

Email Marketing 101

Developing and Managing Your Ezine



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Introduction

Email marketing is one of the most profitable businesses you can participate in on the web. After all, most people use their email more than their phone these days and it's changed the way people do business around the world. Because email is global this means that through email marketing you can profit from people all around the globe, not just in your area. The world is where the power of email marketing comes from.

For marketers, it's hard to determine whether their product or their mailing list is more important. The wise, and typical, business person would put their product at number one, but if you really think about it – you would have no product if it weren't for marketing. You have to have demand to have a profitable product and email marketing allows you to develop that demand. In fact, your product will do poorly without the right advertising campaign to back it and sell it. It is not uncommon to find numerous product owners on joint venture forums search for people who are selling advertising space so that they can get their products out on the market. This is another area where email marketing is in high demand.

The other great thing about email marketing is that you don't have to be a person with a product. If you are able to build a large mailing list, you can sell other people's products and profit off of affiliate programs and commissions. You can also profit from selling advertising space to the product owners of the world. In fact, many profitable newsletters or ezines were started before there was product.

In this eBook you will learn all about email marketing and how you can have a profitable ezine or newsletter, whether you are selling your own products or somebody else's.

Chapter 1

All About Ezines

Email newsletters, or ezines as their commonly referred to, has several advantages. The main advantage is that you can make money by utilizing them. The second main advantage is that they are incredibly simple and easy to use. You don't need any special printing supplies, because your ezine is delivered electronically to your customer's and potential customer's email boxes.

The Ease of the Ezine

An ezine is something so simple and easy that you can publish them from the comfort of your own home. The most important thing that you need is an autoresponder that features broadcast capabilities. Autoresponders are available through companies such as GetResponse.com and aWeber.com. They are great when publishing your own ezines. When you compare the start-up costs of an ezine to that of a brick and mortar business, you will be extremely surprised at how affordable they are. You can also make that money back easily by selling advertising space and informative products through your ezine.

Ezine Drawbacks

Just like any other business, there are going to be a few drawbacks in this business as well. These drawbacks, however, can be easily tackled and should not be a reason for you to not decide to pursue having your own ezine. Ezines only really have one main drawback, but it has a simple and quick fix.

Problem

The main issue that ezine publishers deal with is the creation of the content for the newsletter. You can write your content, but if you're not a writer by skill or heart, then this can be challenging.

Solution

A simple solution to this problem is to hire a ghostwriter. You own all of the copyrights to the work once you pay the writer for the articles they write for you. You can find writers in a variety of places including:

- Elance.com
- RentACoder.com
- GetAFreelancer.com
- IFreelance.com
- Guru.com

These sites are great because you can set up a project for free and the providers can bid on your project. They will give you their best price and you can browse their portfolios. If you find a writer that really stands out and is knowledgeable in your area, then you can select their bid. You can also conveniently pay through PayPal or their escrow services. This is also a great way to buy bulk articles and receive them all at the same time. Then all you have to do is set up the newsletter and autoresponder.

Additionally, you can find re-publishable articles on sites such as EzineArticles.com. These sites allow you to copy the article and use them in your ezine for free as long as you leave the author's resource box intact.

What's Your Ezine About?

The next step in publishing your own ezine is to determine what the topic is going to be. It is always ideal if you are able to publish something that covers an area you are knowledgeable about. You also need to determine what your goals are as well.

It is always best if you do not talk about subjects that are time sensitive. It is also a good idea to include short tips, interviews and other quick bits of information that people can quickly consume. This also enables you to create your content in advance and you do not have to worry about something being outdated.

For a topic, it's great if you can cater to a starving market. You want there to be a demand for what you are writing about and offering information on. It is also best if you can provide information on topics that are hard to find. There are many topics that are easily researched on the Internet and not all of these make good topics for ezines. However, if you know a lot about a certain area, then you may know exactly where to find your niche and how to cater to them. There are also niches that will always be popular such as food, dating, relationships, and even Internet Marketing. Internet Marketing is considered to be one of the hottest niches, because the Internet is on 24/7 and people are always looking for ways to make money online.

Why an Ezine?

The great thing about the Internet is that you don't have to have a product to make money. An ezine allows you to do this and you can advertise other people's products and make money off of those. Your ezine is sent out to your subscribers on a regular basis and it includes information on products that are useful and in demand. You can also set your ezines up where they are sent out automatically on a regular basis or you can do it manually on a regular basis.

