

Five Ezine Advertising Mistakes

Every ezine advertising campaign is different. Some offers work well with short copy, while others work well with long copy. Some offers do best as text ads, while others only work as graphic HTML ads. Regardless of how the campaign is executed, here are five common mistakes that apply to all campaigns.

Mistake #1: Unclear call to action.

Do not make people work to purchase your product. They won't. They will leave. And never come back. Make the call to action the focus of your advertisement and landing page.

Mistake #2: Failure to test the ad creative.

Low click through rate does not necessarily mean that the product or communication channel is not working. A simple headline or list change can significantly increase results. Finding the correct formula for success may require you to split test your creative or test your offer to multiple lists.

Mistake #3: Not capturing customer contact information.

Some customers may be not be interested in your product or service the day they click your ad. But, they may be interested tomorrow, next week, or next month. Many customers will gladly provide their contact information to you in exchange for receiving periodic updates about your product or service. If you are not offering to accept their personal information, you are missing an opportunity to create and build a prospect database. Use this list to send coupons, incentives, or product updates. Build the relationship with your prospects and sales will follow.

Important note: If you create a prospect database, make sure you adhere to CAN-SPAM regulations, clearly post unsubscribe information, and advertise your privacy policies.

Mistake #4: Failure to use incentives.

Customers have anxiety when making any purchase -- especially online. Counter this anxiety with an incentive like free shipping or special savings for new customers. Also, the type of incentive can greatly influence response rate. Here is an interesting article from this issue's Top Site about choosing the right incentive to dramatically increase your sales.

Mistake #5: Focusing on the product features.

When promoting a product or service, do not speak to the features. Always focus on the product's value. There is no better way to disengage consumers than blabbing about every feature of your product. Customers purchase products that provide the most value to them -- not the most features.