

Craigslist Marketing By MyProfitAffiliate.com

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Why Craigslist?

Craigslist is the 7th most visited website in the world (Yahoo! is currently first) and it was officially launched in 1995. Craigslist receives close to 10 billion views per month and has cost newspapers companies millions of dollars in loss profit, and it's easy to see why. Craigslist has invented an extremely important, rare, and valuable marketplace, and it is one of the many examples of how the online world is changing the offline market. Another example is online toys which put many Toys r us stores out of operation. Craigslist is the major classified site for people looking for just about anything, ranging from apartments to getting dates. It's successful because:

- ✓ Its easy to use
- ✓ Free which is always a helper
- ✓ No ads... well banner ads
- ✓ Direct communication with seller and buyer

You can post a job for free anywhere on Craigslist except in NY, LA, and San Francisco, anywhere else is open game. To do the postings in these areas are very reasonable and that is because Craigslist is very supportive for non-profit causes. Craigslist is like eBay but it offers more personal services and also allows people to sell without listing fees. It's also a great place to find any local service providers that you might need such as lawyers and accountants.

Like most populated websites it gives you the ability to try and market your products because of the wide range of audience there. I like to use Myspace and Craigslist as an additional stream of traffic plus income every now and then but these shouldn't make up all of your marketing plan, these just should be an extra free stream of traffic.

Craigslist url: <http://www.craigslist.org/>

Craigslist forum: <http://forums.craigslist.org/>

You can't spam so make sure to read the rules before jumping on board just like you would for any other network online. Be creative and think of ways that you can advertise yourself without appearing to be spamming. Craigslist has all of the major cities and states in the US and it also has a ton of international territories so this can be useful for anyone. However, it does have a good deal of scammers on there so be careful. The scams are very similar to the ones on eBay.

The most common scenario is if you're selling a product, someone from a different country will contact you paying a much larger amount than what you requested, and will ask you to wire back the money to their account. When you do so you just gave them your money and won't hear from them again.

Here are a list of rules and etiquette for craigslist:

<http://www.craigslist.org/about/prohibited.items.html>

Go here to find out more about craigslist or to address anymore concerns you may have:

<http://www.craigslist.org/about/>

You can also start your own classified community for FREE here: <http://www.northboard.net/>

Quick Search Engine Optimization trick

Since craigslist has so much traffic it is a nice & quick way to get indexed in the search engines, usually within a day in MSN. What you do is post a classified ad in the SF Bay area of craigslist. Why the SF Bay area? It has the most traffic to my knowledge and it has a very high PR ranking which is another plus. When you make your classified ad make sure to put your link so that the search engines can spider it which will help you get indexed rather quickly. In order for craigslist to read your url it must include this syntax:

http:// when posting a url because that is the only syntax that will read links.

You should be in the MSN search engine within the next day and should see some good things with this elementary tactic.

Target your services in your Area

Here is an interesting story that a friend of mine used, and he is only 20 and a personal trainer with little marketing experience so if he can accomplish this... I'm sure you can. What he did is he wanted to promote his personal training services, so he simply posted a classified ad in his area offering his services with his phone number for a free consultation.

He used some good copywriting techniques and since he has just finished a book (book on demand) he offered it to the individual as a free gift and he made \$1000 in less than an hour. He also now has a steady stream of clients from simple craigslist listings.

Here is another example,

One of my friends is a Mary Kay consultant and she has some trouble getting a customer base, and since I had some

experience selling offline (herbal life) I gave her a good suggestion that helped expand her customer base and can you guess what that was? I told her to place an ad on craigslist, and offer a free complimentary facial--but more importantly, try to get as much referrals as possible to keep her business growing. After that, her business had started to expand since and never looked back. This is another example in how you can use an online website to boost your offline sales.

Why pay newspapers money to advertise when you could do the same thing cheaper, and most likely get better results? If you're an online business owner and are thinking about adding another additional stream of income to your business why not try consultation? If you know what you are doing, and charge a good price, then I'm sure there will be people that are interested in what you have to offer.

