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Why Ezine Advertising Doesn't Always Work?

By Ken Kovach

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Why Ezine Advertising Doesn't Always Work?

Explore How to make it Work for You!

It's a well known fact that Ezine advertising is one of the best methods of Advertising and for the most part brings the best results. Now with that said and done let's take a closer look at a few reasons why you might not get the results you expected.

You see a "Big Name" marketer may be marketing his "New" Product That no one has every seen and make sales left and right and then turn around and tell you how great ezine advertising is and even suggest the ezines he/she used.

So with great excitement you've decided to advertise a product that has been out for quite a while (even a week) and decide to use all the same ezines with out subscribing to them first or checking the owners website to see if he has already saturated his list with the same product. You follow the "Guru's" foot steps but with little or no results. What happened?

Did the "Guru" lie? No, but it's our responsibility to wisely apply the information we receive. Now in the example above if you had truly followed the Guru's Footsteps and had been the "First" to launch a "New" Hot Endorsed Product, I dare say you would have probably experienced the same great results he did.

So how can the Affiliate or someone without a personal "New" Product do well with ezine advertising? Acting "Quick" and getting your ads out "First" will often give you a Big Selling Ratio Edge. And Unique sales copy is Important.

Other known working Methods are to "Know" your Ezines by Subscribing to several of them especially in your known niche market. Or better yet "Completely" outside of your niche market where everyone hasn't already seen the product you're promoting. Small ezines or small coop ezines can often bring good results.

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Always think about things before you act and don't let the "Hype" control your emotions. Everyone has to apply information to their own situation to succeed. More on this Subject Coming Soon!

If you are interested in trying coop ads and want to get started with coop ezine ads to small ezines without shelling out more than \$8.00 to be seen in 6–12 ezines take a look at this site.

<http://kovach-services.com/ezinead>

If you want to pay a "little" more for coop solo ezine ads (and be seen in several ezines) then you might want to have a look at this site. <http://kovach-services.com/soload>

Small ezines offer a lot of special deals and even free advertising once you are subscribed to them. Happy Ezine Exploring!

Written by Ken Kovach of Success Services Ezine <http://kovach-services.com/ezine> and Kovach Services Ebook & Software Store <http://kovach-services.com> This Article is copyrighted © by Success Services Ezine but may be freely distributed if the signature file and credits remain intact.

Ken Kovach has been a teacher and public speaker for over 20 years. Publishes a marketing ezine and has a network of websites offers online services. Visit his ezine site at:

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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.

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

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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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