

OFFLINE MARKETING SUCCESS



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Why Internet Marketers Need Offline Marketing

Too often, when one hears the term Internet Marketer, they assume that an Internet Marketer promotes their business solely online. While this may actually be true in many cases, overtime, the greatest success in Internet Marketing has been realized when an Internet Marketer markets his or her business both online and offline.

There are numerous reasons for this. First, while most homes do now have computers in them, as well as businesses, not all do. Second, just because one has a computer in their home, this does not mean that they participate in purchasing products or services over the Internet, or even in searching for products or services on the Internet.

What this means to you, as an Internet Marketer, is that you are leaving tons of money on the table if you fail to market in the offline world – the world that we all participate in. Just because a person has never purchased or searched for products or services online in the past does not mean that they won't in the future. The objective of offline marketing for Internet Marketers, therefore, is to convince those who don't shop online to do so.

Of course, you must also consider the huge online audience as well. Marketing online is the most logical step for an Internet Marketer to take. However, in the grand scheme of things, your website is nothing more than a tiny pixel on the Internet map. Furthermore, when you market on the Internet, you are in competition for site visitors with a global market. By using offline marketing methods, you have a greater chance of getting your target market to your site than a competitor who does not use offline marketing techniques.

With that said, however, offline marketing is becoming more popular for online businesses. Just as you keep up with online marketing trends, you must keep up with offline marketing trends as well. Today, we see websites advertised on television, radio, newspapers, magazines, trade journals, billboards, bumper stickers, and business cards. Today, it just doesn't make sense not to advertise an online business to the offline world.

In the following pages, you are going to learn about many of these offline marketing methods, as well as how easy and cost effective it is to use these marketing methods to draw more visitors to your online business. The fact is that if you don't start utilizing these offline methods, the competition is going to leave you in the dust, and they will be taking your potential customers and clients with them.

Offline Materials You May Need

When you market online, as you probably know, there are certain materials you need. Those materials are almost always digital in nature. This might include a website, articles, short ads, long ads, banner ads, testimonials, or other digital items. In the offline world, you also need marketing materials, but those are usually physical in nature. Here is a short list of marketing materials that you should consider for offline advertising:

1. **Business Cards** – You may already have business cards, but you need business cards that specifically advertise your online business. Business cards can be used in a number of ways, and while there are many programs available that will help you design your own business cards, it really is more cost effective – and more professional – to have them done at the printers, or to order them from a reputable online company.
2. **Brochures** – Depending on what it is that you are promoting, you may or may not need color brochures. If you do need brochures, however, you should note that having a brochure designed isn't as expensive as you might think. You can hire a freelance desktop publisher to design your brochure, and then send it off to the printers to be duplicated. Brochures can be used to market products, services, and even opportunities, but again, they should be glossy, and highly professional in appearance.
3. **Sales Letters** – Sales letters have numerous uses, but the main use for sales letters is direct mailings, which will be discussed in more detail later. You might want to consider working with a professional copywriter for your sales letter, unless you already have top-notch copywriting skills yourself. Sales letters should be printed on heavier paper, with your letter head, and mailed in matching letter head envelopes.
4. **Advertisements** – For certain types of offline advertising, you need written advertisements, much like the text ads that you use in online marketing. These ads will be used in newspapers and trade journals, and you should have numerous ads of varying lengths. Again, it is wise to work with a professional copywriter in creating these ads. Also note that it is a good idea to determine where you will be using these ads, and to know the market that will see those ads, before they are actually written, so that they can be better targeted.
5. **Video** – Video is now widely used in the online world, but you still need video for offline advertising. If you plan to purchase television advertising, the network that you contract with will need something to show their audience. Many online marketing companies will work with you to create a

top-notch video commercial, suitable for television. Ideally, you should have two videos, on CD or DVD. One should be one minute long, while the other should be just thirty seconds long. Again, make sure that you get copywriting advice. Of course, these videos will include your URL, and it should be a visual URL, as well as spoken.

