How to Use Solo Ads to Grow Your Business

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http://www.SoloAdDirectory.com
The Basics of Solo Ads

Solo ads are a great way to market your business using a small scale method. Solo ads are basically ads that attract people to join your mailing list.

Email marketing is a very effective method since it is advertising with a personal touch. Most online advertising methods today involve less personal marketing. Examples of these are banners and search engine optimization. An email list, however, is more personal. This is because ads are sent out via individual email. This can be a very effective method because with a marketing list, you can reach out to individual people. You leave a firmer impression on your market because it seems like you get in touch with them on a more personal note.

A drawback, however, of solo advertising is the fact that not all people respond to email based marketing. Since many people are wary of spammers, they tend to ignore marketing emails. They do this for their system’s own safety. Since there is a stigma on email based scamming, people try to avoid all types of unknown emails. This is bad because people end up deleting your marketing email even before they get to read it. This is the most significant drawback of using solo ads.

When using solo advertising, it is advisable that you have your own website as well. In email marketing, you are supposed to direct people to your main marketing page with the use of links. Having a main website will also ensure you
a market, even if your ezine ads don’t work the way you want them to. To avoid being deleted off the bat, make sure you make your ad is organized; outline it in such a way that your ad doesn’t look like a scam to others. Make an effort to look professional.

Email marketing is one of the most effective ways to doing online advertising. If you execute your plan well, you can be well on your way to great success in your online business ventures. Prepare well for your ezine ads and you can have a good email list in no time.
Using Ezine Ads

A lot of people are curious on how an ezine ad works. An ezine ad is basically a marketing ploy to get people to sign up for a product’s or company’s mailing list. Mailing lists are an opt-in database of prospective customer’s emails. Companies use this to send promotional materials and updates to people that matter to their business. These are basically used to keep in touch with prospective customers. Having a great email list is very important to online marketing. However, having a good email list is not possible if can’t get people to opt in. Here is where a solo or ezine ad comes in.

Ezine ads are very important if you want to build a good mailing list. However, you have to be extra careful when writing your ezine ads. First and foremost, you have to construct your ad in such a way that you look very professional. Structure and format your ad well. Avoid making it look cluttered. This ensures that you look presentable and can dispel any misconceptions that you are a scammer. Second, write your content well. You should include informative information about your products and services. However, do not write in too much that you spill out everything to your prospective client. Instead, direct them to your main website and have them explore it for more info. Lastly, entice your market. Show them the benefits they will get from signing up. For example, tell them that they will get special and exclusive offers if they sign up with your mailing list. If you execute all this properly, you’ll have a good mailing list in no time.
An ezine ad can be easily bought online. If you want to establish your mailing list well, you should make an effort to introduce your services properly to your prospects. That is the only way they will sign up with your properly. With a well-placed and properly constructed ezine ad, you can get a great market in no time. Ezine ads is definitely one of the best and most classic online advertising methods your can employ today.
Tips for eZine Advertising

If you want your online business to prosper, you have to be knowledgeable of all marketing methods. The only way to widen your market online is by advertising your products and services properly. You can employ many methods to your marketing technique. However, one particularly effective one is ezine advertising. Ezines are basically newsletters businesses send out to clients to keep in touch with them. Ezine ads are basically ads within these digital newsletters. If you want to compare this with physical advertising, this is equivalent to page-long ads of goods and services on magazines and other types of publications. The only difference between the two is that with ezine advertising, you have the liberty to expound on the material by providing a link to your main website. This allows people to learn more about your product properly.

Ezine advertising can be very effective. With these, you leave people with an impression; one that says *I am willing to promote to you in an individual level.* Since ezine ads are sent out individually, people will think that you promote to them in a more personal level. This makes them trust you more as you make an extra effort to promote yourself to them. However, remember that ezine ads are sent via email. These days, there is a stigma with impersonal emails. With the rise of junk mail and scammers, people are more vigilant. Some people tend to delete any email they receive that isn’t sent by an entity they recognize well; even if the mail isn’t sorted as spam. This is detrimental to your purpose because your
marketing efforts end up unread and in the trash. However, this you have to accept as part of the whole cycle of things. There will be people who will ignore the ezines that contain your ad, and likely, there will be people who will read it.

