

Which of these mistakes are you making with ezine advertising?

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By Jason Mann

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Ezine advertising has been glorified by experts the world over as the last refuge for the little guy/gal to make a buck online. Well, I hate to deliver bad news, and please don't shoot the messenger, but there are some draw backs to ezine advertising and many of the Inner Sanctum E-Letter subscribers are making them daily. Let's look at the most common mistakes and their solutions.

Mistake #1: Not Tracking Your ads.

Many business owners have no idea how they can track every ad they place. Whether for an affiliate program or their own product, they just don't know. Not knowing what ad is working and producing the sale will cost you and your business thousands of dollars. When you know what ad produces and what ad doesn't you can cut the worst of the ads and only keep the ad/s which is producing for your business.

>>Solution:every ad by creating a special redirect link that is only used in that ad. Or you can add a question mark to the end of the URL and check that on your stats page.

A simple, <http://www.yourdomainname.com/pagename.html?trackingcodehere> will suffice in most cases. Check with your web host to see if have access to your web site stats log. Or sign up for one of the free/fee tracking services online.

Mistake #2: Writing me-too ads.

When writing your ad you must take your ego, your desire to boast about you and your company, out of the equation. An example of a

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me-too ad:

"Acme Law Offices have been in business for 20 years. Our staff of lawyers all graduated from Harvard Law School with honors. Call us at 1-800-acme-law today!"

>>Solution:"Guaranteed Settlements! Win your settlement guaranteed and save 43% on attorney fees by calling ACME Law Offices at: (blah,blah, blah)"
This ad focuses completely on the end result, the main benefit. Guaranteed Settlements. Which ad do you think would pull more responses?

Mistake #3: Running Classifieds.

Since they don't cost much, business owners tend to use classifieds to save costs. Classifieds are cheap, \$5-\$20 per ad, and in most cases run faster than solo or top sponsor ads because the ezine publisher runs 10-20 per issue.

What's not so commonly known is the fact classified sections are often times scanned by the reader (I scan past them every time) and get very little eye time.

>>Solution:They are exclusive (solo mailings) or only have 2-3 (sponsor ads) per issue spaced out between the content.

Mistake #4: Going for large subscriber bases.

Large subscriber stats are impressive. 30,000 subscribers is a ton of eye balls and the potential to return a profit is greatly increased. Well, this is completely untrue.

A recent test we ran took our breath away. We spent \$180 on a solo ad to a subscriber base in a general marketing publication of 30,000 subscribers. We ran that same solo ad for \$65 in an ezine about pop-up marketing strategies with a subscriber base of 1200.

Ad #1 to 30,000+ brought back \$0!

Ad#2 to 1200 specifically targeted subscribers brought back \$900 in pure profit!

>>Solution:to go, before you invest money, check out smaller, highly targeted ezines and test your ads in those. You'll save money and odds are your returns will be greater.

Mistake #5: Running your ad once.

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When I first started advertising ezines I would run one ad one time, if it didn't produce results I would switch ezines and run the ad again. This was I tested the ad. Many business owners are doing the same thing today. By running the ad only once, you're cutting your chances to profit in half.

By running it 2–3–4 times, even if the first run didn't make a profit gives your ad more exposure, readers will "think" it's producing because you ran it more than one time, therefore other subscribers must have thought it was worth looking at helping your ad produce.

>>Solution:ezines, switch ads. Run that ad twice. Do this with all your ads. You'll be suprised to find the ezine actually produces profits for another ad and not another. So now you can run that ad 4–5–6

times and squeeze more profits from the ezine.

Ezine advertising is profitable. It takes testing, tracking, solo or top sponsor placments and more testing to pin point ezines with high sales ratio's. Don't give up on the ezine just because a successful ad from another test didn't work. Place another ad, test it, test another and so on.

All you need is 5–10 profitable ezines and you'll increase sales and profits for your business.

Jason Mann is a profitability consultant who works with small andmedium web business to increase their overall profit using easy todeploy, cost effective marketing strategies. Visit his web site at:<http://www.innersanctumeletter.com> for more helpful information aboutweb marketing.

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.

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

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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

He is also the author of the highly acclaimed eBook "Top Search Engine Ranking Secrets in Google Revealed" and has shown webmasters how to drive massive traffic to their websites from Google. Click here to find out:

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