6. **Audio** – Just as you may want to advertise on television, you should also consider audio advertising on the radio. For this, you need an audio file, saved to a CD. Note that many radio stations will actually create the commercial for you, but this is usually expensive, and it is cheaper to create your own, and then have it approved by the station that it will air on. Obviously, you can't use a visual URL in an audio, so make sure that it is repeated more than once.
7. **Articles** – Article marketing online is big, but this is also a valuable marketing tool offline. Magazines and trade journals that relate to your topic want to hear from the experts, and hopefully, you have already established yourself as an expert in the online world. You can have articles suitable for print publishing written by ghostwriters, and put your name on them. Note, however, that a magazine article is typically much longer than articles used in the online world.
8. **Coupons** – Coupon advertising is very valuable in the offline world. You could actually create coupons, and distribute them in a number of ways. We discuss the use of coupons extensively later on, but for now, just note that your coupons that are distributed offline should, of course, bring your visitor to your website in order to redeem the coupon. You can usually use your own word processing software to create coupons suitable for distribution in the offline world.

Each of these marketing materials, and how they are to be used, will be discussed in the following pages. You should read the entirety of this publication before you start purchasing or designing marketing materials, so that you know exactly what you need.

It is important, when creating offline marketing materials, that all of your materials are professional. This generally means paying a higher cost in order to hire professionals to do the work. Remember that all expenses such as these are tax deductible, and when these materials are used correctly, it is an investment that pays off nicely. Also remember that most offline marketing materials can be 'recycled,' meaning that they can be created once, and used over and over again.

Direct Mail for Online Businesses

Many Internet Marketers never think about the direct mail option, but this is a great way to get the word out about your website, and if done right, to practically close the sale before the receiver of the direct mailing ever even gets to your website. Those who market high ticket items on the Internet have found in recent years that they do incredibly well with direct mailings.

So, how is it done? First, you need to put together a marketing package. These are the materials that will be sent out to a list. We will worry about getting that list later. For now, just concentrate on the marketing materials. The package may include a sales letter, a brochure, a sample, a coupon, or any number of items – but it should be a nice package, and it should of course be professional.

Some marketers have found great success with step-by-step direct mail marketing. The way this works is that one mailing is sent out, and it is materials that are 'small.' It may be nothing more than a postcard, which is designed to lead those who are interested to take the next step. Perhaps they will call a toll-free number that is on the post card if they are interested, and then, from the toll-free call, they submit their name and address to receive a larger package.

By using a step-by-step method such as this, you are not spending much on the first mailing, and you are saving your 'advertising dollars' to send a more expensive package to those who have seriously expressed an interest. Whether you use a step-by-step method solely depends on your purpose.

If your purpose is to sell a product without someone coming to your website, this works well. However if the purpose of the direct mailing is just to get the receiver to the website, where they will be sold on the product, go with the cheaper post card mailing.

Now, if you do this right, all you need is one post card or package design. This is a template that will be used by a professional direct mailing company. They will print as many copies of the post card as are needed, as per your instructions, include postage, and mail it out. If you are doing a larger package, they will make sure that the entire package gets put together for you.

There are numerous such companies around the world, and all offer varying prices, depending on the services that you need. Type 'direct mail printers' into your favorite search engine and take a look at the different companies that appear in the search results. You can also look for companies in your geographical area, by including your city and/or state in the search words.

Obviously, the direct mail printing/fulfillment company is going to need to know the names and addresses of the people you want your mailing sent out to. This is

where list brokers come into play. Now, before you get nervous, these are not list brokers like email list brokers. There are many reputable companies out there that rent out mailing lists, and you can closely define the market that you want.

For example, if you want to target housewives who have professional husbands, who are in their 30s, you can specify this, and this is the list of people that you will get. You can also include specific geographic regions in your request. Most respectable mailing list brokers offer you a form where you can order your list based on numerous selections.

