

Endless Leads!

Traditionally online auctions have been used for buying and selling rare and popular items. Now some entrepreneurs are using auction listing to generate leads to their web site and to sign up for their news letters. By using auctions to promote their products and services, some have created an automated prospecting system to generate leads for expensive products and services, for affiliate products and services, and even membership sites.

This system works for any online entrepreneur that;

- Are affiliate marketers looking to grow their lists?
- Are involved in direct sales and want a bigger down line?
- Would like to grow their business with an autopilot lead generating system?
- Are using PPC ads to get newsletter subscribers?

Many people spend small fortunes on PPC advertising, search engine optimization, and other methods to get traffic to their websites. Others use direct mail and direct response advertising to get leads for their products. These people understand the value of traffic leads, and qualified traffic and the cost associated to lead generation systems.

From an online auction you can easily create a completely automated system for capturing the names and email addresses of people who look at your auctions. Once you've set up your system, you'll run auctions for some low priced, easy to ship items specifically selected to appeal to your best prospects. You can even sell digitally delivered items such as e-Books or software utilities on eBay and skip going to the post office for the delivery of your items.

Once you have him or her visiting your listing you could describe how your other items may be of interest offering links to your web site taking them to the specific pages of your site that would be relevant to them. Once the customer enters your site the auctions's job has finished and now it's your site job to compel the user for signing up to your news letter, buying an higher priced item. Look at your other offering and any other information you wish to share.

Now, every time you run an auction, you will generate two types of prospects:

People who looked at your auctions, and gave you an email address and people who bought the introductory product. Your cost for generating leads are your listing fees, for some auctions this is free and for eBay this can be as low as \$0.20. If a product is sold the profits would offset your listing costs and could even generate a profit. There are no cheaper more effective lead generation methods allowing you to pre-qualify your leads more accurately offering you this level of exposure.

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