

Lesson #14: Advertising, Phase 1 (Ezines)

Ezines, ezines everywhere but what are they?

More importantly, why have them at all?

In its simplest form an ezine is a electronic version of a real world magazine. It provides articles and information on a particular genre or area of interest.

Sometimes ezines are free and sometimes they have a paid membership. In either case they are provided only to subscribers and not to the public in general.

In a more complex and focused environment it acts not only as an information source but as a training aid to a particular interest group.

Like you! The future business owner who is just starting out and needs realistic and valuable insights on how to market on the internet in today's economy.

This is just one aspect of an ezine. On the flip side it provides advertisers with a targeted, stable and focused group of readers to which they can market.

Cat lovers would be subscribed to a ezine dedicated to cats and a company promoting a means to save fuel would not target such a market. A company that sells scratching posts for cats would advertise in such an ezine and get more bang for their buck.

An ezine can be a powerful tool by which a business owner can help his/her customers get the most out of the relationship they started with the seller when they made their first purchase.

You get to let your customers know you care, provide them with extra tools and info, you also have a secondary income source by selling limited advertising space!

Ezines can also be a forum of interaction via puzzles, contests, games or surveys. Just limit them to a max of once per week to avoid overdoing it.

Recap:

- * Ezines are an electronic counterpart to magazines
- * They can provide a wide range of things
- * They are subscriber based (mailing list)
- * Will keep the business owner in the readers eye
- * Should be published no more than 1x per week

Next week we cover "Advertising, Phase 2"

Yours In Service,
Udo Hoffmann

[The ORIGINAL Marketing Maven!](#)