

Paid Email Advertising - How Can It Work For You?

By Tonya Payne

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Get Paid To Ezine http://www.zinester.com/mpb/ml_fs.cgi?topic=34717

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I'd like to discuss the benefits of incentivized advertising, especially when using paid email programs.

How do these programs work?

The subscribers (or members) sign up for the program. This is almost always a double opt-in process, greatly reducing the risks of spam complaints. The program owners then send email advertisements to their lists using custom scripts which give the subscribers credit after clicking on links within the email which take them to the advertiser's web site. The members receive anywhere from 1/10 of a cent to 5 cents or more per link, depending on the cost of the ad. Most of the scripts have ad timers, ensuring that the clicker has to view the advertised site for a specified period of time before receiving credit. Members can cash out when their account reaches a specified dollar amount or redeem their earnings for advertising within the program.

Get Paid to Read Email programs are becoming very popular. I would estimate that anywhere between 5-15 new programs launch each week. There have been a lot of changes since these programs began. Minimum payout levels have decreased dramatically, encouraging people to join because they can cash out much faster. Program members also can build downlines with which they receive an additional percentage of the downline's clicks. There are some subscribers who have downlines in the thousands, enabling them to achieve a nice supplemental income.

The subscribers to these programs are involved in Get Paid to Read because they want to make money. It is easy money, though in most cases not a great deal of money. However, payouts are normally made directly to their PayPal or eGold account. What does this mean? They have money online available to spend and they are looking for either a way to make more money or a good deal on products.

I see a huge, mainly untapped targeted audience in this area. Whether you have a product to sell or an opportunity to promote, these people are eager to receive your ad because they are getting paid to view it! Yes, there will be people who just click the link, go to your site, then close the window after they receive credit. However, if you have a good site that will catch their attention, and

a product that is a good value you can make a lot of sales by incentivized advertising.

Using regular opt-in lists can result in sales, but how many people are really going to click on your ad? I'm involved in several Get Paid to Read programs and publish an ezine targeted towards Get Paid to Read members. I would say that I am at least mildly interested in 50% of the web sites that I click on, and have purchased products or signed up for opportunities many times through Get Paid to Read. To be honest, I bypass 99% of the ads in ezines or classifieds just because I don't think I would be interested or the ad didn't catch my attention. With Get Paid to Read, I have an incentive to visit your site. And if you can write a catchy ad, you can be sure that I'll pay more attention when I do get to your site.

Get Paid to Read Advertising is also cost effective. When I advertise on my favorite sites, I pay anywhere from \$1.00 to \$20.00 per ad. Depending on the program, I am reaching 1,000-12,000 subscribers who are getting paid to read my ads. Many sites have guaranteed click-through rates and you can check your stats online.

The webmasters for these programs have excellent reputations and will work with you for special ad packages. I have listed several programs on my autoresponder. If you'd like more information, please send a blank email to <mailto:gpt-ezine@freeautobot.com>.

You really can't beat the prices on advertising with Get Paid to Read Email programs. My ezine, Get Paid To Ezine, also covers ad results and shares a great deal of information about these programs as well as contests for cash and free ads. If you'd like to subscribe, send an email to <mailto:34717-subscribe@zinester.com>

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