

Low Cost Advertising and Scams on the Internet

"A business without a sign is a sign of no business". This is an advertising banner or quotation that can be seen in large billboards along the roads and on the side or top of buildings that is vacant. Television and radio would say, "This program would not be shown or be heard without advertisement". It is true since most of us are watching the free television channel and programs are produced by payments of advertisements.

Business owners understand how important an advertisement is. It is in this manner that they would tell to everybody that they are selling products and offering services. They would not have sales, which in turn give them profit, if people would not notice and buy their products and avail of their services.

However, it is not happy to note that there are people who would try to steal money from advertisers and business owners by offering cheap advertisement packages and not delivering the agreed service. Business owners and advertisers should be informed of this because they would become victims of a scam.

The scam here is when the advertiser paid for these different kinds of services but none or some of them are not really even performed. The main point to consider here is to whom is the advertiser transacting with. To avoid being ripped off doing a background check by knowing the following will help.

- past successful projects as evident on customers comments
- a good reputation that will be confirmed by his references, (people that he's had past transaction with and that are also reputable)

The pay-per-click ad campaign is when an advertiser would pay a certain agreed amount by the search engine developers every time a user clicks on that banner. This was a good idea before it was not touched by hackers who developed a certain program to automatically click on that banner which increases the amount to be paid by the advertiser. The next paying scheme was the "pay per action", which is harder to hack since the advertiser would only pay the search engine developers an agreed amount every time a sale would be done on that customer.

One thing is for sure, advertising in the Internet is not easy but it is fun, especially when one understands fully the power of the Internet. It is not a unidirectional means of advertising like the television or radio, but it is an interactive avenue for both the advertiser and the prospective clients.