As a publisher, you can take advantage of one of the easiest ways to deliver information to people. You can hit your target audience with ease because the people who have signed up are interested in whatever you are offering. Also, you can increase your profits and help your products reach your customers easily through your newsletter. You can also establish credibility through the information you provide. If it's a good newsletter, people are bound to refer it onto their friends and family as well. You can also sell your space for advertising to earn additional profits or offer affiliate products for sale.

An entire ezine is often read more often than a website. If you can condense your information into your newsletter, then you are more than likely going to reach more people. There are not many people who spend an extended amount of time on one website, but if it comes direct to their email they are likely to read it or save it for later. You can also get your message across without people having to jump through hoops in your navigation system to find it.

The key to improving the number of subscribers you have is by providing quality content. People want information that they can use. The more credible your newsletter content is, the more likely they will visit your website or purchase your products.

Ezines are excellent marketing tools and they bring your products right to the inbox of your customer, but first you must determine your target audience. You will need to build a list of subscribers and then send your useful information to them. If they are all interested in dogs, for example, you can provide them with dog training tips, grooming tips, feeding tips and dog related products. The more information you can provide, the more credible your newsletter will be. It is also great if you have some sort of professional experience in your field and can provide good, solid credentials and experience as well. However, this is not a necessity and people will trust you as long as you work to keep that trust by providing good and useful information.

To ensure the success of your ezine, it's always a great idea to seek out feedback. Use feedback forms to encourage people to give you their comments or allow them to respond to your newsletters. Feedback will help you to generate credibility amongst your subscribers. They begin to see you as a real person instead of some computer. They also have a feeling of security when they see that you are not every day run of the mill spam.

As your ezine gets larger and you receive more feedback, you will become well acquainted with the market and your consumer's behavior. You can then learn more by introducing forums, feedback questionnaires and contests. People love this stuff and they will eat it up.

You can also gain insight on your audience because you will be collecting data about them overtime. You will see some people come and go and you will begin to understand what their needs are. At the same time, you need to use this information judiciously. You do not want touse information in an unauthorized manner, as you could be prosecuted by law.

Chapter 2

Managing Your Ezine

There are a variety of different formats that email programs will allow these days, but for the most part people use three main formats for ezines. Most ezines are available as HTML, however there are still some that only allow text messages to go through. The good news is that these are few and far between these days.

An ezine that is HTML should be compatible and they are much more professional looking. They do not have any special formatting requirements and your newsletter will be displayed similar to that of a website in your subscriber's email program. It is a good idea to have the newsletter in both HTML and text in case there are subscribers who are unable to open HTML or may have problems with it.

The great thing about HTML is that you can use color and graphics with easy. However, it is a good idea to ensure that graphics are condensed well and there are not too many. Some email programs restrict the downloading of images because they can harbor viruses. Also, too many graphics make it difficult and timely to download. Prior to sending your newsletter, it's a good idea to test it out and ensure compatibility.

You also have the option of using text email messages that offer a link to a PDF version of your newsletter. This format is rarely used because it is an extra step to click on and download the PDF and many people do not have the time, nor are they willing, to take that extra step.

When testing your emails, it's a good idea to test for compatibility in the following email programs:

- Outlook Express

- Microsoft Outlook (Especially 2007, as it does not always allow graphics to be downloaded without permission from the email owner)
- Eudora
- Yahoo
- Hotmail
- Gmail

Developing Your Lists

Building your customer base is the first thing you need to focus on because you need somebody to send your newsletters to! There are several places where you can begin advertising your website to get people to go there and sign up for your ezine.

Forums, Discussion Boards, and Social Networking Sites

There are tons of directories, forums, etc. that will allow you to advertise your ezine by creating a listing through them. You need to provide a short description along with your ezine. This is the most important part of listing your ezine, because you need to be descriptive in what your subscription offers. You need to have at least three to four different descriptions that you use that will cater to different audiences. You also want an eye catching heading.

At the same time, you need to write in such a manner that addresses the reader. You do not want to simply describe your ezine or business, but you want to explain how you are helpful. You must address the needs of your potential customers.

Once you have your descriptions ready to go, you will want to begin listing your ezine everywhere that you can. You will want to list it on forums, discussion boards, websites and other social sites. You also want to list it in areas that will attract your target audience, so be choosy about where you list to ensure you get the best subscribers you can get.

