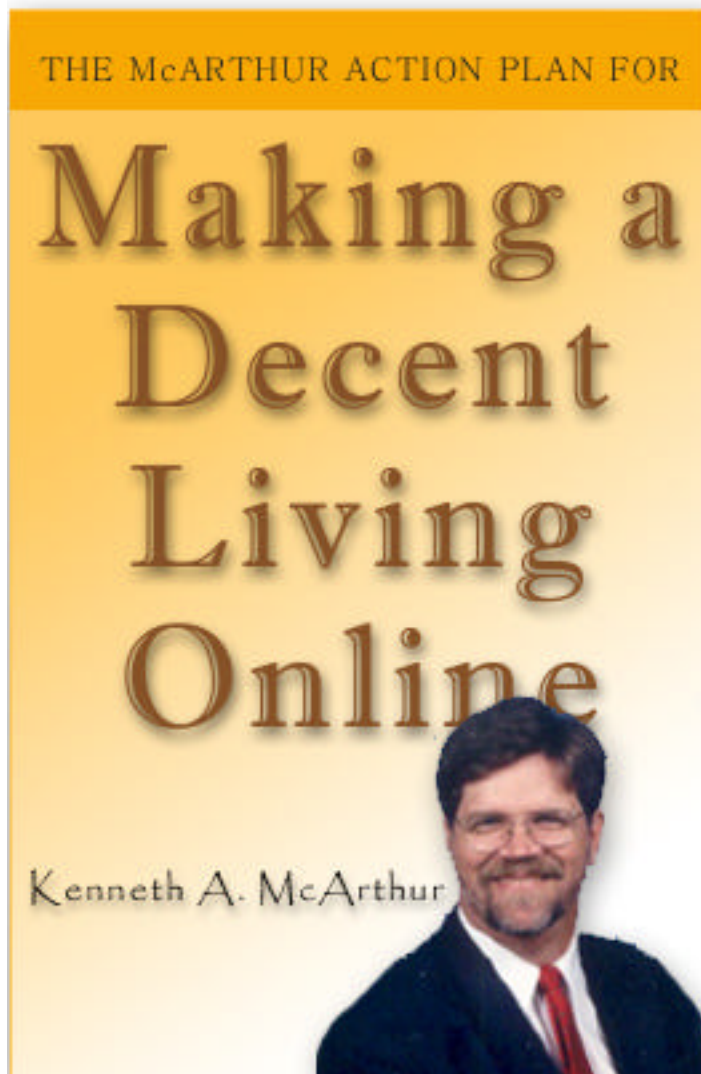


Ezine Advertising Special Report

Excerpted from



© 2005 by Kenneth A. McArthur

All Rights Reserved.

No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the author.

How to Maximize Profits from Ezine Advertising

An ezine is an electronic newsletter delivered directly to subscribers.

Ezines may be delivered in “text only,” “HTML” or “on-line” formats.

Ezines are a cost effective, proactive way of advertising to specific target audiences.

With spam on the increase – and the increase in filtering systems to block it – ezines face increasing problems getting their message through. Although ezines are requested by the reader and feature information that the reader is looking for, delivery rates are still a challenge.

The good news is that you don’t have to depend on someone finding you as you do with search engines. Ezines are a proactive advertising medium which means that you can go straight to your prospective customers whenever you want to reach them.

If there is a market for your products and services, there is an ezine to cover that market. You can reach thousands of people who are interested in what you have to offer.

Another bonus is that almost all ezines are archived on the Web. That means that your ad will be viewed by potentially thousands of people over an extended period of time, so make sure that you don’t date your advertisement. Your ad may be around for years.

Key factors in maximizing your Ezine Advertising results include:

- ✍ Finding Ezines that match your target market
- ✍ Writing Compelling Headlines
- ✍ Using copy that works for a particular type of advertising
- ✍ Testing results
- ✍ Determining what advertising is cost effective
- ✍ Repeating advertisements that work
- ✍ Capturing contact information for every lead
- ✍ Repeatedly selling to all leads that are captured

For more information about this report and the McArthur Action Plan Series of books visit:

<http://www.ActionPlanBooks.com>

How to find ezines that match your target market

There are a number of ezine directories that can help you find publications that match your target market. Here are just a few:

- <http://www.directoryofezines.com/>
- <http://www.ezinesearch.com/search-it/ezine/>
- <http://www.liszt.com/>
- <http://www.myfavoriteezines.com>
- <http://www.ezinedepot.net/>
- <http://www.cumuli.com/ezine/>

How to choose ezines to advertise in

The most important factor in choosing ezines is to make sure that the ezines are written for the market that you are selling to. The closer the ezine's readers match your perfect customer, the better your results will be.

