

# Online Advertising Explained

Brought to you by David Jackson

[www.AffiliateCashSecrets.com](http://www.AffiliateCashSecrets.com)

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This special report will cover creative ideas and important strategies for advertising in a way that connects with your target market, both online and offline tactics will be discussed.

## **Before You Spend Advertising Dollars**

The important work of advertising is done before you spend any money and its an unfortunate truth that many business owners skip these steps altogether and end up throwing a lot of money into a bottomless pit.

Before you advertise you have to know who you want to advertise to. This means that you have a clear idea of who your target market is and you know why you are uniquely suited to serve them. If you struggle in this area it will pay to take time out now to nail it down.

If you have your target market all worked out, you're ready for the next step.

### **Evaluating your website**

Have you ever read a wonderful ad and been motivated to click through to check out their website, only to be disappointed by what you see when you get there?

It can be easy to devote all of your attention to the ad you place and forget to take a good look at the web pages that will get the desired traffic and decide if they are ready to perform for you.

- Is your website easy to navigate?
- Is there an attractive header graphic?
- Are your images clean and sharp?
- Is there sufficient info to let a visitor make an informed decision?
- Can you find contact info?
- Can you find shipping info?
- Can you find pricing info?
- Are there testimonials from satisfied customers?

When evaluating your individual web pages you need to know what you want. Every page has a purpose and you should be able to identify that purpose right away.

Optimally your website would confirm that targeted visitors have come to the right place for what they're looking for and quickly ink the deal with a sale or contract of some kind. Statistics tell us that this optimum response happens at a rate of about 3-5% in the best of times – which leads to the need for a good back up offer – which is usually something designed to win the visitor's contact info.

**Always be able to answer two questions.**

- What is this page created to do?
- What back up offer does it make?

What purpose does your home page have? If its a single page sales letter that is pretty easy: it exists to sell the product.

If you have a service based business, your home page purpose may be to communicate who you are and who you serve. Its purpose is to attract the perfect client and repel those who aren't a good fit for you – and by attract, we mean that it should pull a good potential client to go deeper into your website to check out your service offerings, testimonials, etc

### **Display Product Images.**

If you run a web store, your main page exists to show off the most seasonally appropriate products and offer easy navigation and search functions to help visitors find what they are looking for.

Any of these main pages would benefit from having a back up offer of some kind, such as a free eCourse offer placed at the bottom of the page for the sales letter; a meaty tips list opt in on your service provider's website and a special deal alerts newsletter for the web store.

### **Your main page is very important, but so is every Other page on your site.**

Identify each page's purpose and see if some don't really need to exist or if some could be condensed for simplicity. (For example: Do you really need separate pages for shipping, return and contact info?)

In many cases, the main page isn't the appropriate choice for your advertising landing page – so before you start to craft your next ad, think about what you want to advertise and what page of your site would be best for the visitor to land on. (Which page would best make the sale in as few clicks as possible?)

### **For example:**

You have a content site and you want people to sign up for your newsletter. Do you send them to your main page where they will be faced with a lot of great content choices with an opt in box on the side?

Or do you create a special page designed to exclusively invite the visitor to say yes to your newsletter? (Sometimes called a 'squeeze' page.) It's clear that the option that offers the fewest distractions and the easiest path to a favorable answer is the right choice.

[AffiliateCashSecrets.com](http://AffiliateCashSecrets.com) for example is a great program that automates the squeeze page process.

Speaking of squeezing, there are a lot of great uses for squeeze pages. They're perfect when your main goal is the opt in as in the above example, but they're also useful when your main goal is to make a sale – but the opt in would still be a pleasant second.

Let's say that you want to sell a new information product that you've created about recycling your kitchen waste. You set up a sales letter, write a great ad and send visitors to the sales letter, right?

What if instead you set up a sales letter, but positioned it behind a squeeze page where you first offer them a free report or tip sheet. Then when they say yes to that, the form redirects them to your full sales letter. (Then whether or not they say yes here, you have their contact info and can continue to market your product through email, improving your chances of ultimately making a sale.)

### **Another landing page decision example:**

You have a web store that sells a variety of pet accessories. You could put out an ad for 'pet accessories' but you're going to get a better response if you advertise something specific and timely. It's autumn, so let's advertise pet sweaters.

Should you send your traffic to your main page and let them find the pet sweaters on their own? Or should you send them directly to the pet sweaters category? Definitely send them to the most appropriate page possible. If your shopping cart doesn't make landing page decisions easy, you should create a special landing page just to go with the ad that you've placed.

Better to spend extra time coding a static page that sells well than risk your ad dollars hoping that customer will be able to figure things out on their own.