List brokers generally charge by the number of names and addresses that you buy or rent. Again, they charge varying rates. You can find reputable mailing list brokers on the Internet by searching for 'mailing list brokers' in your favorite search engines.

Now, it is important to note that direct mailing works two ways. You can use direct mailing, as we have discussed, to bring visitors to your websites, or to make direct sales that do not involve the Internet at all. You can also use the Internet to build a list for a direct mailing.

Remember that I mentioned that people who sell high ticket items do well with direct mail? Many of those successful people actually build their mailing list on the Internet, using a sales page and a form for the visitor to request more information. They can use software to collect that information, and have that information sent directly to their direct mail printer, so that packages are mailed out as they are requested on a daily basis.

Also note that you can build your own list, and do your own printing and mailing, but while this may save you money, it will cost you a great deal of time, which in turn could actually cost you more money. Only you can decide which option will work best for you, but if you are serious about direct mail marketing, you should really consider leaving the bulk of the work to the professionals, which will leave you free to actually tend to your growing business.

You may be thinking that you don't want to send 'junk mail' to people, and feel that it may hurt your reputation. It doesn't. If you are mailing to a targeted list, and your mail piece gets their attention right away, you don't have to worry at all. You will get enough of a response to see that this really is an offline marketing method that rocks.

Make absolutely sure that you get their attention, however, as soon as they take your mail piece out of the mailbox. If you are using an envelope, with your marketing materials inside, make sure that the outside of the envelope is designed to make the holder of that envelope want to open it to see what is inside.

Using Business Cards Offline for Online Business

Earlier, we mentioned that you need professional business cards, and for offline marketing, this is essential. Business cards are actually very cheap, so let's take a look at the various ways that one can use business cards effectively.

- **Leave Them Wherever You Go** – If you pay attention, in many of the brick and mortar businesses that you visit you will notice that business cards are left for other patrons to view. Whenever you leave your house, make it a point to take at least ten business cards with you, and start leaving a business card wherever you go. Especially be on the lookout for community bulletin boards, and never leave home on a trip without an entire box of business cards with you.
- **Hand Them Out** – Again, carry business cards with you wherever you go, and when you meet someone, hand them a business card. This is highly effective at trade shows or organization meetings and such, where people who have an interest in whatever it is that you may be selling are gathered. Handing someone your business card after shaking their hand also gives you a professional air.
- **Make Them Valuable** – Have you ever received a business card that actually had a coupon printed on the back? These have become extremely effective. Obviously, you want your prospect to keep your business card, but if your business cards have a special code printed on the back, with a notice that if the person visits your website, and enters the code, they will receive something for free, or receive a discount, you have made your business card especially effective.
- **Use Them In Mailings** – When you send out sales letters or direct mailings, make absolutely sure that you attach your business card to the sales letter. This is very professional, and gives your prospect a way to find you – or your website – easily. Did you know that many people actually collect business cards?

Again, business cards are extremely cheap – even the ones that look highly professional. Make good use of this valuable, yet inexpensive, marketing method as soon as possible. You can visit your local printer or you can order business cards online. Typically, it is cheaper to order the cards online, and you generally get a better price on large orders. Make sure that your business card includes your name, telephone number, website address, and your slogan.

Bumper Sticker This!

When you are driving down the road, or coming up to a red light or sitting in a traffic jam, I'll bet that bumper stickers draw your attention. There is a very good chance that you take the time to read those bumper stickers. Some are cute and funny, and some are serious. Others are either cute and funny or serious, and include a marketing message. This is the kind of bumper sticker that you want.

Bumper stickers can be ordered from numerous online and offline resources. Of course, they should include your URL. The objective is to give them away, so that everyone can literally advertise your business for you. Like business cards, this is a one sided expense. With business cards and bumper stickers, you pay once to have the item made, but you don't have to pay to have it 'placed.'

