



THE BEST WAY TO SAVE MONEY ON ADVERTISING - TARGET LOCALLY

Over the years I have discovered exactly what derails an ad. More often than not, when an ad fails to produce results, the problem isn't with the ad. The problem is with WHO the ad reaches.

Before you start blaming lack of response on your ad, stop a moment to consider who it is TARGETED to.

Let's take a moment to look at Internet advertising. First off, let me say I dearly love advertising on the Net. The advertising rates for search engines and ezines are far, far lower than advertising your business on traditional media like TV or newspapers. For what one TV commercial would cost, I can advertise a business extensively for weeks, even months.

But, as I'm sure you've realized by now, the Internet is no magic advertising medium. Just as often as with anywhere else, your ad can pull less than expected response. The problem is with lack of targeting.

If most or all of your customers live in the geographical area of your store, using a search engine to reach people all over the world doesn't make much sense. You can consider your money wasted when somebody who will NEVER walk into your store reads your ad.

The solution is to advertise on sites or ezines that reach YOUR customers at a very high rate. This could be a local site that provides sports scores for dozens of local sports teams. Or a site that lists a great many local building contractors. Very specific information needed by people in YOUR area will draw just the kind of local crowd you can capitalize on.

We're seeing a sudden rise of local pay-per-click search engines. These use the same popular technology as Google and Overture, but limit their reach to businesses in a particular city, state, or region.

Often these local pay-per-click sites have very low rates, a little as one cent per click. Many offer as many as 1,000 free clicks to any business that signs up.

Be sure to check if the pay-per-click site has plenty of businesses listed in their database. An empty site won't attract many visitors and you may not reach enough audience to have any effect on your sales. Also watch for a pay-per-click that is promoting in your area. If they are visible to you, they are probably getting the attention of lots of your customers.

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