

## Building Your List with Paid eZine Advertising

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Some Internet Marketers can get clueless when it comes to unleashing the full potential of paid eZine advertising. One of the most common dilemmas is that whether should the Internet Marketer advertise the product or service he is selling directly to the subscribers of the eZine he is paying advertising for?

This can be a wise method, but with ifs and buts. For one, the advertisement must be compelling and attention grabbing. Secondly, there is no telling if the eZine's subscribers constantly practice a buying habit until you put some money to find out.

Investing even a small sum of money can be risky to a number of Internet Marketers who are on tight budgets. But in spite of the risk factors, eZine advertising can still be rewarding, if done right.

Thus the solution: the marketer would be wiser if he or she uses eZine advertising to build his or her mailing list. It makes sense, anyway. Since some eZines display more than one sponsored advertisement, you can grab the subscriber's attention by giving a free or risk-free product or offer through your ad.

When the subscriber clicks on your ad, he or she can opt into your mailing list in exchange for the free offer, which can be a free report or even a trial service.

While you are not making a hard sell through your advertisement just yet, building your list by getting other eZine's subscribers subscribed to your eZine allows you to follow up with them in the future, as and when you have new offers.