When choosing which ezine ad spaces to buy, make sure you go with one that has a good base market. This ensures that more people will get to see your advertisement; be smart when picking your space.
Email Ads: Online Newsletter Ads

The most important thing you have to remember when it comes to opening your own online-based business is to do proper marketing. Marketing is the only way you could promote your goods and services properly. You see, online businesses are very much similar to physical businesses. There are just slight differences in marketing approaches. One of the most effective ways of promoting yourself online is with the use of email advertising. Email advertising is basically a method where you send promotional emails to relevant people in your market. From these emails, people get to learn more about your product. Ezines are one of the most prominent types of emails ads. Companies use this to keep in touch with their former and prospective customers. The great thing about an email ad is that you don’t have to send one yourself to get to promote your business; you can actually buy space in another ezine or email newsletter and promote from there.

Ezine or solo ads are very similar to page-long ads in magazines and broadsheets. The only difference is instead of just promoting your product generally, you can redirect people to your main website so they learn a lot more about what you offer. You can buy this space from companies that send out ezines. By doing this, you don’t have to send out emails yourself. This can also save you a lot of advertising money. You see, with email ads, you pay for your ads upfront. This means you don’t have to give a commission for the money you
make from them. Instead, you just pay them a fixed amount for featuring your ads. In the long run, that is definitely more savings!

For this reason, you have to be extra picky with the newsletters you feature your ads in. You have to get one that has a good marketing base. If the newsletter you promote in has a broad market, more people will get to read it. That means you can earn more than what you pay for in ads. Make your business boom and prosper with email ads.
Email Advertising Some Helpful Tips

If you want to make your online business boom, you definitely have to employ good online marketing. Some people hire people to do online marketing for them. However, if you have enough time on your hands, managing your own online marketing is possible. There are many ways to promote your business online. One of the best ways is though email advertising. Email advertising is basically business promotion via email. People respond to this better because it is a very personal way of promoting yourself to them. When promoting yourself via email, you have two options: You can make your own email list and send out company-specific email ads; or can buy an email ad page from an ezine newsletter. If you do not have enough time (or skill) to write your own newsletter, then the latter option is definitely for you.

With email advertising, you have to be picky with which newsletter or ezine to promote in. The first thing you have to look at is the market if the ezine. Ask yourself: Does this ezine appeal to the same market as my business? If your answer is no, then do not promote with it. Reach out only to markets that are relevant to your products and services. For example, if you sell car parts, you don’t promote with a beauty-themed newsletter. You promote with industrial and hobbyist newsletters. Be wise when picking out which newsletter to promote it. Second, make sure the newsletter you promote in has a good market. Do not pay for space that won’t be read too much. Of course, space on popular ezines is
bit more expensive than space in less popular ezines. It is up to your better judgment. But remember, you are making an investment for your business’ well-being. You shouldn’t be so hard up when it comes to these types of things.

Marketing online isn’t a walk in the park. It takes a lot of know-how and common sense. If you stay smart when doing your online marketing, you can surely succeed in it. Always think and analyze before you promote yourself.
There are some things you have to remember when it comes to online advertising. Online advertising is necessary if you want your business to prosper. No business can do well in the online space without proper online marketing. One of the best marketing techniques to employ today is targeted email advertising. So what is targeted email advertising? This is basically promoting your online-based goods and services to people via email. This is synonymous to email advertising or solo ads. In order to do this, you basically buy space for ads in online newsletters. Ideally, you are to get page-long ads, which can be accessed by clicking strategically-placed links on the main newsletter. However, if you want to succeed in targeted email advertising, you have to remember a few things.

First, you can’t just go with any newsletter. Only buy space from reliable newsletters; ones that you know are read well by their marketed. Signing up with unknown newsletters will not be very profitable. This is because people today are wary of unfamiliar emails. This is because of the proliferation of spam and harmful emails. People just tend to delete and not read unknown emails. Now, you wouldn’t want that happening to your ads, would you? Ad spaces from well-known newsletters may be more expensive, but they are a good investment for you.
Second, construct your ads well. Do not write an unprofessional-looking advertisement. People will not be encouraged to visit your main website if you do. Make sure your ad is informative, but make sure still that you don’t give out too much information that your main website is no longer visited by the reader.