You also want to aim your ezine listings in places where your competitor lists. You will want your subscription offer to be more attractive to theirs. Do some research to find your competition and then counteract whatever they do. You may even want to begin receiving their newsletter so

that you can use it against them. Be sure to list your ezine everywhere that your competitor is listed.

Cross-Marketing

This is a very effective way to begin building your subscription base. You will want to form alliances with your competitors and ensure that you both benefit. You can cross-market in many ways including:

- Endorsements
- Exchanging content
- Exchanging advertisements
- Exchanging products

One way to form an alliance is to endorse your competitor if they will endorse you as well. However, it is important that you endorse a good ezine that is worth it. Don't just do this to build a relationship, but ensure that it will be profitable in the long run.

You can also swap advertising space. Publish your competitor's ad if they are willing to publish yours. This should be done free of charge for each other.

Swapping content is good as well. Offer to publish one of their articles if they will publish one of yours. These types of exchanges can be very useful and you are able to provide unique content to your readers that they might have not seen otherwise. You can also use this content to help build your credibility. Make sure that you include a signature or resource box at the end of the article.

Word of Mouth Advertising

It doesn't matter what business you're in, word of mouth advertising is great and effective. The best part of it is that it's free. Word of mouth advertising is able to create a marketing buzz like no other. This is especially true on the Internet because people are able to send things to each other with a couple clicks of the mouse. They can forward your ezine to friends and family and

before you know it, a whole family may be subscribing to your ezine, along with all of their friends!

Tell-A-Friend promotions are great and you can also use Tell-A-Friend scripts on your website that will encourage people to send the site to their friends and family. On your Thank You Pages, it's always a good idea to include a Tell-A-Friend script.

Managing Your Lists

Building your list is going to require some effort on your part. You have to ensure that the process of adding new subscribers is easy and efficient. You also need to be able to administer your list easily. It is highly recommended that you use software for this and automate the process as much as possible. There are several steps you can take to keep your subscribers happy as well including:

- Acknowledge all requests that are sent by subscribers. Even if they want off of your list.
- Greet your new subscribers with a Thank You message. This helps to build confidence and trust.
- Offer various options to sign up. They should be able to sign up on your website or through email.
- Update your lists as often as possible. Try to keep bad addresses to a minimum.
- Provide excellent customer service and always be polite.
- Automate as many processes as possible.

List Servers

It won't take long to build a list, but once it is over 50 people there is no way that you can handle that kind of mass mailing with your own email account. This means that you will need to invest in a service to do this for you. The first place to start is with your hosting company. Many hosting companies offer some sort of list server and mail server that will allow you to easily send out your newsletters to your subscribers. This may be an additional fee that you pay with your hosting. The next place to start is with a paid list server. Here are a few to check into:

- **Listbox:** Offers a variety of packages depending on the number of subscribers you have.
- **SparkList:** Set-up fee of \$25 for a list less than 2,000. Minimum monthly fee of \$50. \$1 per 1,000 names.
- **BigList:** Set-up fee of \$50. Monthly rates starting at \$40 for less than 500 subscribers. \$120 for a list between 5,000 and 10,000.

What About the Unsubscribers?

All newsletters will have to deal with these at one point or another. It is extremely important that you handle unsubscribe requests quickly. You must honor the request of a person to no longer be on your list; in fact it's the law. It's also a part of the time consuming aspect of being an ezine publisher. You should have several options available for those who want to unsubscribe.

- **Website Option:** Visitors go to your website and click on a link that says "Unsubscribe from our newsletter." Then you need to provide a box where they enter their email address or send you an email. It is a good idea to send an email confirming that they want to unsubscribe.
- **Provide a Link in Your Footer:** This is one of the most common ways to allow people to unsubscribe because they can do it from their email box.

- **Email:** You can also provide an email address where the subscriber sends their unsubscribe request directly. It is suggested you have them type “unsubscribe” in the subject line so that it will go to the appropriate folder and it can be processed.

Bounced Emails

Bounced emails are those that cannot be delivered. They are one of the main concerns for an ezine publisher, but it's a fact of life that someone is bound to put in the wrong email address. Sometimes an email will bounce simply because it is temporarily unavailable as well. These emails can be placed in one of two categories. There are soft bounce and hard bounce emails.