So, how do you convince people to take your bumper stickers and put them on their bumpers? Well, you either touch upon a serious matter, close to their hearts, or you go with cute and funny. If you accomplish one of these two things, they will put your bumper sticker on their vehicle. Again, you give the bumper stickers away for free. Hand them out just like business cards. Leave them for others to pick up, and when you travel, make absolutely sure that you bring along a supply of bumper stickers.

Now, unlike business cards, bumper stickers can get expensive if you use a lot of colors, or if you want a large bumper sticker. It costs right around \$300 to \$500 for about a thousand bumper stickers, depending on the company that you choose, as well as the size and design. But this is a viable expense, because you will get unlimited free advertising from those bumper stickers for years to come. Remember that this is also a one sided expense, as it won't cost you anything further to get your message out to the general public through these bumper stickers.

For your own vehicle, consider large window stickers with your URL. This is becoming very popular in offline advertising for online businesses. The lettering for your URL is simply stuck to your front or rear window, at the top or at the bottom, where it can easily be seen, and read, by anyone – when your car is moving, or when it is parked. If you use a descriptive domain name, nothing else is needed to promote your online business.

Again, there are numerous companies to choose from for the creation of your bumper stickers, but one of the best online companies is Customized Stickers at <http://customizedstickers.com/>.

Offline Coupons for Web Only Deals

Earlier, we mentioned that coupons can be used in a variety of ways. Again, your coupon can usually be designed by you, using word processing software, but you might also consider hiring a graphical artist for color coupons. Let's look at the different ways that you can use your coupons:

- **Join a Direct Mailing** – There are numerous companies that send out coupon packs. You have probably received such packs. These packs may come in the form of cards, booklets, or newspaper type flyers that you receive in your mailbox. This is much like direct mail marketing, but it isn't as closely targeted as direct mail and instead of your coupon being the only one, the mailing will include coupons from other companies as well. One of the best companies for this type of mailing is ValPac at <http://www.valpak.com>.
- **Publish Them in Newspapers** – You can purchase ad space in newspapers in sections other than the classified ads. Most newspapers have a certain date where readers will find loads of coupons to clip. You can easily – and cheaply – have your coupon included. Contact your local paper, as well as papers in metropolitan areas to get started with this type of coupon advertising.
- **Publish Them in Trade Journals** – Trade journals have classifieds, but they also publish ads throughout the publication, and you can use your coupon as an advertisement. Choose trade journals and magazines that are closely related to what you are selling.
- **Hand Them Out** – Just as you hand out business cards, you can print out your coupons, and leave them in stacks at various other businesses, or just hand them out to people that you meet.

Remember when you are creating your coupons that they should be coupons for something free or for a discount, and they should only be used on your website. You can state this on the coupon itself.

Just make sure that you remember to include your website address, and that you have an area on your order form for a promotional code, which should also be printed on the coupon, so that you can see how much business you are getting from the coupons.

Using Offline Organizations for Business Leads

For just about every topic, there is an organization to serve it – and those organizations can serve you quite well if you are selling a service or product that relates to the market that those organizations serve.

Are you selling fly fishing related products? If so, look for a fly fishing club in your area and join it. Are you selling products that help people to stop smoking? If so, join a support group for those who are trying to kick the habit.

The objective is first to attend meetings and meet people who may have need of your service or product. Second, hand them your business card, and get theirs. Third, become friends with them, in a social way. Not only will they bring their business to you, but they will refer others as well. The organization itself may also list your business in their journal or newsletter, and if they commonly make referrals, they will refer you.

You can also join organizations that are not directly related to what you are selling. People who attend PTA meetings and Rotary meetings also fly fish, and some of them may be trying to stop smoking. Never assume that just because the organization itself does not relate to your business that the people who attend those meetings and conferences aren't in need of your products or services.

Look in your telephone directory yellow pages under 'organizations' and under 'associations.' You are bound to find several organizations that you are eligible to join, and you should definitely do so. Also note that if the organization has a membership fee, and many do, that those fees are tax deductible.