Remember, better web traffic is equals to better income. Make sure your content is clear and good, and always entice your ad readers to visit your site.

Lastly, give your readers something to look forward to. Offer them something nice in return of going to your site. You can give them special discounts for signing up for your service. It is basically up to you. Be smart and creative when doing promotion through email advertising.
Pros and Cons of Optin-Email Advertising

Have you ever considered promoting your online business through digital marketing? If you have, then you should go for it. You should know that no online-based business can be successful without proper online marketing. If your business is based online, you should make an effort to promote yourself. There are actually many ways to go about. One of the most effective has to be email marketing. However, not all people have the time and skill to make their own newsletter and to establish and mailing list. If this is your situation, you don’t have to worry. You can still promote via email by signing up for optin email advertising. Opt in email advertising is also called email advertising. With email ads, you basically buy ad space from an online newsletter. Ideally, you get a whole page for your ads. What happens is each time the newsletter gets sent out, your ad is available for viewing by the market.

There are many pros and cons in doing email advertising. You see, it can be really effective because you get to reach out to our prospective customer at a more personal level. Also, you get to save money. You don’t have to pay to out a commission for you ad space. Instead, you pay for a fix rate. This allows you to earn more money. All you have to do is earn more that amount your pay for the ads. These benefits are standard with all good email ads. However, there are also drawbacks and risks. The biggest risk has to be being categorized as spam. With the rise of junk mail over the years, people have developed an aversion for
unknown emails. Some people just delete random and unknown emails from their inboxes for fear for malware. When this happens, your investment is wasted since your ads aren’t even viewed.

To make opt in email advertising succeed for you, you have to be smart when choosing the newsletter you promote in. Only get ad space from renowned, popular and reliable ezines; ones that you know have a good market already.
How to Choose Solo Ad Providers

Online marketing is a must for anyone who owns an online business. You see, no real online business can succeed without proper online marketing. There are many methods and techniques to employ in order to make your online business prosper. A classic way to promote your business is by using ezine solo ads. Ezine solo ads are basically ad space you buy from online newsletters. These newsletters are sent to opt in mailing list participants. Each newsletter sent will contain your advertisement. Ideally, you should get a whole page for your advertisement. You should also be informative in your ad, placing links to your main site where appropriate. However, the big question is which newsletter to sign up with.

When choosing the ezine you’ll promote in, you have to be smart. The very first thing you have to do is to look for a newsletter that has a good market. It is very important to choose the right newsletter when it comes to your ezine solo ads. This because you pay for your space upfront, not based on commission. You have to be sure that you can get enough profit from this marketing investment. Not getting the enough funds will mean you’ll have a deficit instead of a profit. You have to make sure you promote in a good newsletter. Never sign up with an unknown newsletter. Remember that spam is widespread today. This has caused people to be more sensitive with the emails they receive. If they receive emails from entities that they do not know of, chances are they are going to delete them.
This is why it is important to promote only with good, well-established ezines. You have to be sure that your ads will be seen and read.

Also, when choosing which ezines to promote with, consider your target market and products you sell. Do not promote with a newsletter that reaches out to a market that is irrelevant to your products and services. If you sell beauty products, you don’t promote with a home improvement-themed newsletter. You have to think first before you do promotions.
How to Buy & Sell Ezine Ads

Ezines are online newsletters sent by various online businesses to keep in touch with their old and prospective clients. Marketing using ezines is very effective. However, making ezines take a lot of time. First, you have to write content that is interesting. And of course, you have to invest on a good mailing list. Of the two, the latter takes the most time and effort. Not all people have the time to build up their own mailing list. However, these days, if wanted to promote your business via email marketing, you don’t really have to have your own ezine. All you have to do is buy ezine ads. Ezine ads are basically ad space that can be bought from companies that send out ezines themselves. You can buy a whole page worth of ad space. This means each time the company sends out a newsletter, your ad will be included. These are similar to magazine and newspaper ads.

