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Increase Your Sales with a Highly Targeted Advertising Campaign

By Shelley Lowery

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If you're looking for a low-cost, yet highly effective means of advertising your products and services, then Google AdWords may be your answer.

Google AdWords provides a simple way to purchase highly targeted advertising, regardless of your budget. Unlike other sites selling banner ad space and pay-per-ranking, AdWords provides advertisers with highly effective text ads that are displayed with the search results. Studies have shown that highly targeted keyword advertising produces an average of four times the industry standard clickthrough rate.

Google, one of the premier Search Engines, receives over 29 million searches each day. Their popularity most likely stems from the speed and accuracy of their search results. Needless to say, placing your text ad with Google Adwords will be a highly effective way to advertise your products and services.

It is a well-known fact that text ads perform much better than banner ads. What better way to target your audience than through a popular Search Engine? Your potential customer is there for a reason -- they're looking for something. When a Google visitor types in their keywords, they are almost instantly presented with their search results. On the right side of the results are colored text boxes containing targeted advertisements that match their search terms.

When you place your ad with AdWords, you will have the ability to select a list of tightly targeted keywords including

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all of the following:

Keyword Matching – Shows your ad when a search includes your selected words.

Phrase Matching – Shows your ad when a search includes your selected phrases.

Exact Query Matching – Shows your ad when a search contains your exact keywords and no others.

Negative Keyword Matching – Will not show your ad if a search contains certain words you select.

This unique targeting technique will enable you to create a highly targeted ad campaign and test your ads with a high rate of accuracy. What's more, you can even target your ads to a specific country or language.

The great thing about advertising with Google AdWords is that you will have complete control over your ad and how much you'd like to spend. You can open an account with a credit card with no minimum deposit required. Once you place your ad, it can begin running almost immediately.

Their advertising rates are very reasonable. The amount you spend on your advertising campaign will depend on two factors: (1) the number of times your ad is displayed and (2) the position, one through eight, in which your ad appears. The advertising rates are as follows:

Position 1 – \$15 per thousand ads shown

Position 2 – \$12 per thousand ads shown

Position 3 – \$10 per thousand ads shown

Position 4 – 8 \$8 per thousand ads shown

The position of an ad is determined by how well it is performing. Ads with a higher clickthrough rate will receive a higher position and in turn will cost more.

In order to increase your clickthrough rate and spend less money, try to select keywords and phrases that specifically target the product or service you're offering. Avoid using common words, as these will use up your ad displays very

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rapidly. Instead, select words that specifically target your product or service. For example, instead of using a general keyword like 'software,' use a keyword that focuses on a specific software such as 'Front.' Or, a little less focused, 'web design software.' In addition, make sure you use your keyword phrase (search term) as the title of your ad. This will increase your clickthrough rate considerably.

When you set up your account with Google, make sure you use a different ad for each search term. Not only will this increase your ad's relevance in the search results, but it will also increase your clickthrough rate.

Once you place your ad, you can easily track your ad's response rate and make adjustments instantly. This is a great, low-cost way to find out which ads are performing the best.

Google AdWords provides Internet marketers with a cost-effective alternative to banner advertising. If you want to increase your traffic and sales, give AdWord a try -- you'll be glad you did.

For further information, visit Google AdWords:
<http://adwords.google.com>

Shelley Lowery is the author of Ebook Starter. A complete ebook design kit that takes you step by step through designing, creating and marketing your own ebook. Give your ebook a professional look in just a few simple steps with over 100 ebook interface and cover templates.
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Free Ezine Advertising by Writing Ezine Articles

By Jean Lam

Ezine Advertising is one of the best mediums for advertising your products and services. There is no other way you can reach such a big and targeted audience of potential buyers.

You go and find these people and not letting them come to you if you depend on search engines. You can either purchase a classified ad or even better a Top Sponsor ad or Solo ad. This could come as a surprise but did you know that you can get free ezine advertising for life?

Well there is a simple answer to this question. Write ezine articles and get them published. But you may wonder how come I can get free ezine advertising with my ezine articles?

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Your resource box or author bylines/bio at the end of your ezine article will contain a brief note about you and what you do. To learn more about article writing and how this can be profitable to your business, check this link out:

I must admit that writing ezine articles is a really powerful web marketing tool. And not only is it highly effective but you can save lots of money if you bypass ezine advertising. I have never paid for ezine advertising before for I've discovered this technique quite early.

An ezine article pulls as much as a Top Sponsor ad. Remember an ad is there simply because someone has paid for it. But your article is there because the publisher thinks you have something important to say.

In other words, you have been endorsed by the ezine publisher. And endorsement is one of the most powerful selling strategies on the web. In a nutshell, ezine articles are the king of ezine advertising.

If you want to reach an audience which is highly targeted and get free exposure, write ezine articles and save hundreds in ezine advertising.

Almost all ezines are archived, thousands of people read these archives, your article will be seen by these people at no extra cost. This can bring in exposure and extra sales on a long term basis.

Writing ezine articles is one of the best forms of free ezine advertising to get your name known, establish yourself as an expert. People are more likely to buy from experts than other people who are totally unheard of.

Once you get 10, 20, 30 or even more ezine publishers who regularly use your articles, you will get free ezine advertising for life and massive exposure for any products or services you may be promoting. Your name will be seen in many ezines and websites too and your credibility will increase considerably.

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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. Click here to find out:

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7 Rules for Ezine Ad Success

Revitalize Your Business To Increase Your Sales

The Classified List

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