Ideally, you should join enough organizations that you are attending at least one meeting a week. If you think that you don't have time for this, you should realize that you could really be missing out on numerous business contacts. Not only are you ignoring potential customers, but you are also ignoring potential joint venture partners.

Many of these organizations need speakers for monthly meetings and such, and you should volunteer to be a speaker. This is a fabulous – free – way to promote your business. Because you are speaking for free, the organization won't generally have a problem with you giving your business a plug during your presentation or speech.

Remember that in order to make organizations work for your offline marketing, you have to do more than attend – you have to make contacts and speak to people as much as you possibly can. Bring your business cards with you!

Television Advertising for Online Businesses

In the past, you may have thought that television advertising was much too expensive. In the past, that was probably true, but today television has a great deal of competition. There are no longer just three networks to choose from.

There are literally hundreds of television networks to choose from. Furthermore, all of those networks are in competition with the Internet. This is good news for you, because it has made television advertising quite affordable, even for small businesses.

First, think about the network that your commercial will work best on. Is there a specific network that has your target market viewing? Think about that for just a second. If you sell something food or cooking related, you would want to advertise on a food network. If you sell something funny and off the wall, you might want to advertise on a comedy network. If you sell something geared towards kids, a kid's network is the way to go. These days, there seems to be a network that covers all of the major topics.

With the use of a personal computer, you can easily create your own commercial videos. Those videos can then be sent to the network that you wish to advertise with, after you have contacted that networks advertising department of course. The cost of creating the commercial is pretty much non-existent these days, and you don't need professional models in most cases.

Therefore, you can cut costs in commercial creation – as long as it still appears to be professional – and spend more money on the actual advertising. Your video should be about one minute long, but you should also create one that is just thirty seconds long, and you will soon learn why this is important.

Networks base their advertising rates on the time of the day or night that the commercial will be aired, as well as on the length of the commercial. A thirty second spot is, of course, less expensive than a sixty second spot. A late night airing is less expensive than a prime time airing. Some networks are also less expensive than others.

It is a good idea to consult with the network that you wish to advertise on before you create you're commercial. Most networks have guidelines concerning the content of the commercial, as well as a preferred file format for delivery. Also, it is a good idea to hire a professional voice-over freelancer to do the voice on your commercial.

Radio Advertising for Online Businesses

If television advertising is completely out of your budget, or if you want to add something to your television advertising, you should definitely consider radio advertising. In the world of television, the Internet, and MP3 players, people do indeed still listen to the radio. In fact, many people now have satellite radio, such as Sirius Radio and XM Radio, which in turn has several different network radio programs.

Advertising on the radio is quite easy. You can either create your own audio using your computer, or you can pay the radio station or network additional money to create your commercial for you. Obviously, if you can create your own audio commercial, you will have more funds to pay for the air time.

As with television advertising, you should definitely pick stations or networks that relate well to your target market. You should also consider purchasing air time during specific radio talk shows that will appeal greatly to your target market.

The cost of advertising on the radio is much cheaper than advertising on television, but it works much like television advertising when it comes to advertising rates. The cost will be based on the station or network that you choose, the air time spot that you choose, and the length of your audio commercial.

Just as you should use a voice-over professional for your television commercial, you should also use a voice-over professional for your audio commercial. Again, contact the station or network that you are interested in advertising on before creating your commercial to find out what their guidelines are, as well as their required file formats for delivery.

While many still do not consider it a form of offline advertising, you should also consider purchasing 'air time' for your audio commercial in podcasts. This works for both audio and video, depending on the specific podcast that you are advertising on. Buying air time on a podcast is a great deal cheaper than buying air time on television or radio.

If you think about how people listen to many podcasts, you will realize that it is, in a sense, a form of offline advertising, and it is quite effective. With podcast advertising, you can more closely target your market as well because most podcast are very topic specific.

