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Successful Ezine Advertising Techniques.

By Christos Varsamis

Ezines are highly effective advertising tool if done correctly. One of the most important advantage

ezines have is the target group of people they refer to. Of course there are rules to be followed in order to succeed in ezine advertising.

1. Write Benefits Not Features.

It may sound cynical but most people are selfish. They don't care about your company or background but they DO care about the benefits they gain. So, instead of saying that the "A" software title contains these features, try to specify that it will save money and time in the exact amount. Be as accurate as you can on that.

2. Choose very careful the ezines you advertise.

An ezine of 150.000 subscribers may seem tempting but you should ask yourself, how the publisher got those subscribers? He bought the list, used FFA, or used similar methods? Does the publisher use contests for his subscribers in order to visit your website? If a subscriber visits your site because there is the expectation of gaining something how valuable this subscriber is for your business? Zero if you ask me.

3. Double opt-in much better than single opt-in.

Yes, if you find an ezine that builds the subscriber base with double opt-in method, it's highly possible that you have a goldmine here. A double opt-in ezine of 2500 subscribers has more value than a single opt-in ezine of 10.000 subscriber base. With double opt-in you can be reassured that you will have no spam complains and the value of the prospects is much higher.

4. Run you ads more than once.

This is important because prospects have to see more than one time to absorb your message. One thing you can do is to run your ad 2-3 times and if the first is not successful you can modify your copy.

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5. The Headline is all the money.

People have their mailbox filled with emails and spam these days. Obviously they don't have the time to read every single email they get. So the screening process starts with the headlines. It's a simple as that, if your headline sucks your all effort goes in vain. They will just ignore the whole message.

6. Call to action - Create urgency sense.

This is a copywriting rule you must follow. You must use the time pressure technique to the readers in order to act now. You can use limited time discount offers. In that way you tempt the reader to visit your website which is your first aim.

7. Track your ads.

Do Not underestimate that factor. If you start to have sales, how would you know which ezines produce the results? You can't afford to miss that. With so many tracking software and services out there is no excuse to risk your advertising budget on guessing.

8. Focus on Top-Sponsor and Solo ads.

They are the most effective. Top sponsor ads are on the top of the publication and it is the first message the reader views. Solo ads are highly effective because the reader views your message alone with nothing else tracking his or her attention. Forget the classified ads, although they are cheaper. When you read a newsletter you focus on the content or the 15-20 displayed ads?

Finally, as a recommendation, you can start searching for effective ezines on the directoryofezines.com . It's the ultimate resource for tracking and advertising on targeted ezines.

Christos Varsamis is an Internet Marketer & Affiliate Marketing Specialist. You can check the latest resources and Product reviews on

<http://www.fastprofitbiz.com>

Is Ezine Advertising Still Worth?

By Jean Lam

Ezine advertising is a powerful medium to reach thousands and thousands of potential customers for your online business. It has never been more easier to reach so many people than through ezine advertising.

But due to the fact that nowadays, we are overloaded with too many emails, ezine advertising is not quite as powerful as it used to be. But still, it is worth using ezine advertising as your marketing tool.

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Don't forget that ezine advertising is done through email and email marketing is by far the best promotional tool for your online business.

Ezine advertising still produces good results but it depends on several factors to ensure a successful ezine advertising campaign for your business.

(1) Number of subscribers

Before placing your ad in an ezine, check out the number of subscribers that this ezine has. I would opt to place my ad in an ezine with at least 500 subscribers. If less, it's not worth. Ezine advertising success is partly a numbers game.

(2) Ad quality

Writing a good ad is crucial to the success of your ezine advertising campaign. If poorly written, you can expect a poor response rate even if you placed your ad in a quality ezine. So ensure that your ad attracts your attention and makes you want to know more yourself just by reading it.

(3) Ad position

If you are serious about your online business, opt for a Top Sponsor ad or a solo ad. Usually more expensive but they produce far better results than classified ads. You have more exposure and the readers are more likely to see your ad and read it.

Ezine advertising is still the best advertising medium on the web. So don't give up. There really is no better place to invest your advertising dollar.

Jean Lam is the editor and publisher of "Web Biz Secrets" E-Magazine. Receive a FREE gift when you subscribe today at

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