

## How We Advertise Our Products

### Introduction

In this article we're going to explain how we advertise our products in our daily routine.

There are credit mailers, solo ads, and a variety of static advertising methods available from our vendors like safelist, traffic exchanges, etc.

A credit mailer is an email sent to members of a vendor/membership site. When you earn credits you can use them to send out that many emails. You can send these to the level of membership that your vendor prescribes such as for free members they can only send to other free members.

Another form of an email advertising approach is a solo ad. These are generally sent to all members within the vendors system.

The static type ads are like buttons (125 X 125 pixels), banners (468 X 60 pixels), panels (600 X 300 pixels), traffic links, hot links, and other ads that sit on a page waiting for someone to click on them. These usually get little activity with these types of vendors since most members looking at ads are generally most interested in accumulating credits. No credits are usually given for static ads (there are exceptions).

### Target Market For Our Ads

Nearly everybody in our target market is in the same business that we are. And, they are all doing just about the same thing:

- Getting traffic to their offers
- Building a personal mailing list
- Selling someone something

Because of this, our market place is fiercely competitive. And, we are all doing it just about the same way. We tend to copy each other and lots of the time with the same offers.

With that in mind, let's get on with our message.

## Setting Up An Advertisement

We are talking about email ads. These types of ads will have a title or subject, body copy that does a little bit of selling with the intent to get the member to click on your link, and your link to the "splash or landing page" that is usually at the vendor's site where the offer is actually located.

Most vendors provide you with the title, ad copy, and the URL with your link embedded so that you get credit if the member does something like buy the offer or sign up for something.

We copy that information over to our word processor in an area that is dedicated to the vendor. We also go to our handy URL shortener/hider that encrypts the URL information. When we actually create our ad we will use the shortened version. By putting this information in our word processor, we can easily go back and forth between it and the vendor URL where we are placing our ad.

## Organization

We use Firefox as our primary browser. Within that system we use an add-on that allows us to set up our pages within Firefox under tabs that have 25 dialers on each. We categorize the tabs into groups like PTC sites, Safelists, Traffic Exchanges, Miscellaneous, and many more.

We have worked with databases in the past and have created a simple table that contains information about each of the vendors. We then created what are called queries that make subsets of the main table for each of the projects that we have running.

For instance, we have a query that gets only the Super JVs, JVs, and what we call NJVs (which are JVs that have less than 1000 members). We can tell the query to further sort out just those that have at least 2 or more Solo promotions available.

Since the query can tell us the dialer number for each vendor that fits the above requirement, we go to FireFox and start dialing up the vendors that have at least 2 solos available to use.

Most of the vendors will only let you send out one email campaign per day, but, we have so many vendors we easily meet our daily objective of between 100,000 and 150,000 emails.



If you wonder how we managed to get so many vendors, take a look at our course at [MyChoiceThings.com](http://MyChoiceThings.com), you are a member already since you signed up for this PDF. Save this URL address so that you can come back again when you want something else for free.

### **Safelists, Traffic Exchanges, Viral and so forth**

We are going to use Safelists for our example. In these systems, you view ads in exchange for credits. These credits can be used to send emails to a like number of members or to purchase ads like solos, banners, hot links, etc

Every ad sent out this way has a title, some body copy, and the URL where the user will click through to see the offer. If they sign up or purchase something, then we get their email address and maybe a commission. At least we get to put them on our personal mailing list.

Each ad is in front of the member for a period of time that is determined by the vendor. They show the member how much longer they need to be viewing the ad before they can continue.

As a rule, the member will skip through the body copy on the email to get to the link to the offer in order to accumulate points for themselves. We do get a count from our autoresponder system of the number of "views" the ad received.

If you were to time it, the member is usually on your email ad for about 3 to 5 seconds. Then they are on the offer for the length of the timer attached to it. So, if you do not have a compelling reason for the member to take the action that you would like, then too bad, so sad.

You'll do a whole lot better statistically with your own personal email list. We get about 1/10<sup>th</sup> of 1 percent signups/orders from the general population ads and about 5% interest from the members of our personal lists.

### **Other sources for prospect lists**

The next best list is one where you directly traded your list for one from another member of a trade exchange. You don't actually trade lists, you mail their offer out for them against your list and they do the same for you against their list.

If your list is not as large as your trading partner, they would only supply a matching number of their members. So if you have 100 members and they have 5,000, then your trade out would be for 100 members each.

Other sources for lists are places like Google, Yahoo, etc. You simply bid for numbers of exposures based upon your budget. Let's say that you can afford to purchase 1,000 exposures. Google would record the number of clicks on your ad. When that gets to 1,000 they stop showing it.

The good news is a whole lot of eyeballs get to see your offer, the bad news, this kind of effort has a really small number of conversions.

Another similar source is Classified Advertising. We have a link on our sister site ([MyChoiceThings.info](http://MyChoiceThings.info)) to one of these that you could use.

## Summary

By way of example, we have shown you how we use our credits with safelists to get email ads in front of prospective buyers/signups.

No one can predict how many signups/orders you will get for any campaign. What most of the vendors tell you is that you can get your message in front of XXX number of people. Sometimes all you are getting from the vendors is a number of views others you are getting someone to actually click on your ad. It varies with the vendors.

We figure that if we can get between 100,000 and 150,000 emails sent per day that something will happen over a period of time. We have learned to send the same ad to the same people several times. Most people will not sign-up the first time that they see an ad.

Also, remember, this is a highly competitive business. If you can build your niche of followers that are interested in your offers, then you will have the success that you want.

Our primary website is [MyChoiceThings.com](http://MyChoiceThings.com), which is a membership site. It is also free. You are automatically a member since you signed up for this report. Its function is to provide you with a ground level approach to building a solid foundation for your online business. It assumes that you would be doing things similar to what we are doing.

We have a number of "How-To's" that cover all sorts of topics in our sister website [MyChoiceThings.info](http://MyChoiceThings.info). You are a member for this information as well.