800 Number Advertising

Many people don't consider 800 number advertising when they think of advertising either online or offline. Most people consider an 800 number something that you call to place an order. But an 800 number can also be used to give your market more information.

The only drawback with 800 advertising is that it is a two-step process. You have to actually promote the 800 number, so that people will call it, and they call it so that you can promote whatever it is that you are selling.

In spite of this, 800 numbers do have their advantages in the world of advertising – whether it is online or offline advertising. As mentioned earlier, many direct marketers use 800 numbers as a part of their step-by-step marketing process. They send out a postcard with the 800 number printed on it, and people call that number to hear more information – and in turn leave information so that they can receive more information via mail.

But you can also use an 800 number alone, without direct marketing, and without paying for additional advertising. For example, you could print your 800 number on your business cards, bumper stickers, on your sales material, and even use it in your television, radio, or podcast advertising.

Since you would be using the 800 number to promote your online business, you would obviously record information that your listener is interested in, in an attempt to get them to visit your online business. In order for this to be effective, it does take a great deal of thought, and in order for it to be cost effective, it takes a great deal of marketing planning.

Do you think that you can't afford an 800 number? In most cases, you can. If you look up '800 number' in a search engine, you will be presented with numerous results, and if you shop around, you can find a service that either offers a flat rate, or one that offers rates based on a certain number of calls each month.

Choose the plan that fits into your marketing plans, as well as your budget. Obviously, if you are unsure of how many calls your 800 number will receive, but you expect it to be a high number, you would want a flat rate.

Beware of hidden fees. Make sure that you read all of the fine print, and that you fully understand the fees that you will be charged, and how they will be charged. This is very important. If you aren't careful, you can really blow your advertising budget fast simply because you weren't aware of certain fees.

Hosting an Offline Seminar

Have you been to any seminars? The chances are that as a business person, or a person who is highly interested in a specific topic, that you have attended at least one seminar in your lifetime, if not more. That seminar may or may not have been free of charge.

Hosting an offline seminar isn't nearly as hard as one might think, or as expensive. In fact, you can even opt to charge for admission so that the cost of hosting the seminar is covered. What you need is a topic, some printed materials, one or more speakers, a place to hold the seminar, and of course an audience. So, let's take a look at each of those aspects of an offline seminar.

- **You're Topic** – If you are going to host an offline seminar, you need a topic that people are interested in. What you must realize here is that while selling a product or service is your main objective, your audience won't attend for the purpose of being sold to. Instead, they want information.

The good news is that information should, in some way, relate to the products that you are selling. For example, if you are selling a weight loss product, you would host a seminar that promises to tell people how to lose weight, and while you are telling them how to do it, you could promote your product as well.

Many seminar hosts make their products available for purchase before and after the seminar, but if your product is only available for purchase over the Internet, such as a digital product, have someone standing by with a laptop ready to take orders, and to mail download links to the person who is ordering, at the very least.

- **Printed Materials** – When people attend seminars, they want something to look at – other than the speaker. Your printed materials may be nothing more than a printed program, or may be as complex as a manual that will be used during the seminar. It is important that if you do a manual, that this is something that your audience can take home with them.

You can easily design short manuals by writing the text using your word processor, printing those pages out, and then putting the manuals together using binders.

- **Speakers** – In many cases, you will be the speaker at your seminar. You could, however, also opt to bring in one or two additional speakers. This is a good way to pull off a successful joint venture deal. You and the other

speakers can split the costs of the seminar, as well as the profits, and promote more than one product, as long as the products all complement each other.

If you do not have any venture partners, but you need an additional speaker at your seminar, you can actually pay experts to speak, but they usually command a high price, and you will also be expected to cover their travel expenses.

- **A Venue** – You need a place that is suitable for a seminar. This typically means renting space. Hotels are usually the best option. They are typically the most affordable, they can set up the room as you request, and in most cases, they can even serve lunch at your event.