People who are interested in your offer can contact your through various means such as email, and phone number.

Some Simple Ideas

Say that I live in New York City and I want to start building a reputation offline as a world class baker. You can offer free classes or charge for them and then post your ad in craigslist under the community section. Don't say that you're not good enough to start teaching someone something. If you can write an e-book about something then you should be able to offer consultation for that service. Everyone has something unique they can teach a group of people just think to yourself:

"What is something that I like to do and is my hobby."

You will be surprised on how many people will want to learn from you.

The community section is located in the upper left hand corner of craigslist, and the classes' link is located in the bottom right hand corner of that section as shown in figure 1.

Figure 1



Here is the link to New York cities classes and events so you can get some ideas on what you can do to market your services.

<http://newyork.craigslist.org/cal/>

<http://newyork.craigslist.org/cal/#classes>

If you would notice, a lot of people posted the same posts in these categories... the more the better I suppose.

Get in Bulk and Resale on EBay

Here is a technique that I used in the past and ANYONE can use it to make easy money on eBay. If you want to open up your own eBay store for physical products the only problem you may run into is having enough merchandise to sell. You can purchase in bulk and resale each item separately to make more profit, but how great would it be for you to get FREE items and sell it on eBay? I will warn you, the items will rarely be new, they will most likely be used but you can still sell them for money on eBay, and did I mention that you get the items to sell for completely FREE?

If you would look in your current geographic location in craigslist you will notice that there are some free things that people give away. You know how the saying goes don't you?

"One man trash is another man's treasure."

Well, that is defiantly the case in this situation. If you are into selling physical products you can get yourself a garage full of free treasures to sell. Sometimes people move or sometimes people just want to get rid of stuff from their house that they no longer use, regardless of what the reason is, you can target your location using craigslist and then you can look for free items. You can then check out eBay auctions to see if it would be worth your while to sell these items. A good idea to use for craigslist items is to sell them in a big box known as a "mystery box" on eBay. With good copywriting and building suspense you can sell mystery boxes from anywhere to 100 or a couple of thousand dollars. Go here to check out some current auctions that sell mystery boxes:

<http://search.ebay.com/search/search.dll?cgiurl=http%3A%2F%2Fcgi.ebay.com%2Fws%2F&fkr=1&from=R8&satitle=mystery+box&category0=>

http://listings.ebay.com/Mystery-Auctions_W0QQfrisZ2QQfromZR8QQfsooZ1QQfsopZ1QQsacatZ102534QQsocmdZListingItemList

The highest one I have ever seen was for five thousand, but the individual said that it had items in there worth "ten thousand dollars" not sure how true it was.

Figure 2

new york city [™]			mnh	brk	que	brx	stn	jsy	lgi	wch	fct	states
community (23329)			housing (161426)			jobs						
activities	lost+found		apts / housing			accounting+finance			alabama			
artists	musicians		rooms / shared			admin / office			alaska			
childcare	local news		sublets / temporary			arch / engineering			arizona			
general	politics		housing wanted			art / media / design			arkansas			
groups	rideshare		housing swap			biotech / science			california			
pets	volunteers		vacation rentals			business / mgmt			colorado			
events	classes		parking / storage			customer service			connecticut			
			office / commercial			education			delaware			
			real estate for sale			government			dc			
personals (133316)			for sale (89910)			human resources			florida			
strictly platonic			barter			internet engineers			georgia			
women seek women			auto parts			legal / paralegal			hawaii			
women seeking men			bikes			marketing / pr / ad			idaho			
men seeking women			baby+kids			medical / health			illinois			
men seeking men			boats			nonprofit sector			indiana			
misc romance			cars+trucks			retail / food / hosp			iowa			
casual encounters			books			sales / biz dev			kentucky			
missed connections			cds/dvd/vhs			skilled trade / craft			louisiana			
rants and raves			clothes+acc			software / qa / dba			maine			
			free			systems / network			maryland			
			furniture			technical support			massachusetts			
			collectibles						michigan			
			general						minnesota			
			computer						mississippi			
			electronics						missouri			
			rvs						montana			
			garage sale						nebraska			
			household						nevada			
discussion forums												
arts	housing	politic										

