

It's Not Where or How, It's The Advertising Materials You Use

By Tim Bossie

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It's Not Where or How, It's The Advertising Materials You Use
That Makes The Difference!

When advertising fails, instead of looking for different places to advertise, take a hard look at the advertising materials you're using.

by Tim Bossie

Aah, the good old days. I remember, as a struggling Internet Marketer, the days of promoting affiliate products and services with the advertising materials and tools that were provided, because it was the easiest, and quickest, way for results.

In just a few short years, the world of Internet advertising has become much more complicated and specialized. Today you need highly targeted methods of placing ads and professionally drafted materials in order to see any profit generating results.

One of the first things a new business has to consider is advertising their product or service in order for people to see it. In the offline world that's done with TV Commercials, Radio Spots, and some sort of ad placed in newspapers and magazines. These ads are almost always seen by the consumer as we all watch TV, listen to the radio and read a magazine or newspaper.

Where does a business turn to in order to have the ads done? They turn to some sort of advertising firm to come up with ideas for the commercials and radio ads and to do the writing and graphics for the print ads.

Now, for us on the Internet, we have a whole new set of circumstances presented to us in our advertising. Besides banners, we have to almost exclusively rely on written words in

order to entice new prospects and customers to our own storefronts, which is our web sites.

We are also handed the opportunity to do our own advertising. No other type of industry allows entrepreneurs to handle their own advertising. The Internet is full of avenues for the online business owner to place an ad in the hopes that someone will read it, and click on it.

Ezine Ads, Sales Letters, Bulletin Boards, Web Site Copy, Pay Per Click Search Engines, and Email Signatures are just a few of the ways that people can see an advertisement. With millions of people placing ads everyday using these methods, as well as various others, the importance of using an ad that grabs the reader by the hand and makes them click on your URL, can be quite overwhelming.

Here therein lies the problem. Actually two of them.

Let's use ezine advertising as our example, since this seems to be the favorite among online businesses.

Take a look at ten different ezines and you will more than likely see the same ad at least 20 times. That's two per ezine.

I can almost guarantee that the publisher had even more of the same ad that he didn't run.

Using the same ad that a hundred other people are using, for the exact same product, isn't going to help you at all. Actually it does the opposite. Yes, I know, repetition of an ad breeds more sales. But, after seeing the same ad every day in various forms, it gets annoying.

How do you feel when you see the same heading show up in your email, ten times a day? Everyday.

Annoying isn't it?

Now take a look at the same ezines and you'll see a few ads that either don't make any sense, have no direction, contain spelling and grammatical errors, or are so full of lies, untruths and hype that, if you do happen to get by the heading, you don't get too much farther.

Some people just have a hard time putting anything down in written form. They know what they want to say, but it doesn't transfer to their fingers.

These are the two biggest problems facing online business owners with regards to their advertising. These same people will become discouraged when the ads they placed have no effect on their profits. Especially if they spent any money on these ads.

Once you've placed some ads in a few different places and have no response, don't get caught up in frantically searching for different methods to place that ad, use a different ad!

If you're using one of the provided ads that you received when signing up for that affiliate program, have another one made up to use in place of it.

If you're using an ad that you yourself wrote, either take your time and re-write another one, or hire a professional ad copy writer to create one for you.

Hey, if you're going to shell out money to place a particular ad, shouldn't you think about spending a little to hire someone who knows how to write a click inducing ad? Someone who pays attention to what makes people react to an advertisement and can put it in words.

Let's say you're advertising an Internet Marketing product. You placed an ad in ten different Internet Marketing ezines. You've got the target market for your product. If you're not getting any visitors to your site, then you need a new ad.

Re-write it or have a new one created, either way.....

It's the ad, not where you placed it.

Tim Bossie is a veteran Internet Marketer and Copy Writer who lives in Northern Maine with his wife and three children. He is the owner of Glimmers Marketing Services which specializes in Internet Copy Writing, Advertising and Consulting. Visit his website, <http://www.glimmersmarketing.com> , today to find out how you can have a complete advertising package created for you, or give Tim a call at 1-207-551-7107 for more information.

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