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Creative Data Networks : 4 Steps To Unbeatable Advertising And Keeping Your Money

When someone else is selling you, it's publicity...and it generates credibility and interest that you don't want to miss out on.

Think about the different ways you can get your business in the spotlight. Do you have some news... write a press release? Write some "how to" articles with a short byline at the end and release them to ezines, magazines, newspapers, and other publishers. Why not promote the product of a non-competitor in return for them promoting yours...think of the totally different market they affect!

Yep, there are a lot of ways out there to get free advertisement that will benefit your business. Of course you won't be able to rely solely on the freebies, but hey, you can get a little extra for nothing!

4. Improve Your Offer

Is your deal too good to pass up? If not, you need to improve it. Hey, I'm not talking about cutting prices even more...you've still got to make a profit. You can make the deal sweeter just by increasing the readers knowledge of the value of the product, or adding bonuses that are perceived as valuable, but cost you little.

Motivate buyers with expirations and "too good to pass up dates". Yeah, an open ended offer encourages procrastination...which leads ...yep, nowhere. When the customer knows he has until Saturday to purchase an item he'll pay more for on Sunday, he'll make it a priority to head for your shop.

Advertising doesn't have to wipe out your bank account to be effective. When you learn to negotiate, know when smaller ads are as effective as large ads, ask for discounts, and create an irresistible offer, you're on your way to skyrocketing profit margins!

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