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# **Creative Data Networks : Ezines Are Effective In Advertising Your Online Business?**

Ezines are the most cost effective way to advertise your business opportunity'. I'm sure you've heard that phrase many times if you've been marketing on the internet for a while. But is that a myth or a fact?

An Internet Marketer once advertised that he can guarantee \$1,000 profit for the user within weeks if he used the techniques outlined in his ebook.

And the secret of the ebook - advertise in Ezines using \$2,000 and you are guaranteed success unless your product is useless. Well I didn't try it at the time because I couldn't find \$2,000 lying about in the house or in my bank account. However, it does show the belief people have with Ezines.

There are 3 types of ads in Ezines:

#### Classified Ads

These are small ads which you can find at the bottom of newsletters. There is limited space in these ads therefore your ads have to be eye-catching. Classified Ads in ezines are cheap and sometimes free due to its limited space and location which is at the end of the ezine.

#### Sponsor Ads

These ads are placed at the top of the newsletter and sometimes in the middle. Some ezines have more than one sponsor ads. Sponsor ads are more expensive than Classified ads and can contain more words so your ad can be more descriptive. Sponsor ads are more effective than Classified Ads as their position in the newsletter is better.

#### Solo Ads

Solo ads is the most effective way out of the three type of ads for generating response.

Solo ads fills up a whole email which only contains your advertisement. The newsletter is sent on your behalf to its subscribers. Thus your ad will have the biggest exposure. Solo ads are more expensive than Sponsor ads but more effective.

'Great. Super. Fantastic. So what's your advice Alan?' My advice is advertising in Ezines do work. And they work very well. Some people don't think so because after placing some ads and seeing very little or no response they think they have proven that Ezine advertising is a lie used by Ezines Publishers.

Well I can tell you now that they are getting poor responses because they have not followed the rules for advertising successfully in Ezines.

#### Rules in Advertising in Ezines Successfully

1. If you can, save money and advertise using Solo ads. They have the best chances of being read by the subscribers and they have no other ads distracting or competing against.
2. Work on your subject line. Even with Solo Ads, people will not open your email if the subject is of no interest to them. Subjects which promises massive fortunes in a few days will get deleted with second thoughts.
3. Work on your Content. After the subscribers open your email, your next task is to try and get them to read the [Levitra](#) content. So make damn sure your content is interesting and enticing enough for them to take some action. Believe the saying "Content is King".
4. When you're advertising other peoples' products using affiliate programs do not send the visitors to the product's website. I think people are crazy when they do this. The reason is that you are sending traffic to other peoples websites and if they won't buy you've lost that lead for good.

Therefore the aim of your ad is to capture their email address so that you can advertise to them again and again. If they don't buy product A then you can advertise Product B to them. Now don't you think that makes more sense?

5. Advertise in well known Ezines and which are related to the topic you are advertising. Advertising stock recommendations to Golf enthusiasts will surely give you a terrible response rate.

6. For Classified ads, make sure you are advertising in large numbers such as 100,000. Not many people read Classified ads and you will be listed among other ads as well. However, you might get lucky if your headline is attractive enough.

To end this article I'm going to share a secret with you on what I think is the best and cheapest way to advertise in Ezines. That is to write your own articles and ask the Ezine Publishers if they are interested in sending out your articles in an issue of their newsletter.

Now let's think about this for a moment. Your own article is published in ezines and placed on their websites. People who write articles are given more respect and are trusted more. Plus your articles will stay on some websites for years which also means that it will generate traffic for years. The traffic is generated with a resource box you can put at the bottom of your article. You can put your URL here and also write a little bit of background about yourself.

You are creating a name for yourself on the internet scene and you are also generating leads which you can email your recommendations to. There is no cost for you when Publishers decide to include your article so the only cost coming out of you is the time needed to write the article.

In my opinion, writing articles for ezines is the most effective way to advertise using ezines. Not to mention it's cheap and will generate traffic even after many months.

[Five Characteristics of Highly Effective Advertisers](#)  
[Looking for Free advertising? Here it is](#)

Grab practical info in the sphere of [internet marketing](#) - make sure to read the web site. The time has come when concise information is truly within one click, use this opportunity.

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