Many hotels are fully equipped for seminars, making VCR's and projectors available as well. Call various hotels in the area where you plan to hold your seminar to get rates, and to find out what each hotel can offer your seminar. If you will have audience members coming from out of town, you will often get a better rate on the conference room if you also reserve a block of rooms.

- **An Audience** – A seminar isn't a seminar without an audience. Obviously, you will have to promote your seminar in order to get an audience. This can be done either online or offline, but it is important that you have people register for your seminar, and of course only make a certain number of seats available to ensure that there is ample space for everyone.

Because people may register, and not show up, charging at the very least a small fee helps to ensure that those who register do in fact attend. You can market your seminar both online and offline.

It cannot be said enough that while your purpose for holding the seminar may be to promote a product, service, or opportunity, the purpose of your audience members attending is not to be sold to, but instead to learn something that they are interested in. If you fail to provide them with information of value, your seminar will be a complete failure, and you can be fairly sure that sales from that seminar will be incredibly low.

Make the content that you deliver during your seminar valuable, and make the seminar as professional as possible by providing quality learning materials, quality speakers, quality content, and of course a quality venue.

The Newspaper Classified Is Not Dead

Even with the Internet, television, and radio, people do actually still read newspapers – and they do read the classified. Newspaper classified advertising is much more effective than online classified advertising, and it is dirt cheap as well.

There are several ways to make your classified newspaper ad stand out from all of the others. Here are some tips to help you create the perfect classified advertisement:

1. Make sure that all of the words are spelled right, and use words that play on the emotions of your target audience. You are typically charged by the word or by the line for classified ads. Make every word count.
2. Categorize your advertisement correctly. This is another way to effectively target the right market. If you are advertising weight loss products, but you list your classified under pets, you are targeting the wrong people! Find out which categories are available, and choose the right one. If your classified fits into more than one, purchase more than one ad.
3. Sunday is the best day to run your classified ad. Many people don't even bother to buy a newspaper until Sunday. However, if the newspaper is offering special weekly or monthly rates, go with that.
4. Make your ad pop. Go ahead and pay the extra money to make your ad bigger, and to have a thick border put around it as well. You can also pay for a larger headline, which also does well in getting attention. Draw the reader's eye directly to your advertisement, so that you don't get lost in the crowd.
5. Don't just advertise in your town. Advertise in newspapers in large metropolitan areas all over the country. Also, don't limit yourself to newspapers. Consider placing classifieds in trade journals and magazines as well, but be sure that those publications are more targeted to the audience that you want, as they will cost more than newspaper classifieds.
6. Have a professional copywriter help you with your ad text. Few other classified advertisers will be doing this, and this also helps your ad to stand out among the others.

Remember that offline classified advertising isn't anything like online classified ads. Offline classifieds are still read by the masses, and they still work.

Take Your Marketing Articles Offline

Article marketing on the Internet is still very popular, and extremely effective, but have you ever considered using articles to market your business offline – in printed publications. You probably never imagined yourself being the author of magazine or newspaper articles or columns, but you very well could be.

The first thing you should do, if you don't have writing skills, is find a good ghostwriter. With a good ghostwriter, you can give the writer a topic or a title, let them know how many words long the article should be, and they should be able to do the work to your satisfaction. Be sure to ask for sample articles, however, so that you can get a sense of the writer's style, to ensure that their 'voice' sounds like you want it to sound for your articles.

The next thing to do is to get yourself a copy of the Writer's Market, or subscribe to the online version of this fabulous writer's tool at <http://www.writersmarket.com>. The hard copy can be purchased online, or at most bookstores.

This is an important tool. With the Writer's Market, you can look up submission information for different publications, and you can even search by certain parameters. This means that it is easy to find the publications that your target market is reading.

It is a good idea to get a copy of the publications that you are interested in having your articles appear in. You need to know what kind of articles they generally accept and publish. Note whether or not queries are required or preferred as well, and make sure that you get a copy of the guidelines, if they are available.

