

Marketing With Classified Ads
by Jinger Jarrett

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Table of Contents

Preface.....	iii
About this book.....	iii
Top 10 Tips for Using Classified Advertising to Make Money.....	1
How to Study Money Making Ads to Help You Make Money.....	5
Follow the AIDA Formula for Success.....	7
How to Write Headlines That Make the Sale.....	9
How to Write a Call to Action.....	13
How to Properly Format Your Ads for More Traffic and Sales....	15
How to Test and Track Your Ads.....	17
Strategies for Success.....	19
Secrets to Syndicating Your Ads.....	21
How to Get More From Your Ads by Using Online and Offline Methods.....	23
Developing a System to Help You Make Money.....	25

Preface

About this book

Classified advertising is one of the easiest ways to market your business online. The reason is that most people are familiar with classifieds.

Classifieds are also an effective way to market because those who are browsing classified ads are usually looking to buy. Write a good ad and offer visitors solutions to their problems, and you'll make the sale.

The best part of marketing with free classified ads is that you don't need a website or a list. Just find a good affiliate product, write an ad and start selling.

This package is a collection of articles I wrote on how to use classified ads to market your business. Follow these tips, and you'll increase your conversions of your ads, as well as make more money.

Top 10 Tips for Using Classified Advertising to Make Money

Classified advertising is one of the easiest ways to make money online. The reason is really simple: it is a form of advertising and communication that even those least savvy to the internet understand.

To get the most from your classified advertising, there are certain things you need to do:

1. Study good ads.

Read newspapers, magazines, online classified advertising sites, and anything else that allows you to study classified ads. This will show you what is working and what is not in advertising.

2. Follow the AIDA Formula for writing your ad.

A - Attention

I - Interest

D - Desire

A - Action

3. Write headlines that get visitors to read your ads.

Top 10 Tips for Using Classified Advertising to Make Money

When writing your ad, the headline will be the first thing people see. Write one that gets attention and makes readers want to read it.

4. Use a call to action.

A call to action is where you tell your readers what to do. This can be just about anything: send for more information, join a list, or visit your site.

5. Format your ad properly.

Every ad site will have specific guidelines on how to create your ad. Make sure you read these guidelines. Then you improve the chances of your ad converting. Also, make sure you use good design techniques.

6. Test and track your ads.

It's a waste of time to write and submit ads if you don't know how they are performing. Use a tracking script or create a way to test your ads to see how they perform.

7. Use strategies that help you get your work done faster.

Some systems will allow you to renew your ads without reposting them. This will save you time because it only takes a few seconds to do it.

8. Syndicate your ads.

When you syndicate your ads, you are allowing your ads to be displayed on multiple sites automatically. You don't have to do anything to make this happen. Besides, who do you think makes more money: someone

who syndicates and gets his/her ads in front of more people or someone who doesn't?

9. Advertise both online and offline.

Classified advertising is often cheap and even free. If you're on a tight budget, advertise online until you get income coming in. Then try advertising offline. You'll have a greater chance of reaching everyone in your market.

10. Develop a system for writing and posting your ads.

This includes:

*deciding how many ads you will write each day

*where you will submit your ads

*what tools you will use to post your ads

*ad tracking tools

Classified advertising is still an effective way to make money for your business. Apply these 10 principles to help you get better results.

How to Study Money Making Ads to Help You Make Money

Actually studying ads will not make you more money. It is like reading a book on copywriting and then thinking you are a copywriter.

If you want to learn how to make money from writing classified ads, then you need to take action. Studying effective ads will help you learn how to write ads that make you money.

There is a right way and a wrong way to do this. These tips will help you make more money from the ads you write:

1. First, choose what type of ads you want to write.

If you are writing for newspapers, study newspapers. The same applies to magazines. If you are writing ads for a specific website online, then you need to go to that website.

Don't just study the ads though. Study the guidelines for the publication or website where you are considering submitting. Guidelines will help you avoid submitting ads in the wrong format, or using words the publication or site doesn't allow. By writing according to the guidelines you increase your chances of getting your ad accepted. Also, you increase the effectiveness of your ad.

2. When you study the ads, study the design.

Is the headline in bold, italic, or any special type of font? Does the ad writer use any type of color or graphics?

This is where you study the way the ad is actually put together instead of what the ads say. How the ad looks is almost as important as what it says. Design elements can make or break your ad because these elements will also help determine whether or not your ad gets read or not.

