



How You Can Save Money With Advertising?

By: [Paul Ranger](#)

Advertising/promotion/getting the word out to the public is an essential part of making your business succeed. Yes I know, this statement is an obvious fact, but it is worth emphasizing here. If this is your first time hearing that statement, it's a valuable thing to know. The fact is this, the people who have never heard of you, or never came across a review of you and your business, the people whose business you need right now, they need to know about you. Therefore, you must advertise to them. Your business WILL suffer without sufficient advertising, but how much it will cost you without you losing your shirt will depend on where you advertise.

How can you save money on this very necessary business cost? Among the best low cost ways to advertise using paid ads is through Ezine Advertising.

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Here is why I say that; This situation may have happened to you as it did to me. If not, I believe you will still be able to relate to this real life scenario. It goes pretty much like this, you have a great product that the world needs, and you want them to know about it. You decide to advertise using Pay Per Click (PPC) through google and other sites like that. They are very good sources of targeted traffic and will get you instant traffic for your great product or can let you know very fast if you wrote a good ad that people will respond to, if you are testing your ad. I will still use them for that purpose.

What could happen though is, when your ad on these sites start to bring you Traffic, you'll be excited because you've made a couple of sales. you're making some money. Unfortunately, you now realize that the cost of advertising is beginning to steal your small profit. You are now spending more for advertising and is making less money. The problem is, for every click that converts to a sale, there were many more tire kickers, curiosity seekers and the competition clicking on your ad. They are the people who click on your ad but never buy anything.

If everyone who clicks on your ad and visit your site buys from you, there would be no complaint here. Unfortunately when you use PPC advertising, you also pay for the tire kickers, curiosity seekers and the competition who visit your site through the PPC ad but never buy your product. You can't afford to keep losing money as you earn it, but what do you do about it when you need to advertise?

Yes, you absolutely, positively must come up with a better advertising solution. One that the effects of the Tire kickers, curiosity seekers and competition won't hurt your advertising budget and cause you to make less money. I found the Ezine Advertising solution when I was looking for a better place to advertise with my limited budget.

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What are Ezines and what is Ezine Advertising?

Simply put, an ezine is an online magazine (Electronic Magazine) that caters to people who have interests in specific topics or niches, It could be anything from news to gossip to gardening to automobiles etc. There may be an ezine or several of them that would be just right for the product or service you are selling. Therefore, when you advertise in an ezine, that is called Ezine Advertising. Ezine advertising is more affordable than PPC Advertising.

What makes an Ezine Ad more affordable than PPC advertising?

Let's do a comparison. To be conservative, suppose your Advertising budget is only \$30 per day to run an ad for your product in a Google PPC campaign. After you create your ad, you will then have to choose the keywords for your product so that those keywords when typed into the google search box by someone searching for your product, will cause your ad to be displayed in front of the people searching for the product.

There will likely be other advertisers (Your competitors) running ads using the same keywords as you are using, therefore, you will have to bid against them for the same keywords and may have to pay a premium price per click for those keywords if they are popular keywords. If the top bid for a keyword is \$.50 or more, and you are the one with the top bid. At 50 cents per click (Many times the top keywords will cost more.), you will only be able to receive 60 visitors but you would have exhausted your \$30.00 ad budget for the day.

Please do remember that a good number of those visitors will not buy from you. If you are selling a \$30.00 product and you've convinced two people to buy your product, you just made \$60.00 but spent \$30.00 on PPC advertising leaving you with \$30.00. That may be okay for you if \$30.00 is your goal even though you spent \$30.00 to make \$30. Worst is, If you only had one conversion out of 60 that day, then all your money went to pay for the ad. You are left with zero.

You then go back the next day and run the same ad hoping for a better result. How many days will you spend \$30.00 hoping for a better result? Better may come eventually, and even if you manage to sell to all 60 visitors to your site using the PPC ad, there is still a much better way.

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With Ezine Advertising If you buy an ad for \$30.00 for example. That is all you will pay for the life of the ad which could be a week, 2 weeks or a month, depending on the frequency of the ezine publication. It will not be \$30.00 per day as the PPC Ad. That's \$30.00 for the life of the issue.

