

Zoom in on Ezines

By Scott F. Geld

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Do you know how to really increase your sales & profits online? A guaranteed route to success used by many Internet marketers who turn a profit is to incorporate ezines & newsletters into their marketing strategy. Ezines and newsletters are a genuinely useful tool in the Internet marketer's armory. They serve as a platform to communicate products & services to subscribers who have a qualified interest in a certain field or subject – either through advertising, product endorsement or articles and content. Some ezines offer free advertising - especially to new subscribers - whilst others grant advertising for a small fee. You can even purchase advertising space through auctions such as at <http://www.ezineadauction.com/> .

There are several thousand ezines up & running on the web, so you are sure to find a bunch that have subscribers who match your target criteria. If direct advertising in the ezine is not an option, then contact the owner/webmaster and offer to write content in exchange for insertion of your tagline or URL, and – hey presto! – free advertising! Many owners are only too glad to receive help developing fresh content.

More success can be gained if you start up your own ezine or newsletter. Not only will you be able to advertise your products & services to your own subscriber base, but you can turn it into a profit center all of its own by offering advertising space to others! As recognition of ezines & newsletters as a valuable marketing tool increases, then you will find escalating opportunities to sell advertising space to people and companies clamoring to get on board and gain access to your subscribers.

A quick tip – A good way to add subscribers to your ezine is to advertise it in other related ezines and newsletters – this will build up your subscriber base real quick!

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