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Internet Marketing Strategy:The Advertising Co-op

By Robert A. Kears

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The advertising co-op is an Internet marketing strategy that should bring sustained financial success.

Benefits from a well run advertising co-op include:

- (1)Responsive highly targeted advertising
- (2)Low cost

How An Advertising Co-op Works

Members of the same program pool their money to pay for advertising. Typically, a co-op group will consist of 3-12 members.

The best advertising buy is often a solo ad or top sponsor ad in an ezine. Let's say for example that a top sponsor ad in an ezine costs \$120 (US). If 10 members participate in the co-op, the cost per individual is only \$12 (US).

Suddenly, highly targeted advertising is within reach of everybody. The members should be advertising a program where each member has his/her own individual referral URL.

To organize the co-op you'll need:

(1) an URL (website) rotator

(2) ad trackers

For a comprehensive list of FREE URL rotators visit:

<http://100FreeWorkAtHomeTools.com/freurlrotators.html>

For a comprehensive list of FREE ad trackers visit:

<http://100FreeWorkAtHomeTools.com/freadtrackers.html>

When the ezine ad is run, the ad will contain the URL of a rotator. Inserted in the rotator will be the referral URLs of the co-op members. As ezine readers click on the URL in the ad, the referring website URLs come up in rotation for the co-op members.

To insure the integrity of the co-op each member should convert their referral URL to an ad tracking URL and submit this second URL to the co-op organizer.

Each time the ad tracker URL is clicked a hit will be recorded by the ad tracking program. All co-op members can be assured that the ad responses are distributed evenly since they can compare number of hits with other co-op members.

It is an advertising axiom that TARGETED ADVERTISING brings the best results. By TARGETED I mean you are advertising directly to a group that has demonstrated an interest in essentially the area you are promoting.

Such as advertising a search engine submission service in an ezine devoted to website promotion.

With over 300,00 online ezines in existence finding an ezine that covers your target market should be easy.

To find appropriate ezines for advertising this is one of the best ezine directories available:

<http://www.topezineads.com/demo.html>

Final thoughts:

(1) Do not advertise in any ezine you have not subscribed to.

You want to make sure the ezine offers QUALITY information and is being read by its subscribers.

(2) Distribute a list of co-op participants with name and email address to all co-op members.

(3) For network marketers the advertising co-op is the perfect promotional choice.

(4) If you are a member of a free-to-join multi level advertising program, where you can contact downline members, organizing a co-op can have long term benefits for a very modest cost.

Even though you are doing paid advertising for a program that does not give an immediate cash reward to co-op members via 'sales', **THE LIFETIME BENEFITS FROM INCREASING YOUR ADVERTISING FIREPOWER CAN BE DRAMATIC!**

Subscribe to The TAX TORPEDO Newsletter, edited by Robert A. Kearse, for a powerful diet of Internet Marketing Strategy, plus FREE resources for your work at home business, plus, very valuable FREE bonuses to new subscribers:

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What's The Difference Between Marketing And Advertising?

By Marketing Basics

What's The Difference Between Marketing And Advertising? by Marketing Basics

Many people confuse marketing with advertising or vice versa. While both components are equally important, they are also very different. Knowing the differences between the two can put your company on the fast track to success.

Let's start off by reviewing the formal definitions of each and then we'll explain how marketing and

advertising differ from one another:

Advertising: The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.

Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

After reading both of the definitions, it is easy to understand how the differences can be confusing to the point that most people think of them as one and the same. So, let's clear up the confusion.

Advertising is but a single component of the marketing process.

Advertising entails publicizing your business, product, or services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, yellow pages, television, radio, and of course the Internet. Advertising is the single largest expenditure of most marketing campaigns.

The best way to distinguish between advertising and marketing is the pie chart. Mentally visualize breaking the pie chart down into several slices that include advertising, product pricing, distribution, customer service, sales strategy, etc.

Using this method, you can see, advertising only equals one slice of the pie in the marketing strategy. All of these components must not only work independently, but they also must work in unison towards the ultimate goal of publicizing your business and obtaining customers.

Marketing, on the other hand, is simply a process that an organization goes through to facilitate an exchange between buyer and seller.



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