

Marketing Squeeze Pages

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The rising costs of marketing, has given way to another solution, calling on entrepreneurs with limited resources to become resourceful. There is a growing segment of skillful copywriters, which find the packaging of their ads, can create excitement among a niche audience.

The continuous rollouts of different looks, content, and applications, are building brand, innovation, and independent wealthy individuals.

A squeeze page is sometimes called a landing page; it is fired up by imagination, information, and a growing palette of creativity. It will meet an every growing audience, which is searching online for solutions to about any imaginable problem, from health, finance, safety, and do-it-yourself projects. This type of marketing is just at the beginning of its lifecycle. It is breakout, and breakthrough marketing straight from the trenches, this is not Madison Ave. top quality ads. Forget the flash, dazzle, and pop mentality, this delivers straight to the gut, on issues that touch consumers.

Squeeze pages turn elementary needs, into fiercely personal issues, with eye catching phrases, that reinforce every thought garnered, from the positive results of the product, to the negative effect of the problem. From a marketing perspective this type of selling does not get old, it is revitalizing straight talk, to the consumer, with claims that the products offered will solve a problem. The advantage to both the author of the squeeze page, and the consumer, is that you have a combination, of some of the latest brand of innovative thinkers, which offer both inspiringly fresh perspective, and good value.

These squeeze pages are used for many different reasons, the main reason is to lead the visitor to a website, or product. The synergy between the audience and author is what contributes to the success of this type marketing. This is behavioral science, used with remarkable results, and revenue. This advertising strategy enables, and establishes a very promising entry into the every growing culture of guru marketing.

This advertising model is a consolidation of organic grass root marketing, point of sale material, and long term relationship selling, and really is a multi-faceted approach. Squeeze pages are solution, and innovation, which are real-life drama comfortable wielded to the market of the 21st century. One of the misperceptions is that the product, is nothing more than a way to lead you to items, with very little to offer except some practical advice.

Top quality copywriters, wind up with some very good educational material to feature and sell. It is a refreshing trend, that the content and value delivers some useful information. Squeeze pages; rejuvenate advertising in a fragile economy, by launching products on a shoestring budget. Landing pages are a way to assemble, and sell a product, by handling it yourself, and broadcasting it globally.