang For Your Buck

By Al Martinovic

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With Pay Per Click Search Engines becoming increasingly popular with advertisers you need to develop different strategies to get the most out of your money.

The best way to get more bang for your buck is to bid on keywords that aren't as popular and come at a cheaper price.

The key is to find as many of these keywords as you can. Submit 500–1000 of them to ensure more traffic at a cheaper price.

You can use the following when searching for these keywords:

Wordtracker

<http://www.wordtracker.com>

Overture's Keyword Popularity Suggestion Tool:

<http://inventory.overture.com/d/searchinventory/suggestion/>

Then come up with effective titles and descriptions for your keywords to ensure as many clicks as you can. Use the keyword in your title and description for a more targeted response.

Bidding on hundreds of keywords that aren't as popular will reduce your cost per click and give you a better Return On Investment for your advertising dollar. Which means more profit for you!

It is a great alternative to bidding on "pricey" popular keywords that Won't give you the most bang for your buck.

Al Martinovic is the publisher of the Millenium Marketers Newsletter. Subscribe Today and get a FREE One Year Membership to The Big Ezine Directory.com! A \$97 Value!

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