The only way that you will ever know if they match is to subscribe to the ezine and read several issues. You want to be completely familiar with any publication before placing your first ad.

First take a look at the editorial content for the ezine. Would you want to read it on a regular basis? If you wouldn't be caught dead reading this stuff, why would your potential customers? Even subscribers may not actually read the ezine if the editorial content isn't worthwhile.

Check to see how many ads are in the ezine. Fewer ads usually equal more attention for your ad.

It's not always the big ezines that pull in the results. Small ezines with only a few hundred subscribers often have very targeted audiences and are more receptive to your advertising.

Check the price on a per thousand basis. Often smaller publications will cost less per thousand than larger publications.

Take a look at the existing ads closely and watch for ads that are repeated issue after issue. Repeated ads are either ads placed by the publisher or ads that are getting some success. If they seem to be successful, see if you can figure out how closely your market matches the ad's market. If it's working for them, it could work for you.

For more information about this report and the McArthur Action Plan Series of books visit:

<http://www.ActionPlanBooks.com>

Check the publication frequency. When was their last issue? Do they publish on a regular basis? Some publications are not regularly read because they are not regularly published.

Check the archives. Are they posted on the Web? You don't want to miss out on the residual effect of having your ad on the Web for years after publication.

See how long the ezine has been published. The fact that it's lasted for a while means that someone is benefiting from reading it.

Do a search on Google for the ezine name and see if you find favorable comments and quotes from the publication. The reputation of the ezine becomes your own when you advertise in it.

Contact current advertisers and ask them if they are getting any results. Good reports are good news, but take negative results with a grain of salt. It may very well be that they aren't advertising in an effective way.

If you are going to run solo ads, be sure to ask how many solo ads are sent out in a month. The more frequent the ads, the less they are read.

Types of Ezine Advertising

Ezines offer a number of different types of advertising opportunities. The types that you use depend on a number of factors including what kind of budget you have to work with, the number of leads you want to produce and options available for a given publication.

You can get ezine advertising that costs from zero to thousands of dollars. The key is to match the message to the medium and maximize your results.

Endorsements

Ezine publishers will often recommend products and services as part of their editorial content. These types of recommendations are called endorsements.

Endorsements are the very best kind of ezine advertising that you can get.

The best endorsements or testimonials come from people that your prospects know and trust. The readers of an ezine have subscribed

because they know and trust the publisher and when the publisher recommends a product, the readers are likely to listen.

Many ezines are no longer taking paid advertising at all because endorsements work so much better than paid advertisements, for both the publisher and the advertiser. Because of the higher conversion rates received when using endorsements, both the publisher and the advertiser have the ability to make more money.

Readers like endorsements better than regular ads too, because endorsements are much more personal and less intrusive and they know that they are getting quality endorsements because they know and trust the publisher.

Because they have the target audience that advertisers want to reach, ezine publishers receive hundreds of requests from companies who want them to endorse their products. Your job is to get the attention of the publisher and convince them that your product is worth promoting.

You need to sell the publisher on the fact that your product is better for their readers and more likely to make a profit for the publisher, than all of the competing offers that they have received.

Most publishers are offered a “review” copy of the product and a percentage of profits from any sales of the product that the endorsement produces. The typical percentage for the publisher runs from 50 to 75% of the gross sales price.

You will want to offer some sample copy for the publisher’s endorsement, but most quality publishers will want to use their own words.

Endorsements are a “pay for performance” method of advertising and that is almost always a plus. If an advertisement doesn’t cost you anything then you have nothing to lose but your time.

If you secure the endorsement of a top-notch marketer with a responsive list, your profits can be substantial.

