

Presented by FreeClassifiedsPlace.com

Place your Classified Ad for free at FreeClassifiedsPlace.com

[Click here to know more](#)

Need A Website? Don't know HTML? Need Something Cheap? Want A Free Trial? Also a Money Back Guarantee? Our WebSite Builder Plans Start From Only 29 cents / month. Read More...

[Click here to know more](#)

Free Classified Advertising: The Biggest Mistake You Can Make

By Michael A Jones

Free classified advertising! What a bargain. Plaster your ad all over the internet for free. Tempting isn't it. True, it doesn't cost you any money but what about the time investment? The fact is, free classified advertising can be costly if it absorbs precious hours of time and you don't see anything for it.

On the other hand, free classified advertising can be very effective if done properly. It is amazing though when browsing classified ads how ineffective many of them are. How do you know? Because if you check the free classified ad sites regularly you don't see them again. Ads that work reappear and reappear, sometimes for years. Why? Because they are working.

Do you know the single biggest mistake advertisers make when using free classified advertising? Isolating this major flaw can make a huge difference to the success you can expect with online classified ads.

Here it is:

The single most important mistake advertisers make is:

****Trying to use a free classified ad to SELL!****

Am I crazy? Why else would advertisers post free classified ads if not to sell? Let's elaborate. How many words can you use in a free classified ad? How many lines are you allowed? With the majority of classified sites there are strict limitations and this applies even more to newspaper classifieds.

Ask yourself, can you really say enough in a classified ad to close a sale? Of course not. Often to close a sale you need to give a convincing sales pitch. You need to highlight benefits, benefits and benefits to the potential customer for the product or service you are offering. You cannot possibly do that in a few words.

Yet time and again you see higher priced items for sale simply stating item and price. How many people are going to respond to ads like that?

So how should you approach a free classified advertising campaign? By using your classified ad as bait, not as a sales pitch. The whole purpose of your ad should revolve around this one factor,

[Free Classified Ads Work!](#)

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

capturing the interest, anticipation, even enthusiasm of your prospect and motivating them to take the next step.

What is the next step? That's up to you. You could use your classified ad to increase your mailing list subscribers. So you simply offer a free gift or resource in your classified ad headline and put a signup form on the landing page.

Or you may want the prospect to click through to your sales page which has plenty of copy to motivate them to buy.

Whichever option you decide on, make sure you use free classified advertising to simply hook the prospect, not sell them. This means sitting down and thinking about the headline. Every word counts in a headline. Craft it, sweat a little over it, and test it.

Remember, people act on emotions. Is there a way in your headline you can touch their hot button and trigger an emotion that will make them want to click through to the next step? Be sure you clearly differentiate in your mind the difference between features and benefits when it comes to the product or service you are offering.

It is very easy to forget this and make the headline revolve around a feature. Every feature has a corresponding benefit. Center the headline around the benefit, not the feature. What's in it for the customer? Just make that message scream out loud and clear and you should have no problem with free classified advertising.

At the same time not all benefits are equal. Make a list of the features with the corresponding benefit shown alongside. Now look over that list and isolate what to you is the strongest possible benefit to the customer. Don't get sidetracked on minor, side benefits. You want to magnify the number 1 bar none benefit if the customer buys your product or service! So choose a few emotionally charged keywords that emphasize it and that becomes your headline.

A final word, make sure you tell the prospect what they have to do. Statistics show there is a higher click through rate when you tell the client to 'Click Here for . . .' or in some other way indicate what they need to do. Don't assume they will anyway. Words such as 'Click Here' or even more emphatically with a sense of urgency, 'Click Here Now!' are almost guaranteed to get you a better response.

Make the focus of your free classified advertising capturing not selling your potential clients, emphasize the number 1 major benefit to them, and then tell them what to do. You may be amazed at the results!

Michael A. Jones has been involved with internet marketing for over 10 years. Here are some exceptional resources he has put on his web site for you to download to make your classified advertising a success! Go to: <http://www.vitalstop.com/Marketing/post-free-classified-ads.html>

Online Classified Advertising - How To Choose The Right Online Classified Ads Website To Place Your Free Online Ads

By S Amazan

Online Classified Advertising is what you need to be doing. Finding the right classified advertising website to place your free online ads is another story. We show you where to place your free online classified ads.

Online Classified advertising is a way to promote and present your business to the market. The main idea behind this is that the more people knowing your business, the more popular and successful it could be. Traditional classified ads could only be seen in newspapers, magazines and other printed materials. However, since the technology is now fast advancing, so as the corporate world, traditional advertising seems not enough anymore. That is why people have thought of using online classified advertising to cover up the entire market.

Online classified advertising is one kind of marketing strategy. It is highly effective to use in advertising a business since most people spend more of their time in the internet. It is also a way to reach the online market, not only the local ones. What's great about this online classified advertising is that it involves lower rates than printed ones, so, most businesses could meet the expense of this strategy and could earn more.

Another important thing that online classified advertisements do is that it allows the companies and businessmen to know how many people visit their site. This gives them a rough number of the probable market and could also warn them whether or not the site catches people's interests. In this way, they would know when to add promos and how to make the site more catchy.

There are some effective ways to make this marketing strategy an effective one. First in the list is to use popular target keywords. You could use search engines like Google or Yahoo. By doing this, you could augment the popularity of your page and have many links. You could also use free online sign up forms so that you can keep track of the interested people who visited the site. Another thing that would make online classified advertising efficient is by making your site as interesting as possible. Your ad should catch the people's attention to heighten the status of your advertisement. It should also contain all important information about the business, as well as feedbacks and contact information.

Moreover, to save more money in online classified advertising, you could search for free classified listings available at certain websites. Just be sure to read all the terms and conditions of the site before you even post an ad.

It is very important to consider and do online classified advertising because it gives you a wide array of market for your business. And generally, it could save you a lot of money. However, this does not mean that you should forget the traditional classified advertising and the people involve in it. What is best to do is that you combine the two. In this way, you get a feel with the people offline, as well as those online making the business more successful.

Place Free Online Classified Ads at <http://business4profitsystem.com/classified.php> ..
<http://Business4ProfitSystem.com>

Related eBooks:

[Online Classified Advertising - How To Choose The Right Online Classified Ads Website To Place Your Free Online Ads](#)
[How to Advertise Online for Free](#)
[Making Classifieds Earn Money](#)
[Get Best Deals Through Free Classifieds](#)
[The Best Internet Advertising Is Free Internet Advertising](#)

Get more Free PDF eBooks at FreePDFeBooks.com

Related Products:

[The Classified List](#)
[Build Your Own Mail Order Empire](#)
[Instant Info-Product Business](#)
[Hitting the Search Engines](#)
[The Great Big Book of Internet Marketing](#)

Malamaal.com: A genuine resource center for Quality Ebooks and Softwares

This PDF eBook is for free Distribution only, it cannot be SOLD
The Ultimate Back Pain Manual! Relieve your back pain fast without costly doctor's visits!
[Click here to know more](#)

Powered By FreePDFeBooks.com
[ReBrand this PDF eBook with your Name / URL / ClickBank Affiliate ID for Free](#)