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How To Advertise Your Business with Paid Ads

By Kara Kelso

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Quite a few business out there can survive without some type of advertising and/or brand recognition, so advertising your business is one of the most frequently asked questions for "how to" and also one of the most important aspects in running certain types of business. This article is especially important for direct sales reps and those with company websites that need to make themselves "stand out" among hundreds of others that are selling similar products.

So why should you advertise your business? For one or more of the following reasons:

To Gain Exposure/Brand Recognition

This would apply to those who may have a unique product or service which consumers and clients may not know exists. For example, a special tool that solves a problem for a certain group of people – they won't know the product exists unless you advertise.

Gain Immediate Sales

Many forms of advertising may gain you immediate sales. This is ideal for most, but it's also important to realize sometimes your ads may be working even though you don't see sales at the time the ad runs.

Announce new product/service

If you are an established business and expanded within your market, paid ads can announce your new product or service which those who know of your current business may not know about yet.

Now that you know WHY you should advertise, let's look at the TYPES of paid advertising there is:

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Banner and Button Ads

These are graphics, normally either 468x60 in size for banners, and 125x125 or 150x150 for button ads. Some advertisers offer a variety of other sizes. Graphic ads generally have a lower conversion rate than text ads, although do well for brand recognition and gaining exposure.

Ezine Ads

Most ezine owners allow only 4–5 line ad with a link in "sponsor" spaces, and vary for solo ads. Be sure to choose only highly targeted ezines to run your ads in. For example, you wouldn't want to run a business opportunity ad in an ezine for recipes. If you sold some type of food, an ezine about recipes would be perfect to run an ad with.

Text Ads/Featured Ads

Many of those who offer advertising also offer some type of home page ad or a featured space on specific pages. Again make sure the website is pulling in the traffic you are looking for.

Now that you know what type of ads there are, here are a few tips to make sure you are making the most of your advertising dollars:

1. TRACK YOUR ADS!

If you don't know where your visitors are coming from, how can you be sure where you are advertising is working? If you don't have accurate stats for your website I recommend grabbing a free tracker from AddFreeStats (<http://www.addfreestats.com>)

2. Repeat ads

Run your ads in the same place at least twice, if not three or four, before you make a decision as to if this is a good place to advertise or not. Not only will you pick up more brand exposure, but you will be able to make sure the first time was not an "off" time to advertise (or just an abnormally "good" time). Also try different advertising options within the website to see what works best.

3. Read guidelines

Many advertisers have a list of guidelines. Be sure to read through them, and follow each guideline. Paying for an ad where your website isn't allowed is not only a waist of time for the advertiser, but for you as well. Here is an example of an advertiser's guidelines:
<http://www.momsmarketonline.com/guidelines.html>

About the author: Kara Kelso is a work at home mom of two, and the co-owner of MHMM Ezine, which is an informational newsletter just for moms in business. Recieve business tips, parenting tips, and more when you subscribe at: <http://www.momsezine.com/mhmm.html>

Time Wasters and Energy Suckers

By Dianne Salmon

Stop wasting your time and having your energy sucked dry! What do I mean by this statement? You're all over the internet trying to find out where to promote that new business you entered into, or trying to promote your own business. You've been told by so called experts to promote your new business to free classified ad sites or FFA pages.

They even told you that you will get a ton of traffic to your new site. And you will have 100's or even 1000's in your downline if you advertise your business this way. "Keep at it," they say, and within a couple of weeks you will see exponential results.

So you follow their advice. Night after night you come home from work and advertise your business to free classified ads and FFA pages. You just know that sooner or later your efforts will pay off.

And then reality hits like a ton of bricks! You've been advertising your business for two months now. To your dismay you find that you don't even have one lead or one referral.

What you might have though if you upgraded to the PRO version of the FFA submission is a credit card bill. The bill can be anywhere from \$20.00 to \$40.00 US dollars.

What you definitely do have is your email client filled with tons of counter ads. So what's the best way to advertise your new business?

Submit articles to ezines and promote your business with the help of others. This is the most cost effective way to promote your business. All it costs you is the time to write your article, and you don't receive a ton of counter ads in your inbox.

If you like this article and know of someone who may benefit from it, please feel free to forward it to them.

Dianne Salmon is the author of Time Wasters and Energy Suckers, and is the owner of

Dianne offers free tips advice and information on starting, growing,

and expanding your internet business. Subscribe to the Choice Resources newsletter by sending an email to "<mailto:Dianne@choiceresources.com>"

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