

# Quick Tips To Get the Most From Your Ad Campaign

By Jullianne Whitney

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<http://www.popularmarketing.com>

Prepare.

Preparing your ad before submitting should be considered one of the most important steps. Start by reviewing your ad and ask yourself if it appeals to you. If you saw that ad among a few others, would it catch your attention?

Consider changing the ad a few times. If you are promoting an affiliate program, are you using generic ads supplied by the company? If so, they probably provided you with a few samples.

This would also mean that you are not the only one competing for exposure to the affiliate site. Try taking all the ads provided and mix words and sentences. Taking a little bit from each ad and creating a new one will separate you from the others marketing the same program.

Hype is Dead.

No matter where you look, you're always going to see some hype. Some more than others. Most opportunity seekers will simply ignore the ads that are filled with over exaggerated statements and a whole lot of !!!!!. Your ad should be informative, to the point, and contain only information that can be verified. Don't capitalize every word in your ad. Doing so can be offensive and considered "yelling" at your audience.

Words to Avoid.

Be careful. Over the last couple of months, ISP's have been installing sp^am software filters. Choosing your words carefully must be considered to ensure your ad does not target the publication as sp^am. Before these changes occurred, the word "fr^ee" was one of the best attention grabbers. If you are going to use the word "fr^ee" do put the " ^ " in between the letters. Everyone still understands what you're saying. Here's a handy tool to help you understand sp^am and check your email:

Simply send the email/message/ezine you wish to obtain an instant report on to: spamcheck-toolbox3@sitesell.net . You

will receive a no-cost complete analysis report within minutes.

Track your Campaign.

Now that you feel confident with your ad, set up an ad tracker as well as an email address specifically for your new campaign.

Ad Trackers can be very effective in monitoring your results.

When you can analyze your response rate, you'll have a better understanding of where to advertise and where not to. It is suggested to try the same place twice, each time with a slightly different ad and different tracker. Using the tracker is also highly recommended for long url's and to avoid losing your commission. Here's a few places to set up ad tracking:

<http://webalias.com/>

<http://www.linkcounter.com>

<http://www.ezines-r-us.com/respond.html>

Capture Leads.

No, we're not talking about the old unethical "I send you my offer, you slam me with yours". Do you have just one shot at making your sale or getting your sign-up? You should have the opportunity to present your offer over and over!

One of the most successful approaches to capture your leads is to market your product or service using autoresponders.

Rather than publishing your url, try using an autoresponder email address. Take the time to load a sequence of messages in to your autoresponder and then advertise the autoresponder address. Let your audience know they can "get instant details by sending a blank email to:

mailto:insert\_your\_autoresponder\_email\_address@here .

Placing an opt-in form on your website (if possible) will help tremendously in obtaining more leads for your program, opportunity or ezine. Start off simple, until you are comfortable with autoresponders.

You can get free autoresponders here:

<http://www.freeautobot.com> or

<http://www.sendfree.com>

Where to Advertise.

Now that you're all ready with your ad, you'll want to begin your search to submit it.

While safelists are a good way to start (especially if you are offering something of no-cost), using paid services such as ad co-ops prove to be, in many cases, very successful.

Ezine provide a variety of options. The solo ad is the first choice of many, but also the most expensive. You can purchase very good campaigns without costing a lot of money by using solo ad co-ops. The next most effective ezine ad campaign is to choose top sponsor ads. Third, regular classified ads, and fourth, free classifieds.

Always check with the Publisher or Owner of the ad co-op and even ask for a review of your ad. After all, these are the experts who receive testimonies and know quite quickly what can or should be added or deleted from your ad.

Have Fun.

No matter what program or service you are marketing, there's bound to be some set-backs, frustration, and even times where the internet seems to have died all together. Don't let these times get you down. Persistence is the key. When business and traffic seem a little slow, use the time to enhance your website or campaign, but don't give up!

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