

[How To Advertise Without Adwords](#)

Google Adwords and Google Adsense are so popular in the online marketing world, that they have all but eclipsed the other forms of advertising available to marketers. In their enthusiasm to jump on the bandwagon people are overlooking many other cost effective ways to advertise

Adwords is a form of pay per click advertising. In a nutshell this means that whenever somebody views an advertiser's ad they will pay a small amount. Despite the fact that this amount is often less than a dollar it can add up. This is because if a popular keyword is used it can accumulate a great deal of useless leads. No doubt about it this form of advertising is a lottery and can end up consuming your advertising budget.

However not everything in the realm of advertising is governed by Adwords. It is a little known fact that not everyone is using this method of advertising. Of course there are many more ways to advertise and the sharp Markketer is going to explore all options. So think outside the box and start to see the sales come in.

Utilizing the power of social marketing is an effective way to advertise without Adwords. You can use blogs and forums to your advantage. You will find communities of people who are keen to discuss subjects that interest them. These 2 methods of social marketing will give you wonderful exposure. A simple blog about a particular product, that links back to your website, can give you plenty of free traffic.

Another effective promotion is placing ads on other people's websites. Be careful about doing this. You must be very aware of your market and to whom you are trying to reach. Market analysis and customer awareness is a must. 3 options are open for you, when you use this promotion. Banner or text ads can be used. You can either pay a flat fee to the owner of the website, or pay for each click, as in pay per click advertising.

The next 2 methods hinge on website content. This is a very effective way to advertise on a partner's website. Businesses will hire writers to provide them with content for their site. Trust and traffic will be increased by this means. If you are a smart advertiser, you can fulfill this need and get free exposure. They can offer their own articles, with bio to these companies for their website content. Back links will be created by this means.

Link building will only be possible if the article is read completely and the reader follows the link in the bio. Sadly this does not always happen. This is because many readers cannot concentrate for a greater length of time. To avoid wasting a visitor you can weave a few links into your articles that will lead back to your website. This gives the reader an option to follow these links for further information or clarification of certain points in the article. This type of content is called hosted content. Sometimes you may have to pay the webmaster if you use this method as visitors will be leaving the host site when they follow your links back to your website.

When using these methods online promoters are able to make more profits. At the same time they will avoid the risks involved with Adwords. In fact with these methods they will not have the humiliation of losing money.

About the Author

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