- **Soft Bounce:** This is when the email is not working temporarily. This can be due to a variety of reasons.
- **Hard Bounce:** This is when the email is wrong, inactive or closed.

The problem is that it is almost impossible to know which type of bounce you are receiving. The solution lies in using an automated software program that will automatically delete the hard bounce email addresses from your list. It is very hard to manually handle these emails and it would be impossible for you to determine the difference on every one of them.

Double Opt In

Ezines are an excellent way to build a customer base if you are also trying to sell products. The purpose of your ezine is to increase customers, so you want to be sure that you are very diligent in the design and administration of your ezines. You do not want people to unsubscribe because you are constantly changing things or trying to sell to them too hard.

Customers tend to be very unforgiving when it comes to poor design and administration. The subscription process is very crucial and you want to ensure that you have a safe service and one that is credible. You don't want to make people angry because they accidentally signed up for your newsletter when they didn't intend to. Because of this, you will want to go with the Double Opt-In subscription method. The Double Opt-In is a much more credible way for you to gain subscriptions. This may mean that they sign up with a click of a button, but then they have

to go through a confirmation email or message. This ensures that only genuine subscribers are receiving your ezine.

There are a few critics on this, as some readers may not go through the confirmation email process. This means that you may end up losing prospective customers. However, you are better safe than sorry and should always use a double opt-in to ensure that you are not going to be accused of spam later down the road.

The main advantage of the double opt-in is that you have a better chance of targeting readers that are really interested in what you have to offer. This method can increase your profits because you have people on your list who are interested in your niche and they're interested in buying products in your niche. Here are a few more reasons why you should use a double opt-in process:

- Increases the prospect of targeting receptive readers and customers.
- Increases your credibility and trustworthiness
- Portrays professionalism
- Ensures long term relationships
- Provides documented proof of subscriptions
- Eliminates false claims by readers.
- Saves yourself time and money handling complaints and legal claims

Ezine ISSNs

An ezine ISSN is similar to that of a book's ISBN number. This stands for International Standard Serial Number and is an 8 digit unique number that is given to ezines. This number is very useful if you want to submit your ezine to libraries.

The ISSN allows you to identify your ezine uniquely. There are, however, certain guidelines that a publisher must follow in order to apply and receive an ISSN for their ezine. The first is that you have to show an intention of continuing your ezine for an extended period of time. You may not receive an ISSN if your ezine is only going to be published for a short period of time.

An ezine must also be uniquely identified by a number in addition to the ISSN number. This number should be something like the month and the year. For example, if you published your issue in June of 2007, you would use 062007 to designate the issue for that month. Each ezine issue needs a unique designation.

There are several advantages of having an ISSN as well. The main advantage is that it makes you look very professional and credible. Also, because you only get an ISSN for a long term published ezine, you have time as a credibility factor as well. Another advantage is that you have more leverage in a copyright suit if you need to address copyright infringement on your ezine's content and you can only do this if you have an ISSN.

An ISSN can be obtained for free by using the following websites:

- [The US Library of Congress](#) (For USA)
- [The ISSN Organization](#) (For countries outside of the USA)

Your Ezine's Website

Most ezines are created with the intention of marketing some type of product. Because of this, you need to have a user friendly website to showcase your products on. Your website must also take a unique approach to show off and market your products. The site itself doesn't have to be elaborate by design, but it should be designed for a successful sale. First and foremost, it's important that your site functions properly. It should also have a separate page that houses all of your ezines along with their benefits and why someone should sign up to receive them. Remember, every time your site works properly, your credibility rises. When your website doesn't work properly, you lose credibility. Also, stay away from websites that are loaded with Flash and large graphics. These take too long to download and you can't assume that everybody has high-speed Internet. Yes, there are people who are still on dial-up. I know your cringing and having flashbacks of long download times, but that's reality.

On your website, you need to be sure that you know who your target market is and that your website is catering to their needs. You want the site to reflect the values of your customers. You also want to have a separate page for each ezine if you have more than one. Your site should be designed to the preferences of the people you will be marketing to.

A website also needs good content. This is the mark of a good product as well. If your copy conveys the message you want to get across then you will do very well. Relevant content is crucial for your website, especially because you want to show people that you have some expertise in an area. You also need to double-check your spelling and grammar on your website and all ezines that are sent out.

