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10 Marketing Tips For Success

By Shelley Lowery

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1. FREE... I got your attention, didn't I. Offer a free report, e-book or "how to" course. Information is the top selling product online. You can use this to your benefit by offering free information.

- As a sample of your information product (teaser)
- To identify a problem and promote your products or services by providing a solution
- To bring traffic to your site

Providing free information is a great way to build a targeted list of contacts. Pick up free autoresponders at the following sites:

- SendFree – <http://www.sendfree.com/>
- GetResponse – <http://www.getresponse.com/>
- Fast Facts – <http://www.fastfacts.net/>
- MyReply – <http://www.myreply.com/>
- Smartbot – <http://www.smartbot.net>

For more information about creating an e-book read the article entitled, "How To Create An E-book & Drive Massive Traffic To Your Site By Giving It Away..."

<http://www.web-source.net/ebooks.htm>

2. Newsletter (e-zine) – Start your own newsletter and begin creating your online community of contacts. Visit any of these sites to create your list, free.

– Onelist – <http://www.onelist.com>

– Egroups – <http://www.egroups.com>

– Listbot – <http://www.listbot.com>

3. Write Articles – There are thousands of online publications looking for quality content. Writing and distributing your articles will provide you with free massive exposure. After you've written your article, subscribe to these publications to assist you in getting published.

– Article Announce – Designed to get writers published and assist publishers in finding the articles they need. Announce your new article.

Subscribe – article_announce-subscribe@egroups.com

– Writers and Publishers Connection Newsletter Where publishers announce their article needs.

Subscribe – Writers98@aol.com with subscribe Writers and Publishers in the subject.

4. E-zine Advertising – The best form of advertising available online. Reach thousands of targeted potential customers very inexpensively. Ruth Townsend of Lifestyle Publishing offers a complete listing of publications, ad costs, circulation and more in "The Directory of Ezines."

– <http://www.lifestylespub.com/cgi-bin/ezines.cgi?11914>

5. Classified Ads – Continuously place classified ads. People DO read the classifieds. This is very time consuming and you may want to purchase an auto posting software.

– BeCanada – <http://www.becanada.com/>

– Classify 98 – <http://www.trellian.net/classify/index.html>

For a listing of some of the top classified ad sites, visit:

http://www.web-source.net/web/Classified_Ad_Sites/

Free For All Link sites – Continuously submit your link to free for all sites. This can also be very time consuming so may want to use a software program.

You can download FFA Blaster free of charge. This software will instantly submit your link to 100 Free For All sites. An upgrade is available which will post your link to over 8,000 sites.

– FFA Blaster – <http://www.submitad.com/>

6. Press Release – Write a quality press release about your

product or service and tell the world! For more information on press releases, visit any of these sites:

– IdeaMarketers.com <http://www.ideamarketers.com/>

– Press Promoter <http://www.presspromoter.com/>

– PRweb <http://www.prweb.com/>

For a complete listing of media resources visit:

<http://www.web-source.net/presrls>

7. Networking – Create a network of like-minded marketers to help promote one another, provide recommendations, exchange prominent links, etc., Note: Be cautious when selecting your networking partners and making recommendations as your reputation is on the line. Only network with individuals you truly believe in.

8. Newsgroups – Post to appropriate newsgroups. For a complete listing, visit: <http://www.deja.com/>

9. Discussion Lists & Boards – Subscribe to appropriate email lists and visit discussion boards to participate in online discussions. Although blatant advertising is not permitted, signatures are acceptable. Visit Web-Source.net for a listing of some of the top discussion boards.

– <http://www.web-source.net/web/Discussion-Forums/>

Visit List Universe for a complete listing of email discussion lists.

– <http://list-universe.com/>

10. Offline Promotions – Advertise in newspapers, magazines, on the radio, TV, etc., Visit these sites for complete listings.

Gebbie Press –
<http://www.gebbieinc.com/>

NewsDirectory Newspapers –
<http://www.ecola.com/news/press/>

Newspapers Online –
<http://www.newspapers.com/>

Commercial Magazine Publishers –
<http://www.writelinks.com/resources/pub/Pubs-mags.htm>

Attack Smaller Searches To Get The Big Ones!

By Martin Lemieux

Searching online can not only be fun, but you sometimes need to be downright inventive.

For those of you who have been searching online for years now, you've probably adapted ways & techniques to find what you are looking for quickly.

Unfortunately when it comes to promoting your site, nothing out there is classified as a quick fix. If people say it's a quick fix, it probably has a major risk attached to it.

Your ultimate goal when promoting your site should be to acquire some of those "Big" search terms online! For example, "Marketing Tips" or "Marketing" in general. The only way to ever come close to the Big Dogs is to start small. Increase the search term and decrease your competition.

Here's an example of this, let's use "Marketing". Wow, what a powerful search term, but someone has to get it, right?

As of today, June 1st, 2004, if you search for "Marketing" you will get 72,700,000 results found within Google. That's a tough one.

Going further, let's add "Marketing Tips", you get: 7,560,000 results found.

Going a little further now, let's add "Web Marketing Tips", you'll get around: 5,760,000 results found.

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Let's go beyond that for our final search, let's add "Web Site Marketing Tips", you'll get: 4,940,000 results found.

Now take a good look at all those search terms, what do you see right in the middle??? You got it, that oh so powerful term called "Marketing"!

Are you starting to see the value of targeting larger search terms? (Larger meaning more words attached to it).

Eventually as time goes on, once you've done your due-dilligence and worked hard at targeting these larger search terms, search engines will start rewarding your site with much smaller and more difficult terms to acquire.

Another way to accomplish this is to target your local market 1st. Instead of targeting "Web Site Marketing Tips" as a whole, you can target "Marketing In Hamilton, Ontario".

By targeting the area you live in, you not only target your local market 1st, but you also setup your web site for success in the future market, which ultimately, is the rest of the world!

Let's just say I was to remove "Ontario" from that search term "Marketing In Hamilton, Ontario", how many cities are named "Hamilton" ??? Many more than you think!

So in conclusion:

Don't be afraid to work for your key phrases and set your web site up for success by targeting larger key phrases to increase your chances of better search engine placements. In the end, you'll receive what you've been after all along, more exposure for your enterprise!

I hope you enjoyed the article!

Read more of Martin's articles online here:

Martin Lemieux
President
Smartads – Affordable Web Solutions

&

Eye Catching Print Design

Powerful Internet Marketing Tools

Attack Smaller Searches To Get The Big Ones!
5 TIPS for Home-Based Business Entrepreneurs

To Be Successful in Network Marketing Requires One Thing, Success in Life!

7 Secrets to Affiliate Success

Progress to Success

Success Secrets

The Great Big Book of Internet Marketing

Ebook Authors Interviewed

The Art of Kissing

Expand Your Professional Coaching and Consulting Business



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