

# **HOW TO START A SALES EXPLOSION FOR \$5 IN 2006 !!!**

*By Jerry Joe Jennings, Creative Marketing*

Rapid advances in internet search engine technology and the ability of advertisers to view and record word counts month by month for search engine keywords has opened the door for rapid sales expansion for small manufacturers and distributors.

Advertising online is primed for substantial growth in 2006. Last year all U.S. advertising spending was estimated at \$350 billion. Only \$10 billion of that was spent online, even less than for ads in the yellow pages. Direct telephone marketing amounted to \$50 billion and newspaper advertising reached \$90 billion. Yet, according to Forester Research, Inc., households now spend at least 30% of their media time online and the internet has just 5% of total ad spending.

This situation can't last for long. According to the Interactive Advertising Bureau and Price Waterhouse Coopers, online ad revenue grew 34% in the latest quarter, with total 2005 revenue on track to grow by 25%, to at least \$12 billion. Newspaper ad revenue, by contrast, is slated to grow less than 3% this year. E-marketing transactions are poised to benefit from this revenue reallocation. Small distributors and manufacturers are capable moving rapidly by taking advantage of the new technology with little risk and here is how they can do it..

Most major search engines provide FREE tools to assist potential advertisers. Instead of looking for customers, search engines list websites in search results across the web. **YOUR COMPANY WILL CONNECT TO CUSTOMERS** looking for what you sell and you can get started for as little as \$5.

Placing classified ads on the internet is part art and part science. Follow these steps and you'll be surprised at the results:

1 – Management and Marketing at your company should sit down and brainstorm a few key words and/or phrases that describe your products or services.

2 – Using the FREE “Google Adwords Keyword Tool” enter each of your key words to get a series of additional key words and phrases that can help improve your ad relevance. Chose only those keywords that are narrowed to your product or service.

3 – Using the FREE “Yahoo Keyword Selector Tool” enter each of your final key words or phrases to determine how many times that term was searched (hit) in the last month.

4 – Using a keyword that best describes your product or service with high hits per month write a headline with up to 40 characters and body copy with no more than 190 characters

5 – Using the FREE “Yahoo View Bids” enter your key word to determine each advertisers maximum bid. Prepare a bid on Yahoo to fall between 2<sup>nd</sup> and 4<sup>th</sup> place.

6 – After your Yahoo bid is accepted the system records hit data: Total Impressions, Total Click Thru, % Click Rate and Total Cost for each key word used and for the complete campaign. At no additional cost you can activate an Order Conversion Counter that will record total Sales Conversions, % Conversion Rate and Cost/Sale.

7 – Once the Cost/Sale is determined you can make changes to the ad headline and body copy and optimize the cost/sale. Once you are satisfied with your return on advertising investment you can increase sales by expanding the program to other media like google and MSN.

So, if you are a small manufacturer or distributor who would like to take advantage of a unique situation, join the explosive growth anticipated for 2006 by undertaking an on-line classified advertising program. The effort that you make will be well rewarded.

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***Jerry Jennings is a website developer, editor & writer. He is the VP of Marketing, Creative Marketing, Jackson, NJ 1-800-769-6397, <http://www.creativemarketing.com>, a firm providing affordable marketing for manufacturers and distributors, website design and copywriting, other web promotion services. He is also one of the founders of the International Online Trade Show with over 6000 booths, <http://www.webtradeshows.com>, that has been online continuously since 1998.***  
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