

In The Land Of Free Do We Really Have To Pay?

By Tatiana Velitchkov

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Higher Traffic = Higher Profits! <http://www.Guaranteed-Hits.net>

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The Internet is a vast sea of Free this and Free that. Anything you need for your online business can be had for absolutely nothing.

While this is a great way to handle some aspects of your business, like autoresponders, email, graphics, doorway pages, and even your whole web site, should you trust free advertising to get your message out?

Free advertising methods do have their place when you are just starting out, but to really reach as many potential clients as you can you need to search out the best value for your advertising budget.

Free Advertising is Time Consuming With Very Little Return.

There are a number of ways to have your ad listed, or emailed, for free, but it will take up huge amounts of your time. Time that could be well spent optimizing your website or researching for new products.

Subscribing to ezines for the free ads, deleting thousands of emails from mailing lists and visiting other websites to gain credits for your own visitors takes up a lot of time for minimal results, if any.

The fact is this.....

90% of people who subscribe to mailing lists automatically delete all email from them. They subscribe only to send their sales letter in the hopes that someone will see it. Results.....very poor.

The same with click for visitors programs. Most of the traffic from these sites aren't even interested in your product or service. They just want to visit your site real quick so they can build up their credits. Results...worse than mailing lists.

Free ezine advertising does bring in some targeted traffic but that's only if you have one outstanding headline so your ad is noticed in amongst the 30 - 40 others that are grouped all together. If anyone bothers to read them. Results.....a little below so-so.

Everyone, I'm sure, is already tired of "You get what you pay for".

I know I am, but when you think about, that old, tired slogan really holds true for this situation.

Placing ads in ezines is still one of the best traffic generators, but it does cost. The big ezines can be expensive, but also very lucrative.

If you pay \$150 for an ad that goes out to 100,000 subscribers and only 10% respond, you've just gotten 1,000 visitors to your site. That can mean new subscribers for your own opt-in list or sales of your product. Say your product costs \$25 and only 10% of those 1,000 buy it, you've just made \$2,500 in sales. A profit of \$2,350!

Why won't this work with free ezine advertising?

Most ezines giving free ads don't have the large subscriber bases. The free ads will only last until the publishers get enough subscribers so they can also start charging for ads.

You can place ads in ezines for very little expense at places like:

<http://www.ads4subs.com>

<http://www.partenon.com/paa/index.shtml>

<http://www.twodollarads.com>

<http://10dollars20ads.com>

Another great place for fantastic results is the growing number of "guaranteed hits" sites. These are places that will direct a certain number of visitors to your site, depending on what you order. This can be anywhere from 1,000 to literally Millions of potential customers.

I can't even imagine the number of sales that can be generated from 1,000,000 visitors.

Ok, back from dreamland. The great thing about these sites is

that these are real, honest to goodness people who are, not just clicking to your site, but actually look around.

Your page views go up, your average length of time visited goes up and, of course, your sales go up!

The moral of this story?

If you want qualified, targeted, sales producing traffic to your web site, then you need to set up an advertising budget and spend a little of it.

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