When employing these elements, use them sparingly, especially if you are posting your ads online. Although bold is one of those elements that is good for getting attention to your ad, writing your ad all in a color like red is not. Red is hard to read on screen, at least for any length of time. A bright color is good for a headline, but avoid writing your entire ad in this color.

Black type on a white background with an easy to read font may seem plain, but it actually works because it is easy to read. Readers online read about 25 percent slower, so don't make it any harder than necessary for readers to get your message.

Remember, it's not about you and what you like, or what you think is cute or attractive. It's about serving your readers. Treat them right, and give them content that solves their problems, and they will buy.

3. Keep a swipe file of good ads.

This can be a text file or an actual file folder. Use these ads to help you craft your own. Don't copy, just use what you learn.

The more ads you study, the more you will learn. Look for ads that are repeatedly published. These are usually ads that are making money. Use what you learn from studying these ads to help you write your own ads. It will help your ads convert better and ultimately make you more money.

Follow the AIDA Formula for Success

Writing classified ads really is easier than you think. All you have to do is follow a simple formula called AIDA.

AIDA means:

A - Attention

I - Interest

D - Desire

A - Action

Follow this formula, and you will increase the chance of getting readers to take action on your ads.

To get Attention, you need to focus on the headline of your ad. Your ad is the first thing your readers will see. To get your ad read, you need give your readers a reason to read it. Focus on the main benefit of your product in the headline.

You will generate Interest in your product in the first part of your ad. This is a good time to offer another benefit unless you're writing classifieds for a newspaper or pay per click. Because these types of ads are short, you won't be able to add another benefit. Simply give your potential customers another reason for wanting to find out more about your product.

For other ads, this is where you will try to remove the potential customers' objections to the purchase. Let your potential customers

Follow the AIDA Formula for Success

know what will happen if they don't purchase your product, i.e., show them what their lives will be like once they've bought it, how it fulfilled their dreams.

Now that you've gotten their attention, and you've shown them how the product will help them fulfill their dreams, then you need to give them a reason, or Desire, to purchase your product. This is where you will emphasize the biggest and best benefits of your product.

By now you should have your potential customers excited about buying from you. Now you want them to take the final step, which is Action.

In the action stage, you want to tell them what to do, i.e. visit your website, subscribe to your list, download something, etc. The point is, get your potential customers to do something. This is the step that advertisers most often leave out, and it costs them sales.

Follow these steps, include them in your ads, and it will increase your conversions and sales.

How to Write Headlines That Make the Sale

Your headline will make or break your advertising. The headline is the first thing that your potential customers see. The headline helps them determine whether or not to read your ad.

If you want your ad read, and you want potential customers to take action, then focus about 80 percent of your effort on writing your headline.

There are several things you can do to help you write good headlines:

1. Study good headlines.

Does the headline make you want to take action? Does the headline make you want to read the ad? If it does, then chances are it's an effective headline. Put it in your swipe file. (A swipe file is a file of good headlines, ads, and other copywriting you want to use to help you write your own effective advertising.)

2. Use a headline formula.

There are quite a few headline formulas. These formulas will help you in writing your headlines.

Here are several headline formulas you may use:

How To - How to do something.

News - Think newspaper headlines. Informative.

Guarantee - You make a promise.

Testimonial - Customer's testimonial as headline.

Question - Ask a question.

Problem & Solution - Present the problem then offer a solution.

As I said before, there are others, but these are some of the most popular and will help you in writing your headlines.

Regardless of what headline formula you use, you want to be specific. For example, "How to Make Money Online" is not a good headline because it's not specific. It really doesn't tell your potential customers anything.

Give your potential customers some type of details, like "How to Make Money Without a Website or List in 7 Days or Less." Specific details will get their attention.

3. Focus on the benefits of your product, not the features.

A feature tells them something about the product. A benefit tells them how the product will solve their problems.

For example, if you are selling shampoo, maybe the shampoo strips any styling products off of the hair. This is something it does, a feature. For a benefit, maybe the shampoo makes your hair look as sexy as Pamela Anderson's. In other words, what you are doing here is painting a picture of what the potential customers' lives could be like if they have the product.

