

# Getting the Most from Your Ads4Subs Subscribers

By Mary Anne Hahn

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I might be going out on a limb here, but my guess would be that most (if not all) ezine publishers join programs such as Ads4Subs to gain subscribers.

And I'd be willing to bet that, if you've signed on to such a program, you would like those subscribers to keep receiving your newsletter long after you've run their Ads4Subs classified, right? Maybe you hope that they'll run additional, paid advertisements--solos, sponsorships or other classifieds. Or perhaps you'd like them to purchase your products, try out your recommendations, or sign on as affiliates to your programs.

Now, let me make one more assumption. Some of you are disappointed to find that many, if not most, of these Ads4Sub-bers unsub the minute they spot their ad in one of your issues.

Why do you think that is? More importantly, what can you, as an ezine publisher, do to get more of the people who've subscribed through these programs to stay a little longer?

Well, as someone who recently plunked down \$60 to purchase her own Ads4Sub ad, I'd like to give you one marketer's perspective.

Recently, I stumbled across a product that I really wanted to promote--one that I was willing to spend money promoting. Although I publish my own ezine for writers, which goes to 2700 subscribers, I wanted to plug this product far beyond the scope of my little newsletter subscriber base. In fact, I wanted to get my pitch out to as many potential customers as possible, and get the most for my ad dollar. Ads4Subs, I decided, seemed to be the perfect place to start.

I knew I'd receive a deluge of new ezines. I even set up a separate email address just to handle this influx of mail. But I didn't consider this a bad thing. What I'd do, I decided, was read \*every\* publication from top to bottom, and remain subscribed to those that provided the most promising advertising potential, the most informative or interesting content, or both.

Sadly, it didn't take me long to develop criteria for deciding which 'zines I'd stick with, and which ones to dump faster than you can say "unsubscribe me."

On the flip side of the coin, those publishers I am sticking with did one or more of the following:

1. Published an ezine that sparkled with fresh content that I saw nowhere else. How refreshing that was! (And I'll bet other dedicated subscribers feel the same way). Seeing the same article in seven or eight different 'zines had me scrolling through all but the first one like a speed reader on amphetamine.

2. Published an ezine with "personality." Some publishers' humor, friendliness and/or business savvy made their ezine memorable and, therefore, placed them head and shoulders above the rest. Again, I am certain their other subscribers see this as well. Placing future ads in ezines such as these will be a pleasure and an honor--because I \*know\* these pubs get read.

3. Treated my "lowly" Ads4Sub ad with respect. That is, they didn't stick the ad in their throwaway "classifieds only" editions, or bury it so deeply in their classified ads section that it would never see the light of day. The ezines I'm going to advertise with, and remain subscribed to, didn't place my ad directly below another affiliate's ad for the same product. Or, worse yet, include my ad in the same issue that featured the publisher's personal endorsement of the same product (including, of course, the publisher's \*own\* affiliate link). Respecting my Ads4Subs ad says to me that you truly do value me as a subscriber. Chances are, you'll continue to treat me well as an advertiser, too.

4. Included testimonials from satisfied subscribers and advertisers. People warmly thanked certain ezine publishers for consistently producing a high-quality newsletter, or testified that a recent ad they'd placed with them brought excellent results from a responsive readership. Certainly, if I am going to continue advertising products I believe in, I'm much more inclined to go with those that have a proven track record of happy campers.

While I realize that many online marketers probably do "advertise and run," I also believe that many of us are looking for reliable, responsible venues on which to spend our limited advertising dollars. Ads4Subs provides us with an excellent way to review the many resources available to us--and to separate the wheat from the chaff.

To those of you who publish your own ezine, which group would you rather belong to?

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