

# Using ezine promotion to your advantage

By Robert Puddy

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Affiliate and Advertising Know-How <http://www.advertisingknowhow.com>

using ezine promotion to our advantage.

Whereas search engines take months to bring results, ezines can bring you sales within 24 hours of your ads running.

This type of immediate results can really get you motivated to continue your online marketing. Webmasters often give up too soon when dealing with the search engines because of the time it takes to see results.

This won't happen with ezines. Whenever you run an ad, you will know if it is successful in less than 24 hours. Over half of your sales will almost always come in within the first 24 hours of your ad being placed...sometimes as high as 80% of your results will be seen within this one day's time.

Your ad either worked...or it didn't.

Currently ezine advertising is the bargain of the millenium. Whereas most direct email companies such as postmasterdirect.com charge around \$200 per 1,000 people emailed, most ezines will only be charging a rate of \$5 to \$50 per thousand people mailed.

This is often the same rate you will pay for banner impressions and emailed ads are so much more effective than banners that there is almost no comparison between them.

Your first step will be to find a list of targeted ezines for your product or service. You must find good quality ezines which contain valuable information to advertise in.

Here are two resources I would never be without, the ezine links here are first class and never fail to produce hits

and sales. When I was away on holiday the three ads I put out kept sales ticking over for the whole two weeks. Take a look you wont be dissapointed.

<http://www.hotbobs.com/webpage.html>

<http://www.hotbobs.com/ezoneadsprofits.html>

These two manuals contain the 'Cream-of-the-Crop' eZines that already have been tested and proven to get 'blow-the-doors-off' response from high profile paid ads. You can make money FAST with this list!

When you find an ad that pulls, you need to send that baby out to every ezine you can.

One Rule You Should Never Break: Never advertise in an ezine that you haven't read first.

If the information in it isn't good enough and interesting enough for you to read, then no one else is reading it either. It doesn't matter if there are 200,000 subscribers to it if no one reads it.

Subscribe to the publication first. Read an issue or two. Is it good original content? If all you receive is a bunch of ads then avoid this publication like the plague. No one reads ad publications anymore online. Except the people who placed the ads.

No content equals no readers.

Here are the different types of ezine ads available

### 1. Sponsor Ads

A sponsor ad is an ad that is placed on the top of the ezine publication, usually before the main article. Sometimes it can also be placed in the middle of the main article.

Classified ads (where there are five or more ads together in a row) don't pull anywhere near the results of top sponsor or solo ads, but send out enough and they will work.

top sponsorship ads are probably my most often used form of paid advertising as there are a lot more sponsorship opportunities than solo opportunities.

### 2. Solo Ads

I prefer these to sponsor ads, because when you run a solo ad your offer comes out by itself on an email separate from the main newsletter. In most cases, the publisher will send out

their normal newsletter and then send your ad in another email to their list on the same day.

These bring in more sales than any other type of ezine advertising (even articles), but they also carry a premium price along with it.

I have paid \$30 to \$200 for solo ads in ezines and the normal response rate is around 3 to 5 times that of the sponsor ad in the same publication.

### 3. Article Submission

Here is the freebie of ezine advertising. Having your article published in an ezine is currently the easiest and the most productive form of free advertising on the Net.

In my experience, an article being run for me will usually pull around the same as a sponsorship ad or just slightly less than the sponsor ad. The advantage to it is that it won't cost you a penny.

What you do need to know is how to submit your articles for the publications. Most people do it completely wrong.

When submitting an article, send it in the body of the email (not as an attachment) and personalize it to the owner of the ezine. Use the ezine publisher's name in the subject of the email if you want it to be read.

You will be competing with dozens of other daily submissions, so your article will have to stand out.

Watch the news and scan the online news sites that pertain to your business to stay on the cutting edge of what is happening in the world today.

Then, when you write and submit your article it can be on something that is current and newsworthy. The publisher is then much more likely to use it and run it because it is exactly what they are looking for.

One more tip along these lines is to not make the article itself a promotion for your product. Publishers aren't stupid and they will see right through this charade. If you want to be published, write an informative article and then use your resource box as the primary selling tool (this is a 5 or 6 line ad you put at the bottom of your article to advertise yourself).

Make sure to track the response rates from each of these three forms of advertising to find out which one produced the best response for your time and money. Then, go back

and place more ads or submit more articles.

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