4. Answer the question, "What's in it for me?"

How to Write Headlines That Make the Sale

When I say "what's in it for me?" I don't mean what's in it for you, the advertiser. I mean what's in it for your potential customers. They don't care about you, what you think, or anything else. They are trying to solve their problems.

Focus on solving their problems and nothing else. Draw them into your ad by answering this question, and you've not only gotten their attention, you increase conversion, and you're more likely to make the sale.

How to Write a Call to Action

In the AIDA formula, the call to action is the last A. The purpose of the call to action is to get your visitors to do something: send for more information, click a link, sign up for your list, visit your site.

Before you even write your ad, you want to consider what action you want your visitors to take. This will influence what you will say in your ad.

Keep in mind that the call to action is a necessary, yet often neglected step in the ad writing process. You want your visitors to take action, and you want them to take a specific action.

Now, if you aren't familiar with the AIDA formula, you want to learn this formula and then use it to write your ads.

Here is the formula:

A - Attention - Get your reader's attention through the headline.

I - Interest - Build on the attention in the headline.

D - Desire - Create a desire for your product.

A - Action - Tell your readers what to do.

To create an effective call to action, you need to do two things: create a page on your website where your readers will go to take action. This page needs to only allow visitors to take one action.

How to Write a Call to Action

The second thing you need is to decide what the specific action is you want your visitors to take. Once you decide what this action is, then you write your call to action.

Your call to action must be specific. For example, it's not enough to tell your visitors to visit your site. Give them a reason.

Don't say, "Visit my site." You need to say "Visit my site to get my 23 page report on how to..."

In other words, what you want to do is to put details into the call to action. Make the wording as short, clear, and crisp as possible. Don't give your readers any other options. Also, don't try to sell them anything. Selling in your ad is the easiest way to fail.

Use every element of the AIDA formula in your ad. Using this formula will help you write ads that make the sale.

How to Properly Format Your Ads for More Traffic and Sales

Although formatting your ads correctly for submission to classified ad sites really isn't that difficult, it is an element that can make or break your ad.

Formatting your ad is also about more than just using the right spelling and grammar too. Your ad needs to be visually appealing, as well as easy to read.

The first thing you need to do before submitting your ad to any classified ad site is to read the guidelines for the site. What makes online classified advertising different from offline classified advertising is that you may use HTML to format your ad.

Before formatting your ad, you want to know whether or not HTML is allowed. If it is not, then don't use it because it can cause your ad to get rejected.

If the site does allow HTML, find out specifically what codes you may use. Some codes are not allowed.

When formatting your text, avoid using any other color but black text on a white background. There is nothing wrong using a little color to bring attention to your ads, but if you use a bright color, like red, all the way through your ad, visitors will click away long before they ever finish reading your ad.

The reason is reading on a computer screen is far different than reading on paper. It is harder to read on a computer screen than it is paper, and

How to Properly Format Your Ads for More Traffic and Sales

readers read about 25 percent slower. You don't want to make it any harder than necessary for your readers to be able to read your ads.

Remember, it's not about you. Your visitors don't really care if you sell them anything or not. What they do care about is whether or not you solve their problems.

When formatting your ads, keep these things in mind:

1. Write them in text and then format them. Don't use hard line breaks. Allow your text to wrap naturally so the ad is easy to read.
2. Check your spelling and grammar. It doesn't have to read like an English paper, but it does need to be clear.
3. Look at your overall design. Is your message crisp, clear, clean and easy to read? Think about your readers. You want to make it as easy as possible for them to read your ads.

The "look" of your ad is a sign of your professionalism. If you want to connect with your visitors and get them to read your ad, write an ad that is easy to read and gives them a reason to take the action you want them to take.

How to Test and Track Your Ads

Once you have written your ads and you're ready to post them, you need to decide how you test and track your ads. Testing and tracking is absolutely crucial to your success because it will determine the success of your campaigns.

There are many ways to do this, but how you test and track is determined by what you information you want to obtain about your campaign.

One variable is market saturation or syndication of your ad. What this variable tells you how many places your ad was found in the search engines. The more places your ad is found, the more likely you are to connect with potential customers provided you are properly targeting your market.

The easiest way to test here is to simply write ad titles that are unique. One way to do this is to do a search in the search engines for the title you want to use. Put it in quotes.

If you find your title in the search engines the way you wrote it, then rewrite it so that it is unique. Then submit your ads. Wait several days and then do a search. You will want to search several times at several different time intervals.

