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How To Properly Use Ezine Advertising – Part Two

By Joe Bingham

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SELECTING TARGETED EZINES

In part one of this series, we discussed the two options available for advertising in ezines. The first of those involved buying ads in bulk with the goal of getting exposure to as many subscribers as possible without regard to targeting the advertising.

The second option, which will be discussed here, involves a little more work, but should bring back better results per subscriber view. This option requires targeting your advertising in ezines that are more specifically related to the product or business you are promoting.

The first step in targeting ezine advertising involves selecting the right ezines.

Ezine directories are excellent places to start. A good ezine directory will allow you to look through ezines by entering key words into a search. By entering words that relate to your product or opportunity, you then will be led to ezines that cover similar subjects. Since not all ezines are listed in ezine directories, however, it's a good idea to conduct a web site search as well and then look into the ezines associated with web sites that are related to your product or business.

>From there, look closer into the ezines your search uncovers by looking at a sample issue, if the ezine directory provides one, or by visiting the web site of the ezine, or simply by subscribing.

Definitely subscribe to those ezines you think will be best suited for your ad. Get to know the kind of content the ezines usually run. The

fastest way to accomplish this is by searching through archived issues if the ezine in question provides this. If not, subscribe and read a few issues to learn more about the usual topics the ezine covers.

After you get to know some good ezines, see if they have a recommended reading section that will lead you to other good ezines. Many ezines put a recommended reading or equivalent section right in the ezine. However, be sure and judge them for yourself. Don't just follow the recommendations blindly.

At this point, you will be able to make a short list of ezines to further examine. That's right, you still have some more examining to do

before you will be ready to purchase advertising.

One thing to realize, however, is that subscriber count is not necessarily that important. Sure, it's great to find a large ezine that fits your ad perfectly and doesn't cost too much to advertise in, but quite often small ezines will represent just as good of a value.

The next article in this series will go further into analyzing an ezine's subscriber base, the type of ezine it is, and the actual cost of buying an ad.

Joe Bingham, Editor of the NetPlay Newsletters [Subscribe to 1 of 3 Quality NetPlay Ezines](http://www.netplaynewsletters.com), See which one fits you at: <http://www.netplaynewsletters.com> [Need To Publish Your Own Ezine? I'll Write It For You and Show You How to Make It Successful!](http://www.netplaynewsletters.com/publisher.html)

Is Ezine Advertising Still Worth?

By Jean Lam

Ezine advertising is a powerful medium to reach thousands and thousands of potential customers for your online business. It has never been more easier to reach so many people than through ezine advertising.

But due to the fact that nowadays, we are overloaded with too many emails, ezine advertising is not quite as powerful as it used to be. But still, it is worth using ezine advertising as your marketing tool.

Don't forget that ezine advertising is done through email and email marketing is by far the best promotional tool for your online business.

Ezine advertising still produces good results but it depends on several factors to ensure a successful ezine advertising campaign for your business.

How To Properly Use Ezine Advertising – Part Two

(1) Number of subscribers

Before placing your ad in an ezine, check out the number of subscribers that this ezine has. I would opt to place my ad in an ezine with at least 500 subscribers. If less, it's not worth. Ezine advertising success is partly a numbers game.

(2) Ad quality

Writing a good ad is crucial to the success of your ezine advertising campaign. If poorly written, you can expect a poor response rate even if you placed your ad in a quality ezine. So ensure that your ad attracts your attention and makes you want to know more yourself just by reading it.

(3) Ad position

If you are serious about your online business, opt for a Top Sponsor ad or a solo ad. Usually more expensive but they produce far better results than classified ads. You have more exposure and the readers are more likely to see your ad and read it.

Ezine advertising is still the best advertising medium on the web. So don't give up. There really is no better place to invest your advertising dollar.

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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