I'm telling you, you would be surprised on what people are giving away these days, so try to cease every opportunity you can. You can also ask people to ship the free items to you if they are not in your region but of course that will be an expense that comes out of your money. I would only do

this if I think I can get a really good return on my investment and if the items are selling pretty good on eBay.

Real Estate

Believe it or not, a lot of people have had great success selling real estate on craigslist, wait that's how the website was founded. One story I heard on a forum was that a man wanted to get out of paying his rent and move somewhere else, so he simply put his apartment on craigslist and got several calls, and the first person purchased. No need to go and purchase classified ads or local media in your area, just use free craigslist, that what makes this website so unique. This could also be a good way to sell real estate very cost effectively. You can put up a description of the house with some pictures and have people email you questions about it.

This way you are investing zero dollars in listing the real estate and you can charge your local real estate agent twenty dollars per lead or whatever amount for each question you receive, and if it sells ask for a slice of the commission. It is truly a win-win situation for you. It is also a nice way to add an additional stream of income to your business with doing very little work. The only way this can work is to find a real estate agent who despises the computer, you can give him a suggestion that you know how you can help boost his business in very little time--just some food for thought.

Figure 3

new york city [™]		mnh	brk	que	brx	stn	jsy	lgi	wch	fct	states	countries	us c	
community (23329)	housing (161426)											alabama	argentina	atlan
activities	lost+found											alaska	australia	austi
artists	musicians											arizona	austria	bostl
childcare	local news											arkansas	bangladesh	chicc
general	politics											california	belgium	dalla
groups	rideshare											colorado	brazil	denv
pets	volunteers											connecticut	canada	hous
events	classes											delaware	caribbean	losar
												dc	chile	lasve
personals (133316)												florida	china	miarr
strictly platonic												georgia	costa rica	minn
												hawaii	czech repub	newy
												idaho	denmark	new
												illinois	egypt	oran
												indiana	finland	portl
												iowa	france	phila

The real estate section is located under the housing category of craigslist. To get an example of what people are doing and how they are selling real estate I would recommend you checking some of the classified ads out. You can also use this method to help car dealers sell more cars if they are not getting much business. If the car sells then just ask them for some commission, it's sort of like affiliate marketing in a sense.

Market Research

A little off topic, but what I like to do is to make sure that my idea is something that people are really interested in, because that is the main objective with marketing, selling a highly demand product because those are one of the very few products that will sell without much advertising. I don't need a salesman to get me to purchase water because that is something I need to survive. Anyway, you can use craigslist to find out what people want by viewing the "wanted" category. If you get something that is in high demand I would highly consider tapping into that market. Unlike in a newspaper ad you can get direct feedback from individuals that read your ads at craigslist.

Viral Marketing

Word of mouth advertising works super great with craigslist because if you provide a super high quality service then buyers will casually talk about it in the forums they frequently visit and it can spread very fast giving you some nice buzz. However, if the opposite is true then that can hurt your business dramatically, so when all comes to worse, make sure to provide a high quality service.

You can also use Craigslist to outsource more locally because some people feel more comfortable doing that, or you can use it to promote your freelance services as well, countless of graphic designers are on there. It's great for the buyer because they won't have to pay a charge and great for the provider because they won't have to pay a charge for the final fee like they would at popular freelance services like elance for one

Affiliate Marketing

You can make some pretty good money with selling affiliate products on craigslist and it's a good opportunity because not too many marketers know about this...yet. I have a couple of checks that are in the hundreds range coming to me from affiliate marketing and I have just recently got started with it, I rarely took it seriously. It's great because I paid no money advertising the programs so it's a good return on my investment. What I did is post in the services area of craigslist. This is the place you are supposed to post your services but keep it to a minimum, no spamming. You can repost, or copy that same message in a new city every 48 hours, or if you're crafty you can take the time to modify the descriptions just enough to dupe the bots and list it under a multiple listing, the choice is up to you. You can also

set up numerous email accounts and post all of the listings under different email address and have them forward to a central account so it will be easier for you to handle.