Another area of testing and tracking is to find out how often your ads are being viewed. Most classified ad sites will tell you how many times your ad has been clicked on. This is only half of the equation though.

The other half of the equation is how often the link in your ad has been clicked on, or your information has been requested through email.

The easiest way to track your links in your ads is to use a link cloaker. By using a link cloaker you may promote any type of link, protect your affiliate links from being hijacked, and keep track of how your products are selling.

Another, but less simple way of tracking your products is to look at the logs for your websites. Your website logs will tell you where your traffic is coming from, including the IP, location, and if it's a website, the website. You may want to use this information to help you in both your marketing, as well as your product creation.

If you use this method to test and track, and you want to test different pages, simply add a random code to the end of the link. This code can be any combination of letters and numbers.

For example, if your site is `exampledomain.com`, and you want to test it, add the code this way: `exampledomain.com?abcde`. You add a question mark and then your code. This is similar to affiliate tracking. It's an easy way to compare different sales letters, or lead capture pages for the same products.

Regardless of how you choose to test and track your ads, make sure you do this. That way you know whether or not your advertising is effective or not.

Strategies for Success

If you are using free classified ads to promote your business, then you know that it pays to have tools that will help you get your postings done faster.

Although there are many ways for you to do this, here are several things that I do:

1. Use a text editor to format your ads before posting.

I always write my ads in a text editor. It's a lot easier writing with a text editor than it is a word processor because there's no unnecessary formatting. Also, if I do decide to format, I can write my own HTML code and keep the ads clean.

Formatting also means that you put everything you need in a text file so that when you're ready to start posting you simply copy and paste everything.

2. Use software to help you speed up your posting.

Although there is a lot of software out there to help you post to free classified ad sites, be very careful about the type of software you choose to market with. Some of this stuff is black hat, which means that the site you are posting to doesn't want you posting that way.

Many sites, especially sites like Craig's List, will ban you from posting your ads on their sites when you use this type of software (Craig's List will track your IP.)

(I personally use Roboform. It allows you to create different profiles for your ads. Once you set up the profiles, then you simply load your ad

variables into the correct boxes. When you get to the posting form for the site, all you have to do is click the fill form button, and Roboform will post your ads information into the appropriate boxes.)

3. Take advantage of any ad writing tools you find online.

Anything you can do to make your ad writing easier is always good. What I mean is that you can dramatically cut your learning curve by finding resources that will help you improve your knowledge and skills.

Check free ebook directories for ebooks to help you write better ads. Software directories are a good place to get software to help you. Check these places often as the resources change.

Consider browser toolbars too. Sites like Conduit offer tons of toolbars related to just about any subject you can imagine. You may find toolbars that will help you speed up your work.

The tools you use to market your ads will change. The important thing to remember is to constantly continue to study what works with classified ads. Look for new tools to help you write and market your ads faster and better. Look for new places to post. This will help you get better results from your classified ads.

Secrets to Syndicating Your Ads

Ad syndication is where you submit your ads to the appropriate places so that your ads are added to multiple sites. This includes RSS syndication as well as API. However, ad syndication is far more because you want to get your ads displayed in as many places as possible so that more people see your ads.

Once you've written your ads and posted them, your next step is to promote your ads. Promoting your ads will help you get more traffic and sales, and it's actually quite easy to do.

Before promoting though, you will want to make sure that you have accounts at the appropriate websites. Get your accounts set up first and then do your promotions. It will save you a lot of time, and you can also organize your plan by choosing what sites you want to promote on.

Another issue you will want to consider is the classified ad sites you promote on. Look for sites that offer RSS feeds. That will help you increase the syndication opportunities.

Once you have your accounts in place, then start promoting.

1. Bookmark your ads.

Bookmarking sites like Digg, Delicious, and others are quite popular websites. They allow you to share your bookmarks with others.

Write a title and description for your bookmark. Titles need to be no more than 60 characters and 350 characters for the description.

Go to your bookmark sites and add your bookmarks.

2. Subscribe your RSS feed.

There are plenty of sites out there that accept RSS feeds for syndication. RSS feeds are also a great way to add constantly updating content to your websites. This can help you rank higher in the search engines because the search engine spiders are more likely to visit your sites more often if you have new content to offer them.

Look for any opportunity where you may distribute an RSS feed of your ads. This can significantly increase your syndication opportunities.

