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

THE EFFECTIVE E-ADVERTISEMENT

By Joseph Tope

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Not surprisingly, those who did not experience the early, freewheeling days of the net frequently find it difficult to write effective ads for application on the web. The spontaneous sense of playfulness, the undeniable urge to hack, the use of geekish yet incredibly expressive vocabulary and the all-too-easily identifiable leaning toward the grungy side (a symptom typical of both the true hacker and the wannabe) come together in a way that profoundly challenges, if it does not utterly defeat, the newcomer to the net game. I've jotted down a few observations concerning the items that I think are requisite to putting together an effective e-ad; I hope that the following will be of some interest and value to you.

·The ad must be short and pack a punch. A creative ad consisting of about fifteen to twenty words can be a good deal more effective than an ad twice or three times the above length. Browsers (the human kind) have to be caught on the fly and they tend to ignore lengthy text. A recent study suggests that sixty-plus percent of all ads placed at web sites fail to connect with the short attention spans of the cyber visitors and are, consequently, effectively ignored.

·The ad caption must be compelling. Intriguing word play and smart phraseology can be combined to ensure that the reader's attention is sufficiently captured. Try to work in words and concepts that are current on the net; just don't overplay the here-and-now hand. It wouldn't hurt to highlight both the present and future value of the target product; a professional copywriter can be immensely valuable in this regard.

·The ad must provoke the reader to take action or reach a decision that will result in a happy ending. The idea of speedy gratification must be invoked.

·The message must be seamless; that is, the hard sell must not be too overt. The "hook" must be an integral part of the message but never painfully so. The first law of advertising must be observed: Make certain that the bottom line is reserved strictly for the product; the ad's only reason for being is to showcase the product. The ad must ask for the sale- but never in a boorish manner.

·The appeal must be pitched to emotion as much as to reason. The "reason factor" is always there to give the consumer grounds to conclude that he or she reached the decision to purchase based solely on logic.

·While the use of imaginative graphics may be desirable in terms of visual attraction, great care must

be taken not to become too cutesy in terms of format.

The ad must exploit the electronic medium; it should be readily distinguishable from a print or television ad. E-ads which are evocative of the "hanging out", informal, sometimes-grungy side of the original web are going to have an impact. Formal, polished, Madison Ave.-style ads are to be avoided like the plague.

Joseph Tope is the owner of NamesTheGame.com, an e-commerce firm offering brand and marketing consultation to web business sellers and buyers. Joe also owns MyBrokersPlace.com, a domain name brokerage with a planned opening date of March 2001.

Email Marketing – 8 Tips How NOT to Get Your Advertisement Read

By Edward Gause

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Email marketing is one of the most effective marketing methods available – if done correctly. With the recent wave of email viruses going around, people are becoming more reluctant to open email from strangers, including me.

With that in mind, here are some highly effective methods to get your advertisement, that you worked so hard on, sent straight to my trash folder:

– If your email address looks like gibberish or appears to be coded as in x748cJhb@adomain.com, cBGtTnfP@anydomain.com, jt12355@anydomain.com, or 68340224@anydomain.com, I don't know you – TRASH!

– If your email address is friend@anydomain.com or addressed to friend@mydomain.com, I don't have any friends by the name of "Friend" and my name is "Edward" so I don't know you and you obviously don't know me. – TRASH!

– If your email subject begins with "ADV", or "URGENT" or Re: to a subject I never sent – TRASH! I'll take my chances not reading those "urgent" emails.

Ok, your ad has initially made it pass my "trigger-happy" delete finger and didn't get tossed immediately in the trash. Good deal, but still not there yet. Here's how to get your ad tossed in the trash after it's been opened but still not read:

– If your email requires me to write you via "snail mail" or call you (long distance at that!) to be removed from your list – TRASH! I don't want anything to do with you if I have to spend money to request removal from a list I shouldn't have been on in the first place.

– If your email begins with "Thank you for sending information on your money making opportunity, now look at mine..." – TRASH! If I'm a responsible emailer, I KNOW who I sent information to. If I can't remember, I must be a spammer.

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– If anywhere in your email, you have a statement that begins with "This email is not spam..." – TRASH! If you have to say it, then it's spam!

– If anywhere in your email, you have the statement that's similar to "Under Bill s.1618 TITLE III passed by the 105th U.S. Congress this letter cannot be considered spam..." – TRASH! Again, if you have to say it, then it's spam! Do your research. The bill never passed. Also, last time I checked, U.S. laws don't apply to other countries.

– If anywhere in your email, you promise that I can lots of money with little or no work – TRASH! Don't insult my intelligence.

There you have it. Eight effective techniques to NOT get your email advertisement read. Use them wisely and best of luck!

Edward Gause is webmaster of the Cynted Internet Marketing Center and publisher of the Cynted Chronicle, a bi-weekly ezine targeting the interests of novice internet marketers. To subscribe, email: <mailto:subscribe@cynted.com> or visit <http://www.cynted.com>



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