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## **How To Market Through Classified Ads**

**By Luie De Von**

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The use of classified ads is an effective way of promoting a business. A few years back, we can only see classified ads on newspapers, magazines and other printed publications. But along with the introduction of e-commerce, we have online classified ads today.

### Online Classified Ads - Why Enlist

There are a lot of websites offering free classified listings. Imagine, it is a great way of advertising and it won't cost you a single penny. Your business will get the recognition for free. You can start by browsing the web and look for websites that offer this free opportunity.

Since getting information has been made easier because of the internet, you have to make sure that you are part of sites that offer online classified listings.

Let's say for instance that you have a furniture business. A consumer is looking for a furniture to purchase so he/she started surfing the net. The user types in the keyword of the product he/she is planning to buy and it returned results instantly. Being a part of the classified listing, that person can be easily directed to your own business website.

### What makes an effective Classified Ad?

Whether it is an offline or an online advertising, proper execution of things is the only way to get positive results when it comes to using online classified ads.

How can you make an effective classified listing? The rules of creating an online ad are not that different from creating an offline ad. Making the ad attractive and interesting is your top priority. How? Here are some tips:

Choose the appropriate category for your ads.

All classified ad listings, offline or online, are categorized into groups. It is important to make sure that the ad you posted is in the right category. In this way, people will find it easy to look for the product or service you are offering.

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You can build a successful online business using nothing but free classified ads!

For instance, if they are looking for furniture and you are a furniture manufacturer, make sure that the category you are grouped into is related to furniture. This will prevent confusion and will make it easier for interested customers to find you.

Repost your ads.

You should make sure that you repost your ad often since you are having it posted for free. Other marketers are also posting their ads because it is free of charge so it is your responsibility to update and repost your ad so it won't end up at the end of the classified ads page.

Regularly visit the site where your ad is posted and do the necessary steps to keep it on top of the page so people who are looking for the kind of product or service you offer will easily see it.

Use attention-grabbing words.

To make an effective ad, you should use words that would catch people's attention. It should be inviting enough that it would make them want to click on the ad and learn more about your product. You can use words like "Free", "How to", "Secrets to", "Try now", etc. to attract attention.

Cite the advantages of the product or services you offer. Always include in your ads the benefits that buyers can get once they purchase your products. You should be able to give them reasons why they should choose your products or services? What's in it for them?

Make it short and concise.

Never flood your ads with so many words that are not really necessary. Get straight to the point but make sure that all the important information regarding the product is there. Include a brief description about your company and your contact details.

Luie De Von is a marketing consultant with <http://www.easypostcardmarketing.com> and has been providing consumers and business owners with marketing strategies. For years he has helped businesses to have more and growing clients through Postcard Advertising, Marketing Postcard and Business Post Card.

## AdWords Strategies - Discover Explode Your Click-Through Rate Through the Roof!

By David Gange

Anyone who uses AdWords wants to know how they could increase their click through rates. The point of AdWords is build classified ads which make potential customers click on them to discover the products and services which you are offering. However too many AdWords are bland in their marketing.

Once you create an advertisement you need to think about how appealing the classified ad is to you. This is true if it is a text based. You will need to think about the use of your wording within your classified ad. It has been shown that AdWords classified ads which are question obtain far more clicks than classified ads which contain information or facts.

Always pose questions within your classified ads. Let's say you create a site which provides online classes, you might have made use of this sentence: "We provide a variety of classes for you to take". Change this to: "Would you like to gain your degree online in six months?" this will get far more clicks. All you are doing is making the reader ask themselves questions. This makes the reader become more involved with your classified ad.

AdWords strategies which concentrate on proper wording and making sure your Ads have questions in their classified ads have been shown far more successful than any other type of Ad. Using very little imagination you could take a average classified ad and transform that Ad into a very functioning and lucrative classified ad.

By just using these simply tips you really can make a huge difference to your click through rates.

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David Gange

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