If you are already sending out ezines for your company and have a good mailing list established, what you could do is sell ad space. All you have to do is market your space to others who don’t have time to establish their own mailing list. If you don’t have a mailing list yet but want to advertise immediately, you can buy ad space from a company that sells ad space. As an ezine ad space seller, you really don’t have to do anything except paste the ads onto your newsletter. You will get paid up front, without commissions, so it is best to sell as much ad space as possible. As an ezine ad space buyer, you have the responsibility to make the
ad yourself. You have to write and organize it properly. Basically, the job of the ad seller is to have people read the ads. The job of the ad buyer is to seal the deal.

You have to be smart when it comes to ezine ads. There are many things to consider when marketing with email newsletters. Be sure to take all of these into consideration to succeed.
Writing Your Solo Ad

Writing a solo ad can be very challenging. But of course, it is very important to write your solo ads well; after all, your profit will depend on it. So what is a solo ad? Solo ads are basically page-long promotional advertisement that is included in newsletters. Basically, if you want to promote yourself, you buy ad space from a company that sends out newsletters or ezines. After you get the space, each newsletter sent by the said company will have your advertisement. With what you pay for, the space is all you buy; you still have to work on the solo ad yourself. The content of solo ads is very crucial. The newsletter can only take you so far. As soon as the reader gets to your ad page, it is up to your ad’s content to lure them in.

The very first thing you have to remember when writing your solo ads is to be organized. Write an ad that is professional. Make it look organized. Don’t just put in a catch tag line and paste links to your main site all over the advertisement. Make the ad look good. Make it seem like you are serious about establishing your business. If your ad looks too unkempt, people will skip it. They will think your page is nothing but an ad page that will get them into trouble. Next, make sure your content is informative. Remember, you have a whole page to fill with details on your products and services. Be as informative as possible. However, make sure you don’t give out too much that your readers are discouraged from visiting your link. Remember, your goal is to get these readers
to your site. You should provide information that they would be interested
enough to click your link and check out your website. Remember, the more web
traffic you get, the more income.

Lastly, make sure you offer something special to your readers. Lure them in by
offering special discounts and prizes. By doing this, people will be more
interested in the many services and products you offer.
Example of a Successful Solo Ad

Here is a solo ad that helps get 56% of the visitors to my page to sign up for my email list. In other words 56% of the people that click the link on this email join my list and I can continue to market to them.

“Subject: 10 Super-Fast Ways to Make $10K Per Month

Body: Hey {!firstname_fix},

You gotta check out this great free report that shares 10 ways that you could start earning $10,000 a month.

*my tracking link goes here*

*their name*

P.S. After signing up, watch the video on the next page it’s incredible!”

Comments:

Subject: “10 Super-Fast Ways to Make $10K Per Month”

I used this subject line because it grabs their attention and shows them that I can teach them 10 quick ways to make really good money online.
Body: “Hey {!firstname_fix},”

Everyone wants to see their name especially when someone else writes it.

Body: “You gotta check out this great free report that shares 10 ways that you could start earning $10,000 a month.”

In this segment of the message it comes off as an endorsement of what they are going to see. It sounds like it was personally written after going through the free item.

Body: “*my tracking link goes here*”

It is very important to track your advertising, I use Easy Click Tracker Lite and it’s free.

Body: “*their name*”

This helps further establish that it’s a quick recommendation to their readers by placing the newsletter owners name at the bottom of the ad.

Body:

“P.S. After signing up, watch the video on the next page it’s incredible!”
Always use a P.S. in your messages it helps reestablish important pieces or allows you to increase curiosity, which can get more people to click on your ad.

In this example I’m using it to create curiosity about the video on the page after they join my list so this helps get more people to sign up. It also is helping convince more people to watch the video which sells a $97 a month product allowing me to make more sales.

How could this ad be improved?

- Another link to my page could get more clicks
- Testimonial from an actual user of the free report
- Some bullet points that hint at what some of businesses are i.e for eBay it could be something like: “Getting Rid of Your Junk For Big Bucks” and information marketing “How to Use Your Passion To Become an Internationally Recognized Expert”
To Find Out More About Solo Ads Visit

http://www.soloaddirectory.com

To read my unbiased reviews of solo ad providers go here

http://www.soloaddirectory.com/blog

To Your Success,

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