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Craigslist is worthwhile advertising for just about any business offering products or services. Whether these products are offered through e-commerce websites or retail stores, the business proprietors can see financial gains. There is very little risk involved in posting on Craigs' list unlike other advertising opportunities . With the exception of job postings and housing postings in specific markets, there is no cost to advertise on Craigslist. Users are required to agree to the terms of service of the community and are required to follow specific guidelines when posting advertisements; however, there are no financial obligations when placing advertisements on Craigslist. In other words, those who post advertisements do not have to be occupied with whether or not the advertisement they place will meet their expectations in terms of sales generated.

Another reason why posting advertisements for products or services on Craigslist is so worthwhile is the likelihood of reaching a large audience of potential customers. A review of the fact sheet reveals pertinent information regarding the amount of traffic the website receives. According to this information Craigslist receives approximately four billion page views each month with ten million people using Craigslist each month. From these statistics it is clear that advertisements placed on Craig list are likely to receive at least some attention from potential clients.

With so many visitors using Craigslist each month the advertising possibilities are unlimited. There are no guarantees though that any of these visitors will be interested in your products or services. Your advertisements must be intriguing, informative and in a location where you will reach your target audience in order for them to be successful.

We've already talked over the number of visitors using Craigslist each month, but the key to taking advantage of these numbers are to aim your advertising in a way directed at reaching your target audience contrary to a wide audience of individuals who have no specific interest in your products or services. It is a great deal more worthwhile to reach a small audience of those with a small potential interest in your products or services than to reach a much greater audience of those who are not curious. Those who have an interest in your products or services are your target audience.

The key to reaching your target audience on Craigslist is placing your advertisement in the most pertinent locations. Craigslist has a specified section for businesses to advertise their services. This section is broken up into a number of categories. Those who are in the business of computer repair would be wise to put their advertisement in the computer section as rather than the automotive section because individuals looking for computer help will naturally go to the computer section. It may sometimes be advantageous to place an advertisement in multiple sections. This is acceptable as long as it does not cross the line to spamming the section.

If there is not a specific section for the products or services offered by your business there are a couple of options. Business owners can place an advertisement in the section for small business advertisements where it might be found by those doing a search in this section. Alternately the business owner can contact Craigslist to advise the addition of a new category. They might be willing to accommodate your business if they believe this category warrants an addition.

Placing an advertisement in the proper category section of Craigslist is perfect; however, posting the same advertisement in nearly every section of Craigs' list websites from different geographical regions are regarded as spam. Spam is unproductive for several reasons. First off, potential customers who see a particular advertisement in different locations are likely to pick out the spamming techniques and be less inclined to support this business. Also, if Craigslist notices the practice of spamming they may erase all the postings and could potentially ban advertisements from the person in the future. If used right, Craigslist can be a superior way to promote your business.

Choose the category that best suits your post and click on the appropriate link. This further increases Craigslist's advantages as a means for advertising. Look on the right side of your screen and find the location columns. [Snow Shovels](#)

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