It is important to have the right keywords for your proper positioning with ads just like in a regular search engine. Type in the keywords to see what shows up before you post your ads and to size up your competition. If you want to advertise your "catering services" then it is a good idea to have the keywords "catering services" in your description. Sounds simple but it can do wonders. Make sure that you include enough about the product so that people have no doubts. It is like offering a review for a product, make sure to give enough details so the people won't leave hungry. Adding images help and there are no fees to upload images so use it while you can. You can use html when listing your ads but I will tell you from personal experience to stick to the plain text, the html can cause a lot of complications. It is important to know that craigslist don't like affiliate links so you should use an affiliate cloaking software or simply purchase a domain name and have it redirect back to your affiliate link.

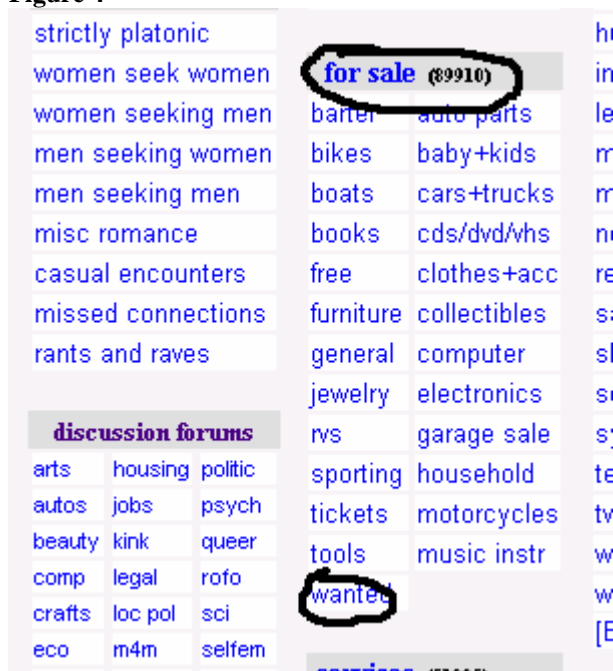
A disadvantage of craigslist is that it's too populated which means that your ad will fall under the radar after a couple hours to days. To keep your ad fresh on the first page you can re-list it every 7 days so you can get a lot of exposure to that affiliate site and hopefully it will generate some nice revenue for you.

The important thing about craigslist ads is to make sure that they are getting seen... it is very similar to any other ad campaign. The only way you can determine this is if you record how many times people are clicking your ad and you can do this by making a landing page for your ad and use your traffic analyzer program to determine how many people visit there over how many people purchase.

Crafty Craigslist Affiliate Technique

You can sell all types of affiliate products on craigslist, and here is another-really-crafty technique that I use to sell affiliate products. Remember earlier when I mentioned that you can use craigslist to research your market? Yes, you can and a lot of times find exactly what a potential customer wants so the only thing next for you to do is...? Sell them the product.

Figure 4



Have you ever heard of Amazon? I'm quite sure you did, and you can also sell various products through their affiliate program known as Amazon Associates program. You have to fill out an application before you can sell products, but once you do so you will be in the mix. It is not spamming because people are asking you for a particular service, so you just have to be the nice person that you are and provide it to them. Once you do that you should be racking in some easy affiliate checks through Amazon in no time, and as again

you have invested zero dollars in advertising, just provided them the direct text link to the item or your Amazon store.

Hope you enjoyed,

George P

<http://www.myprofitaffiliate.com>