It will cost you less to advertise your product or service in the ezine, and **YOU WILL NOT LOSE MONEY BECAUSE OF THE TIRE KICKERS**. You won't be able to eliminate the tire kickers. However, because You will pay a flat fee no matter how many clicks you receive from your ad, the tire kickers will not hurt your pocket. You can receive as many clicks as the publication will bring you, but will not pay more even if you get visitors who won't buy. You just have to make sure you wrote a very compelling ad, sales letter and have an autoresponder, but those are different subjects for another report, even though they are related. **You can get Charlie Page's FREE mini course about those here:**

[Mini Course](#)

From my own experience with ezine advertising and PPC advertising, I can tell you that ezine ads are powerful and can go very far in terms of your ad cost and also after you stopped running the ad. Some years ago, there was an interruption in my personal life a little after the first time I ran an ad in an ezine through the DOE. Because I allowed that interruption to throw me off track, I couldn't concentrate on the online business I was trying to build at the time. I did not run another ad in the ezine for a very long time. To my surprise though, responses from the one ad kept on coming months after I ran the one ad.

Apparently, the ezine I placed the ad in, kept previous issues in their archives, people would go to the older issues and read them and saw my ad. It is possible also that because they are delivered by email in addition to being on a website as some ezine owners will do, people would go to the unread email sometime after delivery, and come across the ad. I'm only guessing how it happened though. Either way, the Ezine Ad will stay alive long after you pay for it. On the other hand, when I ran PPC ads there were no residual clicks after I used up my ad money. There were no continuous responses from the Google PPC Ad.

The PPC Ad just simply stopped showing as I expected, because, the funds stopped. **Instant results**, but **instant cut off** once my account ran out of money.

To use a familiar cliche, I got “more bang for my buck” with the Ezine Ad. This would be true even in a best case scenario with a PPC Ad, where everyone who clicked on the ad bought something; 60 visitors x \$30.00 = \$1,800. If your ad and sales letter produces a 100% conversion such as this with a PPC Ad, (Although I have never heard of anyone who has gotten a 100% conversion rate) **the same great ad in an ezine could do even better**, because you would get much more than just 60 visitors for your \$30.00 ad. You would keep getting visitors after that issue is sent or posted, because it has a longer life than a PPC Ad.

Think about it!? To say it another way; **your Ezine Ad has a longer life, therefore, your money goes farther**. There is no doubt about it on my part since I have experienced it.

How can you find ezines?

It is possible for you to search the internet so you can find ezines to run your ads in. However, it will take you a long time to curate them, then categorize them for your particular product or service. I wouldn't suggest that you advertise in the first ezine you come across . It might be a mismatch. It may not be a good fit for your product or service. For example, if you are selling insect repellent, that may do well in an ezine that caters to the outdoors enthusiasts or in an ezine for gardeners. However it may not do well in an ezine about home decorating, or business news.

If you want to start saving money today but you don't have a lot of time to spare , then searching the internet everyday on your own trying to find the right ezine to advertise in will cost you a lot of time, setting you back possible many more weeks and months, eventually costing you more money. That would not be a good thing, especially after you have just learned of a better way.

The long research, compiling and categorizing of ezines is already done for people who want to save time and money. It is a membership site called the Directory Of Ezines, or the DOE. You can go there and find the right ezines for your product without doing long internet searches for them. It will save you time so you can start saving money right away.

They have more than 18 years of compiling and categorizing this very valuable list. However the Directory Of Ezines is not just a massive collection of ezines. It is also a place to learn valuable techniques to achieve success in marketing. In fact [Charlie Page](#), the owner of the Directory of ezines, is offering you a free mini course on Traffic Conversion. It's a course that will help you with not only ezine advertising but also any type of advertising medium. You must get on his list so he can send you this free mini course right away. [**you can get it here now!**](#)

When you become a member of the DOE which is a very valuable membership, you will earn the right to market the DOE to others as well and make some money if you would like to do so.

Get the FREE Mini Course and get more details here: [**MINI COURSE**](#)

If you are new to internet marketing, This mini course is a MUST HAVE for your new journey on the online marketing road. If you are experienced in internet marketing, it will give you valuable information to help you go even further. Besides learning about ezine ads, you will also learn several ways you can make money with ezines, including some methods that will cost you nothing. There is nothing to lose. It will cost you nothing for access to this valuable mini course but the knowledge could help you make money. **It is yours free when you join charlie page's mailing list here: [DOWNLOAD CHARLIE PAGE'S FREE MINI COURSE](#)**