

Ezine Advertising Your Goldmine

By Merrie Schonbach

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Something I see on a daily basis are Webmasters struggling with promotion, and one of the most interesting parts is they are promoting in the wrong areas or to the wrong audience.

You have to have a small, unique niche with a very narrow focus to be successful as a small business on the internet. Lets look at an examples.

Lets say you sell Childrens educational toys, a very good product and one you think everyone who has a child would want. You have built a good website one focused on your toys, and you have sent your website to the search engines.

How do you find that audience that would be most interested in educational toys? Well you can draw them to your site a number of ways but the one we will look at in this article is creating your own Ezine.

Use a list service like Topica <http://www.topica.com> to host your list, there are several others on the internet just type 'email list services' in your search engine. Many are free and show a small ad in your newsletter, many charge a small monthly fee for alot more benefits. When your first starting out you probably won't need the advanced benefits but you decide.

You don't need to be a writer to set up a good ezine, lets continue with our example. Your educational toy Ezine could be about specials, new products, a list of websites that benefit online education, childrens website reviews, childrens educational activites or even a contest for the parents.

When you have your Ezine layed out with an excellent interesting description of your Ezine and have a good email list service bring up your search engine again, this time type in 'Ezine Directories'.

Start submitting your ezine, and start a notebook or data file on where you listed your Ezine, the date and any information you would need such as log in information to come back and change your listing if needed.

Another good idea, is promote in other Ezines that match your product, in this case Home and Family Ezines, the directories list dozens. Check for advertising rates or look for ones that offering free advertising to new subscribers. You have an interest in the field so sign up for a few and place your ads.

You can also use a service that offers low cost targeted Ezine Advertising. A new service on the Internet is called Dollar Ezine Ads, <http://www.dollarezineads.net> they are different because they offer you specific categories of Ezines to advertise in rather than random groups, and there advertising is very reasonable only \$1.00 an Ezine.

What do they ask in return for offering such a low rate? Simply subscribe to the Ezines you plan to advertise in helping the Ezines gain targeted customers.

We hope this information helps you in a exciting way to promote your website, I have used this technique with good success.

My wishes for your success...
Merrie Schonbach

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