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The Advantages of Online Classified Ad Submission by [Michael Witt](#)

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When it comes to advertising and marketing, the Internet has changed the way that small business works today. Today's business has a number of methods, almost too many to count, when it comes to advertising and marketing. Many businesses today know the importance of an advertising budget, but few businesses today truly understand the importance of allotting some of their marketing dollars to Internet marketing. While you may be using a lot of old school methods to advertise, such as yellow page listings or classified ads, you can get as many if not more advantages from advertising when you take it online. Oddly enough, these old school methods of advertising are available online as well, at a fraction of the cost and with a greater yield on your ROI. Here we talk about the many advantages of online Classified Ad Submission.

Online classified ad submission is no different than offline classified ad submission in terms of how it works. How it is handled however is much easier than trying to submit ads to one newspaper or publication at a time. The ease with which you can perform online classified ad submission is one of the tremendous advantages of this marketing method, but you will also be glad to know that this method is also much more affordable online than it is offline. In some areas, offline classified submission could cost you as much as \$150, whereas online you will find the costs as low as one tenth of that. Thus, not only will you save time when you perform online classified submission, but you will save money.

In addition to the time and cost saving advantages of this marketing method, you will also be experiencing the number one benefit, driving traffic to your site or business. Many places online that offer classified ad submission will also submit your site to many other classified sites either for free, or for a small cost. This takes your marketing to an all new level, as this is not something that you would be able to accomplish through an offline method such as Yellow Pages or newspaper ads.

Promotions are often seen as well with the sites that offer classified ad submission, and you can not find that advantage in the offline world. In many cases, websites that you are sending your classified ad submission to will offer a promotion that will enable you to bring even more traffic to your site at no cost. This will allow you to leverage your marketing time and dollars in a way that you simply can't get offline.

When it comes to classified ad submission however, you will soon learn that if you try to do it yourself, you may wind up frustrated. This process is a tedious one that requires a lot of data entry and time. One thing you may want to consider is outsourcing this work to marketing professionals. Today you can hire a marketing service to do this at a very low cost, and still drive the required traffic to your business.

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