With the guidelines in hand, and a general idea of the type of articles the publication wants, you are ready to work with your ghostwriter to produce an article that this magazine wants. Note that this is not like writing an article, which will then be submitted to multiple sources. Instead, each article should be written for one specific publication.

As mentioned earlier, the articles used in print publications are typically much longer than articles you market with on the Internet. The length will vary depending on what the publication wants or expects. Furthermore, you absolutely must not use an article as a long sales letter. The article needs to be informative for the readers. Choose topics that relate to your field, and make sure that you are giving useful information in the article.

Most publications give the author credit, and you can write something resembling an author's resource box, and submit it with your article for publication. Obviously, you would include your URL in that resource box.

While submitting articles to print publications is an important and often overlooked form of offline marketing, don't ignore newspapers and trade journals. They also accept articles, as well as press releases.

Writing a press release is much like writing an article, except the press release actually does plug the business throughout, and of course it uses a different format. Ghostwriters can also help you with press releases.

Whether you are writing and submitting press releases or articles, it is vital that you make sure that what you are submitting is top-notch work. Make sure that proper grammar has been used, as well as proper spelling. Make sure that your article or press release stays on topic, and again, that it is providing useful information for the reader.

Again, it is important that you actually read a few issues of the publications that you plan to submit your articles to. That cannot be said enough, and failing to do so is a sure way to have your article rejected by the editors. Also, once your article has been accepted, make note of the publication that it will appear in, the article title, and the editor that you were in contact with. Editors like to work with writers that they have published in the past.

As stated earlier, never submit the same article to different publications, unless the guidelines for those publications state that this is acceptable. Write fresh articles for each publication, and make sure that the article relates to your particular field, and is of high interest to the market that reads that particular publication.

Writing and submitting articles to print publications really is an effective form of offline marketing. The key is to stick with it, even if your article is rejected. When your articles are rejected, try submitting them to different publications, but note that changes may be needed before submitting them again. If you work with a ghost writer, this really won't take up much of your time, and other than paying the ghost writer, there is not any expense involved, other than mailing your article to editors.

In fact, most publications will pay you for your articles, but not for press releases. Payment varies from one publication to another, and these funds can be used to pay ghostwriters to write more articles in the future, or for further offline or online marketing endeavors.

Track Your Offline Results

Just as you track your online marketing results, you must track your offline marketing results. It doesn't do you much good if you don't know what is and is not working. In fact, if you don't track, the chances are very good that you will waste lots of time and money on ineffective advertising.

Tracking can be done in a variety of ways in the online world, but when you are marketing an online business in an offline environment, there are essentially two ways to track the results of that advertising. You can either use promotional codes, or you can use different websites, or different pages of the same website. Let's take a look at each tracking method.

Promotional Codes: Every type of offline marketing you do should have its own promotional code. Your coupons should have a promotional code. Your brochures sent out with your direct mail pieces should have a promotional code. If you use an 800 number, the caller should be given a promotional code – and each of these promotional codes, for each type of advertising, should be different from the others.

These promotional codes should be used when ordering through your website and you should be able to distinguish one code from another when you receive the order forms. Make sure that you set up a system to see how many sales are made through each form of advertising. Offer a special bonus gift, and people will be happy to get those codes and use them.

Website Tracking: As stated, you can use different URLs for tracking purposes, and then use your web stats to see which forms of advertising are paying off for you. This works well to track visitors, but not necessarily to track sales. Many people use special website URLs with promotional codes for more effective tracking, as this tells them how well their advertising is doing in terms of getting traffic, and in making sales.

Remember that if you don't give offline marketing a chance, you aren't doing as much as you can to grow your online business. Offline marketing for online businesses really is taking off, and if you don't get on that train, you really will get left behind.

Good luck with your offline marketing endeavors. I'm sure that you are about to truly expand your online business, and increase your overall bottom line, all with some very simple offline marketing combined with your online marketing.