Solo Ads

Solo ads are exclusive mailings to subscribers of a list. With a solo ad, there is nothing to distract from your message and you have much more text available to make your sale than with most types of advertising.

It's a good thing that you have the extra space, because you no longer have a third party to make the sale for you. Also, many solo ads are immediately deleted, simply because they look like spam.

That means that you have several challenges with a solo ad. First you have to capture their attention, then you have to make them read and finally you need to have them take action.

So why would you advertise with solo ads?

While endorsements may be more effective, you may not be able to get endorsements from all the ezines whose readers you want to reach.

Done effectively solo ads can bring great results from a targeted audience. All you need to do is make sure that your advertisements fit the medium that you are using and are effective with your target audience.

First, you need to write a creative headline that doesn't scream spam, scam or even advertisement, but immediately grabs the attention of your reader. Whatever you do, make sure that the reader doesn't see your solo ad as an attempt to sell them something.

Note to Self: The key to successful solo ads is to not sell a thing.

In fact the very best use for solo ads is to tell a story.

People need to understand that there is a person talking to them and they need to be able to picture you and like you enough to listen for a little while. Luckily the solo ad gives you a little bit of room to make that connection. Use that space to tell them an engaging story.

People love stories.

If you've ever had to sit through a speech, classroom presentation or sermon, you know that the only thing that you really listened to were the stories.

Remember, time is short and you need to them keep your prospective customers reading, so ...

You definitely don't want to tell the whole story.

If you've ever read a real cliff-hanger of a novel, you have an appreciation of that moment when you reach the final paragraph of the chapter only to read, "And then something amazing happened ... "

You just have to keep reading to find out what it was.

If you can write an effective title and tell enough of a story to get your reader to click on the link to find out the rest of the story, you have mastered solo ads.

Don't try to make the sale in the ad copy.

Featured Ads

There are lots of names for "Featured" ads and lots of variations in the number of ads and where they are placed, but it all comes down to positioning.

The better the placement of your ad, the better the response will be and usually the higher the quoted price.

Some readers will scan the first part of an issue and if nothing grabs their attention, quickly hit the delete key. If they haven't gotten down to your ad then you don't have a chance. So, the earlier your ad is in the content, the more likely people are to read your ad.

Click-Through Rates for the first ad in an ezine are usually at least double that of the second position. Publishers know this and price their ads accordingly. But, they may not always price it as high as the real difference, so be sure to check their pricing and see what position will work for you and your budget.

Remember that the real cost is the price per lead. A first position ad may cost you a third more, but if it brings in three times as many leads, it costs less in the long run.

Usually the fewer ads placed, the more attention your ad will get. Avoid ezines that run dozens of ads, because the readers will see none of them.

Also remember that editorial counts. If the ezine is just a collection of ads, how many people do you think are actually reading it?

Classified ads

There's not much you can do to make an advertisement avoid looking like an advertisement when it has "Advertisement" placed next to it, so the next best thing is to give people something of value for clicking on your link.

The "of value" part is crucial. Most people will be happy to give you an e-mail address in return for something that is of significant value for them, whether that "something" is information, software or anything that they may see as valuable.

Never try to sell anything from a classified ad. Your sole goal should be to get them to a web page or better yet, to capture information that will allow you to build a relationship so that you can sell to them in the future.

Remember, a five line ad in an ezine that goes to 5000 people may only cost you between \$5 and \$25 per issue. It doesn't take very many sales to make a profit, especially if you are capturing contact information and can continue to sell products to that same lead for years.

You can offer a free course on a subject that your target market is interested in and then automatically follow-up with your new subscribers when the course is complete.

Classified ads often work well when directed to an autoresponder series instead of a web page.

Ad Swaps

Ezine Ad Swaps are an agreement to place ads by exchanging ads in your own ezine or web site for advertising in another ezine.

The advantage is that there is no out of pocket expense for either publisher. The disadvantages are that you can only do this with publications that address the same or similar markets and you only have so much ad space to give away.

Usually both ezines will have a similar circulation, but you if you have a smaller publication you can run ads repeatedly, so that the total number of exposures of ad is equal.

For more information about this report and the McArthur Action Plan Series of books visit:

<http://www.ActionPlanBooks.com>