

Why ezine advertising is better than search engines?

By Dmitry Nanev

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http://www.profit-position.com/free_articles/ezine_vs_engines.htm

The number ONE priority of ezine advertising is that it's easy to work with. Which can't, in any way, be said about the search engines:

1. Ezine advertising

The only time you will have to spend with ezine advertising is for making your ad. After you've made a winner ad all you have to do is buy ads and sell.

However, I won't lie you that making the winner ad is easy. It's not. But if you do your homework, read a good source of information about ezine advertising and make some small researches you will find out that you now have that killer ad.

A very good source of ezine advertising tips, tactics, techniques and tricks is my fresh report. It's \$27.97 value but for you guys and girls it's only free. In 7 days you will learn how to make your killer ads, how to optimize your work for best results, how to track and research your ads and how to get Quality and FREE ezine advertising!

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2. Search engines

You will waste pretty much time on developing the winner keywords. Then you will spend even more time on optimizing your listings...and better not to talk that you will literally have to test, research, optimize and work hard every single day.

Of course search engines, if done all the things above, can and will drive 100s of visitors every day. However, do you want to spend all that time on that?

Search engines are expensive, ezine advertising - not:

1. Ezine advertising

If I tell you that you can get 2 solo ads in front of 3000 people would you believe me? And if I continue further and tell you that a good ad can get as much as 5% - 10% visitors?! This is about 150 - 300 high targeted visitors willing to buy.

Remember that if you have a good ad, targeted ezine, product and sales letter - no matter how much you pay for ezine advertising you will always at least return your investments!

2. Search engines

Many of them are free, but if you want them really to work you will have to pay. The best directory that is proven to work - Yahoo! will kindly ask you to give them \$200.

The free engine Google will charge you too if you want good position. You see they are all becoming paid. Also imagine how much money you will spend on information about them, tools, researches?

Not every starting business will allow to itself that kind of investments.

And what if they won't get results? Their money have been wasted - they have failed!

Ezine advertising is fast to use and see results...
search engines aren't:

1. Ezine advertising

As I said above all you have to do is buy your ad and the next day you do it - you get your visitors.

2. Search engines

Once again as I said above - you will waste much time just on working with your page. And even more on working with them. I'm talking about months...many.

And last but first by importance - ezine advertising is VERY targeted while ezines if not setup properly aren't:

1. Ezine advertising

Let's say you have a product for starting Internet business. You just go and search for an ezine that is about this. Easy, isn't it?

2. Search engines

You must think of words that describe this. 'starting Internet business' is not the solution because there are

many 'big boys' using the same one. So you'll have to think of a better one. And once again there is no guarantee that the people who will come from this keyword or phrase will be interested.

I have many people coming to my site from search engines... But many of them don't even stay at it... and this is just because they are not interested in what I'm offering - bad targeting!

Always with You towards Success!
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