

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Share Ad Expenses to Boost Profits

By Will Dylan

Share Ad Expenses to Boost Profits

by: **Will Dylan**

The challenges of the small business owner are well documented. They must battle for market share against larger competitors, run all aspects of their business, and even pay higher rates for advertising and other marketing related expenses. Small businesses generally do not qualify for volume discounts when it comes to buying advertising space or marketing materials, and thus they end up paying higher rates for the same ad space or marketing materials purchased by their corporate counterparts.

In recent years, there have been some changes in the marketplace that are of benefit to small business owners. For example, Internet procurement sites have emerged offering discount rates on everyday office supplies such as toner or paper. However, the high cost of advertising has not been formally addressed. That's why many small businesses are taking matters into their own hands and joining forces in marketing "co-ops".

Here's an example of how it works. Andy's Accounting Firm and Larry's Legal Firm are both small businesses operating in the business-to-business sector. Andy services small businesses with their accounting needs, and Larry is a lawyer specializing in small business issues. Andy and Larry both wish to purchase advertising space in a popular small business magazine. The rate they are quoted individually is \$5000 for the back page of the magazine. Since they are not repeat advertisers, neither Andy nor Larry receives any kind of discount. So how do they save money on this advertising venture? A co-op approach on one of two fronts will cut their advertising costs significantly:

Share the ad: Since they are not direct competitors, Andy and Larry could split the ad space 50/50, acting almost as if they were partners although their businesses are distinct. This drops the cost to \$2500 for each business and they still receive broad exposure in their chosen publication. In fact, by putting their heads together they should be able promote their collective business expertise as "Total Solutions for Small Business".

Share Ad Expenses to Boost Profits

Purchase separately at a discount - There may be some occasions where a business does not wish to share its ad space. Even in these cases a co-op approach can offer a lower cost. Andy could call the publication and ask for a quote on the back page for next month. Once the price of \$5000 is quoted, he then offers the publication a deal "What if I bring on another advertiser for you. Would I get a small discount?" Most publications live or die on the sales of their advertising space, and are usually willing to offer someone like Andy a 10% discount for bringing someone like Larry in to purchase an ad elsewhere in the publication. Andy and Larry split the savings and Andy ends up paying \$4750 for a \$5000 ad. Although the savings were smaller in this case than the shared ad example, remember that Andy now has the entire back page to himself and saves \$250.

Advertising is not the only example of co-ops at work. Web Designers would jump at the chance to line up two clients in one shot, and would likely offer a discount to do so. The same applies to a printing company that prints brochures or business cards. The possibilities are endless, including the size of the co-op you choose to join.

When faced with a major advertising buying decision or the need for new marketing materials, find out how much you will have to pay as a small business. Then form alliances with similar small business, and negotiate a better deal for all parties involved.

Will Dylan is the Author of Small Business Big Marketing and owner of

. Will also offers article and news release writing services

through his website. You can contact Will at

Reward Those Who Publish Your Articles!

By Martin Lemieux

It is pretty obvious that content is king online. It is also obvious that writing more content and submitting them to other sites will help boost your popularity and bring more visitors to your site.

So why wouldn't you help boost those pages that have your articles on them?

I want to share a small tip that will help boost your articles popularity all over the world.

See, most of us who do write articles are mainly concerned about getting their articles published. Well why wouldn't you reward those who publish your articles?

I am consistently finding ways to boost pr ratings for ALL of my pages within my site, you should be too. If we are all trying to do this, then why don't we help boost our articles on other sites!

Here's an example of this...

Share Ad Expenses to Boost Profits

I have an article titled: "Getting A Better Rank For All Your Pages"

Now simply listing this article on my site isn't enough. I also promote and submit this article wherever I can. If by chance a web site publishes my article, I will reward that site by adding a link on my site were that article is listed.

Infact, if you've seen my marketing tip articles, there is a small resource box at the bottom of each article that links to all the sites that have listed that specific article. Being more specific, I don't link to their main page, I link to my article.

Here's what that accomplishes...

Let's say your article is listed on "Artices R Us" and you want your article to be found by anyone who searches for that company, boosting your pr rating for your article on "Articles R Us" will help you get more visitors from that site.

See, it's not only about listing your articles because we would all like to have our articles found right away and 1st. Don't miss the chance to gain more visitors by letting your article die out on the site that you listed it in.

What if all your articles listed on other sites, had a pr rating in google of (pr4) or more? That would be great!

That would be great because we all know that Google rewards your link popularity when listed in a page that is pr4 or more!

So don't be shy to reward those who list your articles, doing so will only boost your search engine ranking and also give you a lot more visitors than before!

Martin Lemieux
Smartads – President

Affordable web site design & Web Site Marketing Tips

ASES – Affordable Search Engine Specialists

GOING TO PUBLISH THIS ARTICLE?

Send us a note of the location so we can add a link on our site to where you have used the article!

Related Content:

Reward Those Who Publish Your Articles!
Family Finance
Reverse The Risk And Boost Your Profits

The Investing Power Behind Randomizers
The Monster's Out Of The Cage! – Part 4

Read more Content at

Related Products:

GET PAID TO SHOP AND ENJOY FREE HOLIDAYS! – By Avril Harper
Smoothies for Athletes
ScrollPops
Traffic Boost News Ticker
Profitable Crafts Vol 4

: A genuine resource center for Quality Ebooks and Softwares



This Free E–Book has been brought to you by Natural–Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

Share Ad Expenses to Boost Profits

