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Marketing On Craigslist 101

By Shanon Lewis

Since its launch in 1995 Craigslist.org has quietly become the largest online classifieds website in the world with a regional presence in 190 cities, across 35 countries. Each month over 10 million people log on to the seventh most popular website to buy and sell just about everything. From real estate to furniture, promoting services such as contracting, house cleaning and even babysitting - Craigslist is the one spot where anyone can connect regionally to fill a need.

As its popularity has continued to increase, so have the possibilities for vendors large and small to market their wares on Craigslist. What's the big attraction? For the most part Craigslist is 100% free to post and search. Only do job postings in San Francisco, L.A and New York City cost a small fee to post. Otherwise, Craigslist is an open free source for new targeted customers, ripe for the picking, just waiting for your business to give them what they want.

Craigslist is regionally based website that truly promotes community involvement. However, you can post in any of the available metros and multiple metros as well. The trick is in designing an ad that gets people attention, getting on a regular posting schedule, following the rules (or at least not overtly breaking them) and searching for new customers daily.

Simplicity in ad design is paramount and it matches the vibe that Craigslist likes to attract - peer-to-peer, real human interaction. It lacks the commercial aspects that add fluff and confusion in exchange for simple ads, most posted by real folks. Design your ad to fit into that scheme is key to a successful campaign.

Get into the habit of posting often on Craigslist and hit multiple metros with different ads to get more reach (if you business can support it). It's free to post so what do you have to lose!

Understanding Craigslist rules are fairly simple as they are openly published. They are super picky about what you can post, but there are exceptions like livestock and anything illegal (drugs, guns, etc.). One of the major rules that I see as a marketing rule more than a terms of service rule is to post in the category that best corresponds with your product type. This ensures your ad will reach the best target without adding to useless clutter.

Over 8 million people post monthly on Craigslist and that number grows every day. Don't just sit back and post ads, answer ads seeking your products and services as well.

Craigslist is one of the best ways for every business, large and small to find a new voice online for little more than elbow grease.

Shanon Lewis is a web marketing expert and the author of "The Unofficial Craigslist Book" the first and only book that features detailed tips, tricks and guidance showing every business how to succeed on

<http://Craigslist.org>

. For more information, visit

<http://www.craigslist-book.com>

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There Are A Lot Of Lists Out There, Why Is Craig's So Popular?

By Madison Lockwood

What is Craigslist?

Craigslist is a website that was started in 1995 by a guy named – you guessed it – Craig. What began as a place for the residents of San Francisco to find what they need from each other (i.e. a job, a babysitter, a new dresser, a Buick) has since grown exponentially. With sites for all 50 states, 52 countries, and major cities all over the world, Craigslist is the ultimate, all encompassing 'classifieds' for anything you could possibly want that's up for grabs in your neighborhood.

Why is Craigslist so popular?

Word of mouth spread the news of Craigslist so quickly that the sites in cities like San Francisco, New York, Boston, Houston and more are the premiere spots in the those cities for job seekers and employers alike. Because of the huge amount of traffic, Craigslist is also free of ads, banners, and any corporate sponsorship that could influence the content of the site.

Simple to use and easy to navigate, Craigslist has managed to keep its grassroots honesty as its grown and continues to provide a community forum to each community it serves.

What information can I find on Craigslist?

The better question might be: what can't you find on Craigslist? On the home page of each city you will find categories for your perusal including:

– Community – Here you will find childcare, a place to volunteer, classes to take, local news, lost and

found, an addition to your band or artist collective, and someone to carpool with.

– Housing – This is the place to not only find a roommate, a room, an apartment or a sublet but also parking or storage rental, vacation rentals, office and commercial spaces, and someone to swap houses with. Customize your search by choosing price brackets, pets allowed, and specific neighborhoods.

– Jobs – Job listings are divided into 24 categories plus an Et Cetera section for positions that don't quite fit anywhere else. The beauty of this section is that despite the thousands of listings, you can narrow down the selection with keywords and by choosing jobs that offer telecommuting, part time hours, or availability in specific neighborhoods.

– Personals – There's something for everyone here. The best section is 'Missed Connections' where you can list a posting for that cute someone who smiled at you from across the room – or be found when that person posts looking for you.

– For Sale – Twenty–four listings plus a wanted section divides up thousands of postings of all sorts of stuff for sale. There's even a free stuff section and a place to barter. Find everything from packing materials to a new set of living room furniture.

– Discussion Forums – There are 54 categories in this section. You'll find someone to talk to who shares your same interests, whether your interests are transgender issues, haiku, kink, or gardening.

– Services – If you need someone to do your taxes, fix your computer, or give you a massage, you can find that person here.

– Gigs – If you're a computer programmer, stage hand, writer, or jack–of–all–trades, you can pick up a little side work here.

– Resumes – Post yours here or peruse some of the local talent.

– Event Calendar – Find something to do this weekend here.

How do I use Craigslist?

Go to

www.craigslist.org

, choose your country or state from the list on the right then choose your city

and keep clicking until you find the apartment, roommate, job, community, relationship, conversation you've always wanted.

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