

There's Power in little Classified Ads

By Simon Baxter

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Ready? OK let's start....

What is a Classified Ad?

A Classified ad is akin to the Newspaper or Magazine Classified ad section except much cheaper and the Information Highway (WWW) makes it much easier to get your classified ad seen in 1000's of places.

But the same rule applies whether offline or online, if your ad is not compelling enough you will not receive the responses you had hoped for.

Online you have a choice of placing **free** or **paid** ads, the general rule here is, place **free** classified ads until you find one that works, then roll it out to all the places you can find **free** and **paid**.

When I say one that works, I do not mean an ad that gets you **sales** you will very rarely place a Classified ad that will result in a sale from the ad alone.

But if your aim is to pre-qualify your prospects and get them to request more information from you, or visit your web site, that is a **result**. A classified ad is too small for you to actually make a sale from, but lead your prospects to your, web site and your **killer** sales letter, capture their email address on your web site and there you have it **a pre-qualified targeted prospect** to follow up on, time and time again until you turn that prospect into a Customer.

Wow! what more could you ask for.....

You do follow up on your prospects, don't you? No, Ah well that's another lesson needed to be learned.

What to include in your Classified ad....

1. You need a *killer* headline, one that includes the #1 benefit for your prospect.
2. Give them a reason to ask for more information NOW, maybe offer a *free* limited time bonus.
3. Decide whether you wish to include an email address to enable your prospect to request for more information (this could be your autoresponder email address)

or..

4. Get your prospect to visit your web site and collect their email address from your web site (You have set up your web site to collect email addresses, haven't you?)
5. Set up autoresponder follow ups, 7 in all spaced 2/3 days apart (It is a known fact that most prospects need to see your ad at least 7 times before they will buy), when your prospect sends an email to the autoresponder address in your ad, it will trigger your autoresponder to send a series of predefined emails spaced 3 days apart (or however you have set it up)

A great many of Classified sites are small, with limited traffic, but if you place 1000 ads on 1000 classified sites and you only get one response from each site, that's 1000 responses, now, that's a good number of pre-qualified leads, probably mostly for free. Imagine *how much* you would have to pay for 1000 *pre-qualified hot* leads (not days old), complete with email addresses.

Now before you get overly excited and start placing ads on all the Classified sites you can find, there is just one thing to remember.....

You will only get these kind of *results* from testing your ads to find the one that pulls prospects like a train.

If you are not testing your ads then you *are

losing money* .

You have various options open to you for testing your ads with Classified sites.

1. Use a different email address or autoresponder address in the body of your ad for each Classified site.

2. Or use different *subject lines* in your ads. examples are...

For more info send an email to youremail@youremailprovider, include *advert one* in the subject line.

For more info send an email to youremail@youremailprovider, include *advert two* in the subject line.

And so on.....

3. Use a specialized ad tracking Company like

<http://www.roibot.com>
<http://www.adminder.com>

Some Classified sites allow you the option of selecting to receive notification of any hits to your ad, if this is offered select this option, it is usually offered for free.

One *very important* thing to remember is do not *spam* the Classifieds, by submitting every day, be sure to check the Classified sites submission rules and only post again after the time limit of your ad has expired.

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Simon Baxter is a marketing consultant and reviewer both online and offline. He is a peoples man and derives great pleasure from helping people reach their goals.

His web site *Affiliates Resource Center* helps affiliates to do just that.

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