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# **Top Mistakes In Choosing Classified Ad Blaster**

The classified ad blaster's importance in online businesses cannot be undermined. Try selling online without using such application and you will end up seeing fair or no results at all. This is not attributed to the quality of your products and services. It is because nobody can see your prominence in the cyberspace amidst lot of sites. Using such software is not hype but a necessity to keep pace with competitions.

Since the classified ad blaster software's importance cannot be taken for granted for a successful online business, buying it should also be your utmost priority. If you would like to see positive results out of the application, you need to be wise enough in considering different factors before buying. Avoid the following mistakes and look forward for excellent outcomes:

#### Mistake No. 1 - Considering the Quantity of Sites

Classified ad blaster provider usually boasts of the number of sites the software can blast in few minutes. You are attracted with such because of the misconception that the more sites your ads will be posted, the more exposure your site will get and the more visitors will be linked to your site. With this, you hope for a lot of target customers to avail your products and services.

Come to think of it. When you have your banner posted anywhere, it doesn't mean you will get the attention of potential buyers. It has a possibility that the visitors of those sites are not actually interested of your product especially if the said website is not related to your niche. You better examine the kinds of sites listed in their database and try to verify if the provider is updating the list regularly.

#### Mistake No. 2 - Failure to Consider Important Features of the Ad Blaster

This mistake is usually committed when you also fail to assess your business marketing needs. You might be attracted with a lot of features in the classified ad blaster package offered by the dealers without knowing that some of the features are not actually needed in your online business. You will end up buying the software at higher costs since usually the cost depends on the features the ad blaster has.

There is a need to figure out your needs first before investing for a classified ad blaster so you will know what type of ad blaster package to avail. Basic features of the application include auto responder and subscriptions, lists of sites where ads are blasted, customizable banner designs and sizes and a lot more. The provider will give you all the lists so you may decide which of the applications are useful to the kind of business you have. Only sign in to a package with features which you think can be effectively used in your ad campaign.

#### Mistake No. 3 - Wrong Choice of Service Provider

This mistake is committed if the very fundamental step in buying is neglected. You failed to research on where to buy your classified ad blaster. You might have met a lot of providers online and you have not set criteria in choosing the right provider. It might be also that, you are carried away with their ad post and other marketing gimmicks.

Never invest an amount for classified ad blaster software only because it is cheaper in price, or it has promised a lot of features without considering to research on the provider's credibility. If the provider is neophyte in the business, you should ask for a free trial for you to decide if it works well. Another thing to look into is if the company will give you refunds just in case you are dissatisfied with the ad blaster.

All of these mistakes will lead to marketing endeavor failure and waste of time, money and effort. Hence, always be careful not to commit such pitfalls and see yourself in a win-win situation always.

Need to find a superior [classified ad blaster](#) partner? Make your way to <http://www.Total-Advertising-Network.com> and find the most effective marketing tools.

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