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## How to Write B2B Ads That Catch Customers

By Steve Koons

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Are your business-to-business ads working for you? If they are not making sales, are they at least generating interest in your company? Are they making an impression on your potential customers by making you stand out in a crowd? If not, then you should take a look at this article and get those ads working hard for you.

Don't just fish for customers, catch them!

1. ALWAYS include your company name in the first sentence, preferably as the first word. Don't start out with 'we'. And briefly state what you do right away. For example: "Solinc designs plastic injection molds." You want them to know who you are right away. Also, many B2B sites don't allow visitors to view the total ad without paying or registering. You want everybody to at least be able to search for you on the Internet. This can also help your ad to appear on some search engines.
2. You need a 'hook' to reel in your readers. There are probably plenty of other ads right next to yours so you need to get them within the first sentence or two. Use some great adjectives. Which is better: "Solinc designs injection molds." Or "Solinc expertly designs high quality, precision injection molds." Now they know who you are, what you do, and why you are special.
3. Ask a question about why your reader should choose you and answer it. Questions such as "Do your customers demand high quality?" "Are you looking for a total solution package?" Then tell them that's what you deliver, you've got what they need.
4. Clearly state what you do step-by-step. Use bullets, numbers or short dedicated paragraphs. Make a list of your products and services. Then tell a little bit about them. Don't forget to use your adjectives here. Give them a 'line' to find the bait.
5. Give them some food for thought. It's time to ask them another question. This time ask them about a problem they might have that you can solve. For example, "Are you completely satisfied with your current supplier?" "Are you frustrated with late deliveries?" "Are you looking for faster and more reliable

service?"

6. Give them a call to action. This is your `sinker'. Offer them the answer to their questions by contacting you today. Don't let them get away.

If you follow these steps you are on your way to catching some customers. But you need a few more pieces of bait to land the big catch.

·Include your keywords and company name throughout the text. This can help your ad land in the search engines. Avoid using the words `we' and `it' and `our product'.

·Use `you' often. It pays to include your potential customer in your ad.

·Be entertaining or subliminal, but don't be boring! This can be a bit tricky in some areas of business, especially manufacturing. A good trick is to use a product noun as a verb and couple it with an adjective. An example would be for injection molds. Not the most entertaining subject, but: "Inject some speed into your production with high quality molds by Solinc." And you've got a line with pull.

·Be sneaky. Some B2B sites don't allow you to put in your email address or URL in the ad copy. However, if you spell out "dot" or "at" in your addresses your potential customers can find you.

·And finally, be polite. Never use all caps or more than one exclamation point at a time, be careful of poor grammar or bad spelling. Show your potential customers you care.

Don't forget, practicing and proofreading lead to good ad copy, which leads to good sales.

Steve Koons works in the marketing department of Solinc Die and Mold and lives in Seoul, Korea. To read more of his stuff visit his blog: <http://www.injection-molds.blogspot.com><http://www.solinc.net>

## **How to Increase The Sales Of Promotional Products**

**By Josef Baumann**

I have searched for a new way to increase the sales of my promotional products. A good way is to start an affiliate-program with a commission for every customer who buy an product and who came to your page from a webpage of one of your affiliate-partners.

I thought that this is not the only way to increase my sales and there is another problem. You need to have your own online-shop and a webpage.

So I started to look for a webpage that will give me some tips and advices on how to increase selling promotional products. I used a searchengine and tried the keywords "sell promotional products" and "B2B promotional products". I have got a lot of distributors of promotional products as search results but only a few B2B Marketplaces.

## How to Write B2B Ads That Catch Customers

I have visited these B2B Marketplaces and found one webpage where you can sell promotional products without having an own webpage. The name is "B2B Marketplace for promotional products" at

How to start ?

First you have to register. There are no fees you have to pay to register. Then you are able to log in and add five of your promotional products without paying any money. If you want to publish more than five products than you have to pay 3\$ monthly and if you want to add more than 20 and up to 100 you have to pay 10\$ monthly.

The best of all you don't need to pay any fees when a customer who have been send to your webpage buy a promotional product. When you don't have a webpage you can publish you telephone number so that customers can contact you by phone.

Where can I find the Informations of my promotional products?

When you have added your promotional product you can find all the information you have made at the "Promotional Products Shop"-page. There customers are able to compare the prices and the informations of promotional products from different companies.

What's my oppinion?

I think you should try this webpage and add five of yours promotional products for free. You will see if more customer come to your webpage or not. And there is an another advantage because you will increase your link-popularity at all the searchengines.

Josef Baumann is an Marketing Expert and the owner of Bender Technology.

How to Increase The Sales Of Promotional Products

Gone Fishing ???

The Art Of Writing Powerful Classified Ads

You Can Write Ads Too

Why Suppliers should use B2B exchanges

How To Win The War Of Internet Marketing

The Classified List

CB AdWords Script

Fly In Ads Creator

Power Profits Autoresponder Course



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