When you're happy with your website overall and you've made a smart choice about a landing page, you can safely move ahead with looking for ways to advertise your project.

## **Where to Advertise**

One thing you need to keep in mind at all times, you want to be reaching your target market where they think about the topics that most closely relate to what you do and what you have to offer.

Whether you advertise online or offline, the more targeted your ad dollars are spent, the better your ad will perform.

This often means that advertising to smaller more niche specific groups can pay off better than blanketing big groups with your ad. This leads to an interesting conundrum for many ad buyers. Big lists seem to offer a value, but smaller lists that reach a specific group has greater targeting potential.

Imagine that you have a business opportunity to share and you want to send

out a solo ad to promote your opportunity website.

- One ezine says that they reach 25,000 women and they'll give you a solo ad for \$295.00.
- Another ezine says that they reach 8,000 moms and they'll give you a solo ad for \$195.00.
- One more ezine says that they reach 3,500 moms who have expressed an interest in internet based home business info and they'll give you a solo ad for \$250.00

Who do you choose?

- Option A will cost you .018 cents per subscriber.
- Option B will cost you .024 cents per subscriber.
- Option C will cost you .07 cents per subscriber.

If you make your decision on cost per subscriber, you'd be getting the biggest bang for your buck with the big list at \$295. But of the 25,000 women you hope to reach, how many of them would potentially be interested in a business opportunity right now?

When you think about the group that is most likely to have interest in your offer, the smaller targeted list with the higher per subscriber cost is the better choice – even if technically you're paying more.

So aim for the most appropriate markets possible and avoid spending ad dollars in areas that don't connect well to your offer.

## How Much To Spend

When deciding how much money to spend, you will be doing a ROI calculation. ROI stands for Return On Investment. How much of a ROI do you desire and expect?

If you spend \$100 on an ad to promote a \$33 information product and your profit on this product is \$25 net after miscellaneous expenses, you need your ad to bring you in at least four sales just to pay for it's self.

If you'd like a 50% return on your investment, that means you want to make \$50 above expenses, you need to make six sales.

If you'd like a 100% ROI, you need eight sales. (Make sense?)

Knowing your minimum ROI needs is important to helping you decide if an ad campaign worked or not. (If you got less than four sales, it cost you money instead of making you money.)

In some cases, if your goal was to build your mailing list, you don't really have a dollar amount to judge from, but you should still have a goal in mind.

## Creating Your Ad

There isn't enough space in this report to cover the awesome topic of writing good sales copy, so we won't even try. But we do want to give you a few tips that will help you to incorporate elements of good advertising and leave out the rest.

- Keep it simple – one advertisement for one offer.
- Communicate in language an 8th grader can understand.
- Never use more than two fonts and two text colors in one ad.
- Don't go crazy with flashing animation.
- End with a specific call to action.

Every ad counts and should be handled like you were about to reach the western hemisphere on Super Bowl Sunday. (Within your budget that is.)

## Advertising Online

### Free Traffic.

Everyone wants to know how to advertise for free and it is possible to launch a grassroots guerilla marketing campaign that only costs you time. For some brand new business owners, this is a perfect fit. On the internet this is going to involve a lot of social and business networking.

### Effective Ads for Social Networks, Forums & Groups

Write clear, honest subject lines. Some ads won't be read because of a bad headline.

Be descriptive and don't try to trick people with fancy bait and switch techniques, this just turns people off. Don't write 'Please read this!' in your subject line either. We all want our posts read and it will just annoy people. Your goal in placing an ad on a network or forum should be to get the reader to click the link in your ad so don't try to sell the product in the ad itself. Give a bit of enticing info and ask for the click.

Many ads posted on networks and forums are too long, too short or too boring. Take your time writing a well thought out advertisement. Think of every ad posting as a Solo Ad that you are paying good money for.

### Make Friends

Do not post ads on any social or business network if you haven't taken the time to get to know people. Networking sites are great places to build leads, but it is about relationships. You have to interact to develop a relationship before anyone will care about your products or opportunities.

This hand to hand (or hand to group) advertising is ok for a season. When you start to have less time and more money, you'll soon tire of working so

hard for every lead and sale – and you'll be ready to pursue more traditional advertising mediums.

### **Website Ads**

You want to get traffic to a website? Where better to advertise than on other related websites? Do a search and see what sort of sites are out there in your market and find out if they offer paid advertising options.

### **Podcast & Internet Radio Sponsorship**

Podcasts offer a unique way to reach a tight target market through more than just visuals. Costs for podcast and internet radio advertising are usually far less expensive than terrestrial radio and are often bundled with on site and list advertising exposure.

