

10 Great Ways To Advertise Your Business

By Peg Bastin

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Website's finally up!

You're ready to start promoting your website. Let's look at some of the more affordable choices where you get the most for your advertising dollar.

Free Classifieds - use established ezines that have 1000 active subscribers or more and are targeted to your products. One drawback is they are placed at the bottom of the ezine, with a lot of other ads. It is hard to get noticed, no matter how well your ad is written. Look for ezines that limit the number of ads in each issue.

Coop Packages with Groups of Ezines - These packages are very economical and will give your ad a lot of exposure. You are subscribed to all participating ezines in the groups, and your mailbox can fill up fast! This can be an advantage. You'll have more places to put free ads, and these ezines contain a lot of good information. We are here to help each other and this helps the publisher get more subscribers, and the advertiser get more exposure without breaking the budget.

AdMistress Ads - There are several packages available, and more being created. Depending on your selection, the cost can be \$30 up to \$170. This is very effective advertising, placed at the top of the ezine, and you are not subscribed to all the participating newsletters. Your ad is seen by more than 200,000 readers, and is growing daily!

Classyposts - Your ad is rewritten by an ad writer. The postings are done for you and you get a final

report of every place your ad appeared and the date it was aired. Your ad will be placed in many newsletters, classified sites, featured spots in Angie's ezine, and more! Several packages and prices available.

Paid Ads - Solos, featured spots, top sponsor ads, are best because they are seen either alone, or at the top of the newsletter. Your ad has a better chance of being seen and read in these top spots. Ad rates depend on each ezine and the amount of subscribers to the list.

Contests - One of my favorites! Solo ads with site visits and a contest give you guaranteed traffic. Subscribers must click on your link to answer a question to get a chance to win a free ad. I enter contests to get more advertising in better positions without spending any money. In one week I won 5 solos, and an assortment of sponsor ads. I was seen all over the net for the next couple of weeks!

Profile/Bio - Many newsletters are beginning to offer spots for subscriber profiles so that we can get to know one another better. I love reading about other subscribers! You are permitted a brief resource box at the end.

Featured Website Reviews - I participate to get my site featured or reviewed. This creates more traffic and lets other readers look at your site and offer suggestions for improvement. Put your resource box at the end for great exposure!

Feedback - If I read something I like, or the editor asks for my opinion on something, you can be sure I'll fire off an email to them! Many times your feedback is published in the newsletter with your resource info at the end - another plug for your business! In fact, several editors have told me that they can almost count on hearing from me! What a reputation I'm getting!

Articles - I'm finding that it is fun to write something that can help others learn, or avoid some of the problems I've encountered. Articles are great for getting your name out there, and pretty soon you may be considered an 'expert' in your field! Articles are seen by thousands of readers.

These ideas are only a few of the ways to increase traffic to your website. They are easy ways to start out without spending a lot of money, and should keep you busy getting your business noticed!

Written by Peg Bastin

LEARN to UNDERSTAND YOUR P.C. in SIMPLE language!

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"How" and "What" to do!

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