Your website should be optimized for the search engines as well. You will want to use keywords throughout your website that are associated with your content so that the search engines will pick up your site and index it. You can determine your keywords for free by signing up on a Google AdWords account. You don't have to sign up a campaign or anything, but you can use their keyword tool. It's very helpful in showing you which keywords are of a high demand and competitive.

Automating Your Ezine

Ezines are much easier to create and distribute if you can setup as much automation as possible. This is especially true for those who are smaller companies and individuals who are doing the whole process themselves. However, if you are extremely busy, you may find that third party Ezine software vendors would be useful to you as well.

These vendors take care of your distribution. They are able to save you a lot of time and money, but you do have to pay rates based on your ezine's subscriber list. If you don't want to go this route, you do have the option of handling all of the functions on your own. The main advantage of going with a vendor is that they are able to handle your formatting, managing, administering and tracking are also automated by them.

Acquiring Useful Information on Your Subscribers

As an ezine publisher you want to provide information to your subscribers that is useful and meets their needs, after all that is one of the main reasons that people use the Internet. It is important to not only track your ezine's campaign, but to gather information about your subscribers as well. This information can help you improve the content of your ezine as well as the popularity of it.

Demographic data can be very useful and you can use it to tailor your ezine to your target audience. This can help you improve your content as well and the most popular way to gather

this information is to use a feedback form or survey. You may post these forms through your emails that go to your current subscribers.

Most subscribers may not be willing to provide you with this information, but others will not mind. Either way, you should be careful when you are requesting this type of information so that you do not lose the trust of your subscribers.

There are several guidelines that may help you when gathering this information:

- Clearly mention why you are requesting this information.
- Have a strict privacy policy that is viewable by your customers.
- Do not collect any information that is not necessary.
- Do not provide lengthy surveys. Most people will not complete them, so keep them as short as possible.
- Provide a guarantee that the information is safe and confidential.
- Do not force anyone to fill out the survey.
- Automate this process as well.

Testimonials

Testimonials are a great way of improving the credibility of your ezines. However, be aware that there are several sales letters and ezines on the web, even websites that have false testimonials. The only people who know that these are untrue and fake are the site owner and the writer who wrote them. This means that there are many unsuspecting customers out there

being swayed by false advertising. It is always best if you can provide testimonials that are true. People trust other people, so it is a great idea to solicit testimonials directly from your subscribers. You can even use photos of them if they are willing. These make your testimonials and your ezine very personable and people like that. Testimonials have been known to increase the number of subscribers greatly!

Write a personalized email to every existing subscriber and request a review and testimonial of your ezine. Ask them what they like best about receiving your ezine and you will find that many people are very happy to assist you. Here are a few tips on how to gather testimonials:

- Give a sample issue of an ezine to a group of users. Then ask them if they found it useful and what can be improved.
- Give a sample issue to someone who is considered to be an industry expert.
- Get permission to use the testimonial and then have them sign a release that grants their permission to publish their testimonial both on your website and in your ezine.
- Fully identify the person when quoting the testimonial. This should include name, occupation and company name if applicable and it is good to include their city and age with permission.
- Use them everywhere from your website to your autoresponders to your brochures.

Chapter 3

Advertising Your Ezine

Newsletters are great tools to market your services or products, but at the same time you have to advertise your newsletter too. You can't publish one without readers! Advertising is an integral part of developing your mailing list and your ezine.

Before you begin advertising, you need to plan it carefully. You will want to determine several things about your ezine including:

- What is the purpose of your ezine?
- How much can you spend?
- What product will you be advertising?
- Will your ezine have a theme?
- What type of information will you provide in it?
- How often will you send it out?

These are the main aspects you need to consider before you launch your newsletter.

Timeframe of Advertising Campaign

The first thing you need to figure out is how much time you need to give your campaign. It is always a good idea to have a beginning and end date for your advertising campaign. This is

because you will be able to use your timeframe to track the performance as well as how much you are spending on advertising. At the end of the campaign, if things are successful, you will have a roadmap to follow for your next campaign.

Budget

Setting up your campaign budget may sound easy, but there are often little expenses that pop-up that you may not be prepared for. You may have a specific amount of funds in mind to spend, but if you use up all of your funds to get started, you may find yourself needing more money in the long run. There are various ways to advertise online and they all have their associated costs in one form or another, whether it is time or cash.