### **Ezine Advertising**

Solo ads to mailing lists are very popular, but not all ezine owners are willing to share their list on such an exclusive basis. You'll save money and still get good results with a well crafted ad placed in the beginning of a regular ezine mailing. Ads placed lower down in the ezine are cheaper but are also less likely to grab attention and be read.

**Pay Per Click** Most of the search engines (and many other advertising companies) offer a pay per click program where you can place a targeted ad in front of searchers and web surfers who have searched for a specific keyword phrase or visited a page that focuses on that term. The advantage to this type of advertising is that you only pay when someone actually acts on your ad by clicking on it. The disadvantage for some markets is that the ads are sold by bids. Higher bids win higher placement and the competition can drive costs up beyond what your budget will allow.

### **Article Marketing**

Article marketing is another way of effectively advertising online by means of creating and distributing small articles about your product or service. As the author you can add your bio and a link back to your product or service at the end of the article. There are many article directories you can submit to, website owners come to these directories looking for related content to add to their sites and thus your articles with your links can be distributed all over the net.

I highly recommend [Article Profits](#) for more info on this highly effective advertising medium.

## **Advertising Offline**

### **Business Cards**

The simplest of word of mouth advertising is made possible by the business card. Use the backside of your contact card to make a specific offer and call to action and pass out as many as you can.

### **Tips Booklets**

A tips booklet works offline like an ecourse or special report works on the internet. You put together a meaty booklet of tips and info that meet a need for those you'd like to be serving and selling to. Give the tips booklet out in locations where your market can be found. Include an offer and call to action inside the front cover and again in the back. This 'info based' ad is better than a flyer or brochure because the focus is on the great information.

### **Vinyl/Magnet Car Advertising**

You can have a simple vinyl sticker made for your car for less than \$25. Your web URL on the back window along with a smart tagline can bring you many interested local clicks.

### **Direct Mail**

Direct mail is expensive but when paired with an excellent offer, it can more than pay for itself. Do a web search for 'direct mail lists' and your target market and see what turns up.

### **Print**

Newspapers offer local exposure but are generally quite pricey. Magazines offer targeted exposure with a big price tag as well.

### **Radio**

Local radio markets offers excellent local exposure and costs for a repetitive campaign may be cheaper than you think.

### **Television**

Local television or regional cable channels offer good local exposure for small businesses.

## **Embrace Consistency**

With any advertising effort, it takes more than one time to make a really good impact. It is best to make an informed decision and then make a commitment to consistently advertise to the market you've chosen.

- If you buy one ezine ad, buy two more for next week and next month.
- If you buy one website ad, sign up for a full quarter.
- If you buy one podcast ad, commit to the next two months as well.

Your ad campaign will stay in your market's mind longer and the familiarity you gain will pay off long term.

One ad placed for one week really isn't even possible to judge with any certainty, but an ad placed for a solid month will yield greater stats for your analysis.

## Tracking Your Efforts

How will you know if your ads are working? If you're using a special landing page for each ad campaign (as you should) you can track arriving traffic and know how well the ad is performing as far as gaining clicks.

Then you can observe how your opt in rate or sales totals are effected by this incoming traffic.

You can go a step further and use special ad tracking software. Some shopping carts come with this option and some software/scripts are available for sale or as a subscription service on the web.

[Covert Affiliate Links](#) is a good one that tracks your links and even cloaks them to help you protect your commissions

Whether you pursue something simple or go for the complex, do check to make sure that your ads are having the desired effects on your business.

## Get Started

If you've covered all of your bases, you're ready to go with your first advertisement. Start small, measure everything and judge how things are working by your pocket book. You'll learn a lot about your market and your product as you go so always be willing to tweak as you go.

Sincerely,

**David Jackson**

[AffiliateCashSecrets.com](http://AffiliateCashSecrets.com)

## Recommended Resources

### Affiliate Programs

- [ClickBank](#)
- [PayDotCom](#)

### Domain Hosting

- [NameCheap](#)

- [HostGator](#)

### **HTML Editor**

- [MyFreeWebsiteBuilder](#)

### **Squeeze Page System**

- [AffiliateCashSecrets.com](#)

### **Autoresponders**

- [Aweber](#)
- [GetResponse](#)

### **Survey Service**

- [OneMinutePoll.com](#)

### **Adwords Guide**

- [Google Cash](#)

### **Article Marketing**

- [Article Profits](#)

### **Press Release Software**

- [Press Equalizer](#)

### **Video Marketing**

- [Pre-Sale Videos](#)

### **Link Tracking/Cloaking**

- [Covert Affiliate Links](#)