

MARKETS SHARED



How to Get the Most Out of Your Membership at Markets Shared

This is an overview of how to use our systems to create your marketing campaign.



Introduction

The many advertising systems we have here are designed to help you get your products and services the maximum amount of online exposure. The uses of these systems we will explain here along with the rules for appropriate ad placement and appropriate content submitting.

Chapters

- **Classified Ads**
- **Blogs**
- **Event Calendar**
- **Forums**
- **Quizzes**
- **Polls**
- **Bulletin Boards**
- **Groups**
- **Videos**
- **Gadgets**
- **Gallery**
- **Browsing /Messages (very important section)**

Chapter 1

Classified Ads

With access to a free classified ads online, why use only newspaper classified advertising?

How To Create A Successful Classified Ad In 4 Easy Steps

- Profile and target your market
- Select a section specific to your target
- Write powerful ad copy
- Submit your ad for publication

Because classified ads are so small, you must get your message across in as few words as possible and get the reader to click a link which takes them to either your autoresponder page or your sales page.

The most effective way to get any traffic from classified ads is to advertise an autoresponder series.

To do this you will need an autoresponder which has been loaded with an "educational" series of emails.

Online classifieds are also a great way to market your private label product. Unlike many other advertising methods, they do not require any additional expenses.

The most effective ads:

Only try to Interest people enough to write to you or click the link you provide for more information!
That's all...

Don't try to sell them something... don't try to make them send you an order... just make them WANT to contact you for more info... or for the FREE item you're giving away.

If you have an online home based business you need to promote you can never have too many ways to do that. Try to read the ad that you've written through the eyes of the visitor. If you do this you will write better ads and to be more apt to get the click through to your website.

Chapter 2

Event Calendar

Event calendar is where you advertise any training, seminars, rallies, and personal get together.

Chapter 3

Forums

When you join an online community forum, it's a good idea to mind your manners if you don't want offend others and incite troublemakers into giving you a hard time.

- The main focus of our forum section is to allow open discussions and provide a learning environment where questions can be raised safely and idea's can be offered.

Below are a few guidelines to help use our forum correctly

- **Please locate** the correct forum otherwise your question may be moved, closed/locked or deleted; the **forum should not be used for advertising**. No posting links to outside pages.
- **Try searching the forum.** Search the forum to see if your question has been asked before and answered. Of course if you cannot find what you are looking for, please start a new thread rather than adding to an old one. Some people do not see answered questions in their forum views
- **Don't be brief.** The more information you can give in your question the better the response will be. If you are asking about specifics, please indicate experience etc.
- **No Spam.** Spamming will have your thread deleted and possibly your account as well
- **Be polite.** It's just better to be nice :-) So no flaming or trolling.

If you're good at answering questions with great advice then the forum is a place where you can establish yourself as an expert. This can make it easier for you to market over time. So show what you know and build your reputation in the community.

Chapter 4

Quizzes

A research tool when used properly; to find out things about your target market, your target customer, and new product development.

Chapter 5

Polls

A research tool similar to quizzes; but with a difference in that you can ask open-ended questions that make the responses you receive of a more personal (deeper level of emotion) response.

This tool can help you find emotional buying triggers; you can use to write stronger sales copy.

Chapter 6

Bulletin Boards

Advertiser section; use like a pin-up board at a market. This shows on everyone's personal profile, so your bulletin will be seen. You can also place links in your bulletins.

Chapter 7

Groups

This is a section for people whom have the same interest to meet and share information.

When a group is created the group can be private or open. The group will have it's own forum area, you can view the members, you can post picture to the group gallery, and you can have group gadgets.

Chapter 8

Videos

This section is open for, Advertising, training, and entertainment. NO PORN!

Just up load your video.

Chapter 9

Gadgets

Gadgets might come in handy when you're at work (to-do list, currency converter, calendar), at school (calculator, Wikipedia, translation tool), or just passing time (news, blogs, games).

A gadget is a small application that you can use to simplify your life. There are all kinds of gadgets. You are probably most familiar with things like the clock gadget, the To Do list gadget, the calendar gadget, calculator gadget and other every-day gadgets that are referenced throughout your day-to-day life.

There are also more specific types of gadgets that can simplify your life even further. For instance, if you are travelling then you could use a currency converter gadget to help you figure out how much things cost in your native currency or you could use a weather gadget to see what the weather will be like in the country you are travelling to before your trip. A popular gadget in blogs and websites is the RSS gadget, which allows you to post a feed of content from other sites on the Web.

Chapter 10

Gallery

Here you can post pictures; personal or business. NO PORN!

If you have product pictures and you have post a classified ads and would like to let people see what you're selling looks like you can post it here.

Or if you want to let people know more about you and your life you can post personal picture here too. Again NO PORN here please.

Chapter 11

Browsing /Messages

This may be the most important section of the site. If you have learned what a target market and a target customer is you will truly understand the value this section of the site is to everyone selling anything here.

This section list everyone that has join the site. It lets you search through the members. It lets you search by various traits and factors.

If you know what is the trait your target market has you can use this section to find members that will fit the profile of you target market. Next if you know the trait of your target customer you can refine your search further using the search selection provide here.

After you find the people that meet your profile, you can contact them and begin to make a friend (it always best to make friends first before you attempt to sell them something) and get to know this person.

This section will help you build your list, with people you know are potential customers.

What is target marketing?

Target marketing can be the key to a small business's success.

The beauty of target marketing is that it makes the promotion, pricing and distribution of your products and/or services easier and more cost-effective. Target marketing provides a focus to all of your marketing activities.

A 'target market or target Audience is the [market segment](#) which a particular product is [marketed](#) to. It is often defined by age, gender and/or [socio-economic grouping](#). Market Targeting is the process in which intended actual markets are defined, analyzed and evaluated just before the final decision to enter is made.

At a minimum, you should identify and understand the following target customer attributes:

- Demographics
- Lifestyle
- Needs/desires
- Hopes/aspirations
- Fears/concerns
- Product purchase behavior
- Product usage behavior

What to look in your target customers:

- They have an important need and your brand meets that need.
- Your brand has the potential to be preferred by them.
- There is something about your brand that they admire.
- They have the potential to provide your organization with the ample revenues and profits over the long run.
- Your organization can grow by building a long-term relationship with and increasingly fulfilling the evolving needs of these customers.