For example, you may run a series of 5 campaigns or a series of 50 campaigns. The key is to know how to spend your money and where. Some campaigns are going to be more expensive than others, which may even be free. This means that you may have to spend more on one campaign than another, which means that splitting your budget between your campaigns equally is not always an option. This is especially true because you do not know which one should have priority in terms of your budget yet and which one will return more results.

A successful campaign must be formed out of the right ingredients. This is the hardest part. It's easy to set-up an advertising campaign, but it's difficult to determine all of the best aspects of it. This is something that you can only do with time and with experimentation. Because of this, it's wise not to spend all of your funds at once. Start with a few affordable campaigns and build on the ones that are showing the best results.

Tracking Your Campaign

Tracking your advertising is important to ensure success of a campaign. By employing a tracking system of some sort, you will be able to determine which advertisements are the best. Obviously, the easiest way to do this would be to have several sales letters or advertisements and then track the purchases for each. The one with the most purchases is the best advertising campaign. This not only allows you to focus in on your strategies, but it also helps you to achieve the best return on your investment.

Analyzing Who Your Visitors Are

There are two phases when it comes to measuring and advertisements performance. One way is to track which ad gets the best responses. The second way is to identify the visitors who actually come to your site and sign up for your newsletter. In your website, you will need to have a text box that allows people to sign up for your newsletter. It's always best to have a separate page for each newsletter that you offer. You can then place tracking links on your website so that you can track the number of hits, visitors, and even location information of your website. Check out Google Analytics, as they offer an excellent free website traffic tracking tool. You can set it up for each of your domains and review individualized reports for each of your websites.

When you are analyzing this information, it's best if you can place it into some sort of document that will allow you to analyze the information later. You can do this in an Excel spreadsheet, database or another system. Here is an example of some data that you should consider recording where possible:

- Advertisement
- Website Address
- Email Address
- Number of visitors per day/week/month
- Date of advertisement
- Cost of advertisement
- Tracking Tool
- Inquiries per ad
- Sales per ad

Advertising Options

When it comes to advertising your ezine you have many options. Listing your newsletters in the most popular search engines is a great place to start and will help you to develop web traffic as well. Most marketers are going to use the search engines as their number one marketing tool.

There are several search engines on the Internet and there are several that you may have never even heard of, but they tend to have a following as well. Here are some of the most popular search engines today:

- Google
- Yahoo!
- MSN
- AltaVista
- Ask.com (Formerly Ask Jeeves)
- Lycos
- Overture
- Excite
- InfoSeek
- DogPile
- HotBot
- Northern Light
- Lycos

Each search engine will have its own advertisement submission rules and costs, if you choose to do paid advertising such as through Google AdWords.

Joint Ventures

Joint ventures are very popular in the world of advertising ezines. Not only can you make money on your own ezine by offering advertising space for sale, but you can also advertise on other ezines.

If you are interested in free advertising then you always have the option of offering an advertising swap. For example, you can allow another ezine to advertise on yours if you can advertise on theirs. The same is true for products as well. As long as you're not competing, this is a great opportunity to not only advertise but make contacts in the email marketing world.

Another joint venture opportunity you may be able to take advantage of is supplying each other with content. This helps to keep your ezine new and exciting. At the same time, you can require that your resource box, with information about your ezine, be included on the ezine you are offering the information to. Trade article and expert interview articles are great to include in these ezines.

Complementary products are also desirable. If you have a report or white paper, you could offer it for free through an advertisement or feature article on your newsletter or another newsletter. Your joint venture partner could do the same with one of their products.

Newsgroups, Discussion Forums and Announcement Lists

Newsgroups are great to target your ezines to focused audiences. There are numerous free newsgroups that cater to individualized niches and you are sure to find one in your area of expertise. You can begin by listing out a few different newsgroups that address your industry or topic. When you are submitting your messages to these groups, however, be sure that you follow their submission rules. You don't want to get kicked off!

Also, it's important to respond to any messages that you may receive regarding those. It is very important that you post a clear response to a message from all readers who are showing an interest in your advertisement. This may be somewhat time consuming, but definitely worth it in the long run.

You can also post ads in discussion forums. However, they will also have rules and if you get salesy, they won't like it. Be sure you are offering solid information to the discussion board while trying to push your ezine at the same time.

There are also lists that are called announcement lists and they are also a great way to announce your ezine to your targeted audience.