3. Submit to sites that will syndicate your ads.

Sites like Oodle will allow you to syndicate your ads. The way to get the most from this technique though is to use the Oodle API and create your own classified ad site. Then you can allow others to post ads to your site and increase your traffic.

This is also another way to offer more content to your visitors as well as increase traffic to your sites.

These three techniques alone can help you get a tremendous amount of traffic to your ads. Look for other ways to promote. The more you syndicate, the more traffic and sales you get.

How to Get More From Your Ads by Using Online and Offline Methods

Although online classified advertising is an effective way to market your business, one of the best ways to increase your efforts and get more from your advertising is to advertise offline.

The reason is that there are many offline classified advertising venues that also offer an online presence. These are the types of print publications you want to look for because it will help you get more advertising bang for your buck. It will also allow you to get your products and services in front of more people without any extra effort.

The tricky part here is of course, finding the publications you want to advertise in. The obvious choice are publications available in your community. These may be out of your price range though.

It doesn't hurt to round up these publications and study them. This includes your local newspapers, as well as other publications you may pay for like Auto Trader.

Another choice is to look for free publications like Thrifty Nickel, Creative Loafing, and any other type of free paper or magazine. These publications are often supported by advertising, have an online presence, and are actually cheaper to advertise in than the local paper. You'll often find these types of publications outside of grocery stores and restaurants.

If you want to advertise in newspapers outside of your community, the best place to start is to visit the Newspaper Association of America website. This site gives you access to thousands of newspapers

How to Get More From Your Ads by Using Online and Offline Methods

throughout the country. You'll also find out which newspapers have websites, and this will save you a lot of time.

Magazines are another consideration. The best place to find these is to search Amazon or some other database that offers magazine listings.

Once you've done your research, then start by choosing two or three publications you think you want to advertise in. Study these publications carefully. You want to make sure that they are suitable for marketing your products or services.

Study the ads. Look for ads that have been published in more than one issue of the publication. This will show you what is really working in writing classifieds.

Make sure you carefully consider who your market is here. Although the type of publication, as well as the ads and content will help you, it doesn't hurt to ask if there is demographic information available.

Start by advertising online because it will save you money and help you test your ads. Extend your reach by advertising offline. It's an easy way to increase your sales.

Developing a System to Help You Make Money

The advantage of using classified ads to market your business is that it's a system that most people are familiar with. This makes it easy to get started.

The disadvantage is that unless you have a system, it can quickly become more time consuming than necessary. Also, without proper planning, you won't know which ads are working, where you've posted or anything else.

To make sure that you get the most from ad writing, you need to develop a system. If you are using classified ads as a bum marketing technique, then this is crucial because you will write and post a lot of ads.

Once you get your system in place though, then it will only take you a few minutes to a couple of hours a day to maintain it.

Here are four things you need to decide:

1. How many ads will you write each day?

The more ads you write and post, the more money you can make. It's the Law of Averages. Setting a quota of ads each day will help you reach your goals, as well as help you consistently market your business.

I would recommend that you try to write and post at least five ads per day. This is called the "Internet Marketing Rule of 5." Once you get started, it won't take you very long each day to write and post your ads.

2. Where will you submit your ads?

There are tons of classified ad sites where you may submit. You want to select those ads sites that will help you get the most traffic and sales. Although you'll need to do some research here, it will be worth it because you won't waste your time posting your ads to the wrong sites.

3. What tools will you use to post your ads?

Use a good text editor to write your ads and include those things you need to post to the classified site within the text file.

If possible, find software to help you post your ads and speed up the process. Search for ebooks that teach you how to write and promote with classified ads. The more you know about writing and promoting ads, the more likely you are to succeed with this promotional technique.

4. Use ad tracking and testing tools.

Don't waste your time on ads that don't work. Test each individual element of your ad from your headline to your call to action. Find out what is working and what isn't.

It will take you a little time in the beginning to get this right, but it is worth it because you will get a better conversion rate on your ad. Once you have your system in place, you'll earn more money without any extra effort.

Like these tips? Then grab your membership to the Killer Marketing Arsenal. I'll teach you how to make money online without a website or a list by promoting products on classified ad sites. Syndicate your ads to over 200 top classified ad sites including Facebook, MySpace, Backpage and more. Click here for more information: [Killer Marketing Arsenal](#)

Developing a System to Help You Make Money

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