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How To Turn an Ezine Advertising Strategy Into Thousands of Dollars Overnight!

By Marc Goldman

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OK, so we have all heard the clamors from people who have made money from placing ads in ezines. The process is simple enough. You have a product or service (or an affiliate program of which you are a member) and you also have a small classified ad promoting the benefits of said product or service. You pay to advertise in ezines that have a circulation comprised of the audience you wish to target.

This sounds easy enough but these days ezine advertising has become so competitive that a smart marketer needs to rethink his/her ezine advertising strategy. This is necessary in order to stand apart from the competition, reach an audience of targeted customers and continue to reap the overwhelming benefits resulting from this highly effective medium.

One of the biggest problems with traditional ezine advertising is the fact that your ad gets sandwiched in between 5–15 other ads of similar content. This naturally dramatically decreases the effectiveness of your ad.

Not to mention the fact that with so many affiliate programs in existence, competition between affiliates has escalated to new heights leading to many affiliates of the same program saturating a once responsive market through their ezine advertising campaigns.

This has led to decreased revenues for the affiliates and public apathy for the product/service. The situation has gotten so competitive that not only once but on several occasions I have

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witnessed ezines publish the exact same ad for an affiliate program (with different affiliate I.D.'s) all in the very same issue. How can this possibly benefit those advertisers?

However, this is not the fault of the ezine publisher either. The main purpose of an ezine (for many but not all publishers) is to sell advertising. When someone approaches a publisher with advertising dollars, you cannot fault him/her for taking the money and running the ad. That publisher is simply making an honest buck.

But there are some ingenious methods you can employ to get your ad in front of a responsive target market by utilizing ezine advertising. For starters, if you run an affiliate program provide your affiliates

with several different, tested classified ads which they can use to place in different ezines.

Remember, your affiliates are your salespeople – you want them to make as much money as possible so that you too make as much money as possible. Therefore, it is in your best interest to help them as much as you can.

If you are an affiliate, try your hand at writing some killer classified ads of your own so as to stand out from the competition. If you are not a great writer, I highly recommend picking up Robert Boduch's Great Headlines Instantly and putting the ideas within to use immediately.

Next, I strongly recommend that you shell out a little more money for a sponsor ad or a solo mailing in a newsletter that offers these services. A sponsor ad is the ad at the very top or very bottom of an ezine. Since they are closer to the top or bottom they stand apart from the other ads and so they illicit a much greater, more favorable response from subscribers.

A solo mailing is a 3–7 paragraph ad which an ezine sends to its list separate from its regular newsletter mailing. The size of these ads vary from one newsletter to another but they have proven, by far, to be the most effective, most profitable ezine ad in which an advertiser could ever invest his/her money.

These two advertising methods are the most powerful tools in an ezine advertisers arsenal. There is only one problem, how do you find out which ezines offer these advertising opportunities? Well, first you will need to find a comprehensive list of ezines and then spend some

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time combing through the thousands of zines to find those that meet your demographic requirements.

When that is done you are ready to further narrow the list by sifting through to find the ones that accept ads (free and paid). Finally, you need to find those that specifically offer solo and sponsorship ad opportunities and do some price shopping. Naturally, you need quite a bit of free time to complete this process. But do not despair, you do have an intelligent alternative if time is an issue for you.

The Ultimate Media Magnet has compiled all of the newsletters that offer sponsor ads and solo mailings into one efficient directory. All the ezines are sorted by category so as to make it even easier for you to immediately pull out those targeted to your market.

The Ultimate Media Magnet is by far the best solution for any marketer selling any product or service. You will instantly find

targeted ezines that offer the most effective methods of reaching a hungry, paying audience.

The Ultimate Media Magnet is only one tool available to members of The Ultimate Marketers Resource (<http://success.goldbar.net>).

Ezine advertising has been and will continue to be one of the most cost effective and profit generating tools at the internet marketers disposal. But, like everything else on the internet, for advertising methods to remain effective they must evolve.

Think of it this way, many marketing gurus and internet millionaires of today made their fortune from unsolicited email (SPAM). However, currently this method is considered unethical and these very same marketers now utilize opt-in email, ezine marketing and autoresponders instead.

To succeed using ezine advertising, you must change with the times and use the methods that work today!

Marc Goldman – Since 1999, The Ultimate Marketers Resource has been the only system enabling you to manage EVERY aspect of your business from Autoresponder services, Mailing List services and management, Lead Generation, and Ad Tracking, to Viral Marketing and much, much more remotely from anywhere in the world, anytime, from any computer for a low monthly fee. Click here to learn more before your competitors do: <http://success.goldbar.net>

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.

(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

.

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.

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