Ezine Directories

Ezine directories are another popular way to advertise. There are tons of directories that offer several types of ezines and categories. All directories will require a description of your ezine and this is something you need to pay a lot of attention to. Be sure to provide eye catching descriptions that highlight the benefits of your ezines. You will also want to have a brief statement of how your ezine can help a reader. Include details of any offers and incentives you may have as well. Study different descriptions to get an idea of what to write before you begin.

Testing Ads with Ad Tracking Software

To ensure that the ad is effective you will want to constantly test and experiment with them. This is the only way that you can ensure you are gathering the right ingredients to be successful. An integral part of advertising is figuring out which ads are attracting visitors. You may have a large variety of ads as well including banner ads, listings, ads in autoresponders and on other websites or ezines. The traffic that these ads are generating need to be tracked in some manner. There are several factors that you will want to know when advertising and determining which ads are the best including:

- Which ads receive the best response rates
- Are free classified sites worth it?
- What other ezines have been the most profitable?
- Has a sponsored newsletter ad done well compared to a standard newsletter ad?
- Are your email ads effective?
- Does the ad at the start of the newsletter do better than those at the end?

An ad tracking software program can help you to find answers to these questions. They can also help you analyze the effectiveness of each ad you use.

Ezine Ad Copy

The basic purpose of your ad is not to sell a product, but to attract people to sign up. Your ezine and website are responsible for selling your products. The key is to have an eye-catching ad that promotes your ezine. You will want a great headline, because that is the first thing that people will see. Your headline should be attractive and easy to read. Don't use script fonts, but those that are bold and straight, such as Verdana or Arial. The headline needs to be attractive enough that potential subscribers are going to want to respond, and because people only look at the headline as most ads.

Be sure to list out the unique features that your products or service has to offer. Think about how these would benefit your subscribers. Also, examine each of the benefits and determine which ones are the most desirable. The potential customer also needs to know what they will gain from your ezine. A good strategy is to provide your ad in a paragraph form.

Keep on reading your ad over and over and make tweaks and changes where you need to. You also want to gradually reduce the content and get it down to the bare minimum, but without losing your sales edge. You will also want a one line heading that is eye-catching and descriptive. If you are offering an incentive to encourage your readers to sign up on your ezine, you will want to be sure that it is mentioned in your ad.

The size of the description of your ezine is important as well. Each publisher and directory will have their own specifications. You need to follow these while still being creative. It's also a good idea to have several descriptions of varying lengths.

More ad tips:

- Study the ads of your competitors. What can you do better?

- Space should not be wasted. Do not use words that are unnecessary. Use abbreviations where you can.
 - Avoid words such as "the," "a," and "an."

- Do not ridicule your competitors.

- Your ad should target the people who would be interested in your ezine.

- Use language that is personalized and motivated.

- Use a strong call to action such as:
 - “Sign up today and get a free eBook.”

 - “Register Now and Win.”

Power Words

There are several words in the English language that tend to attract a lot of attention. Here is a list of a few words that tend to attract people and move them to do something.

Fast	Simple	Secrets
Stop	Breakthrough	Sale
Act Now	Superior	Successful
Valuable	Limited	Wealth
Latest	Delivers	Win
Announcing	Discover	Free Gift
Incredible	Amazing	Exclusive
Remarkable	Boosts	Don't Delay
Effective	Fast-Acting	Affordable
Bonus	Increases	Members Only
100% Guaranteed	Proven	How To
Timeless	Top Ranking	Exclusive
Select	Hurry	Free

Once you have your ad copy written, it's time to test your ads. Experiment with different versions and designs. Testing can greatly improve the chances of your campaign being successful. A detailed analysis of each advertisement will help you to ascertain which ad gets the highest response rate.

Taking It Up a Notch

Throughout this eBook you have learned how to set up your ezine and how to advertise it.

These are just the first steps in the process of setting up a successful ezine or newsletter. After a certain point in the success of your ezine, you will want to begin looking for more ways to build your lists even larger as well as how to make more money off of your list. With time you will be able to realize the potential of your ezine. This is when you can begin to take your campaign to the next level.

One of the main things you want to be sure and do is get as much of your newsletter automated as possible. This will provide you with more time to look into who your subscribers are how you can better serve them. You may not need to spend a lot of money, but as your ezine grows you will be able to spend more money to make it even better. Once you have the hang of distributing your ezine you will be able to focus on gathering even more information for it and upping your marketing and advertising as well. By this time all of your administrative functions will be fully automated and taking care of things on their own.

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