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Automatic Ad Submission

By Bob Osgoodby

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Did you know there is software available which will allow you to automatically submit your ads to web sites that accept free ads, and to newsletters that do likewise? This software will submit any number of ads you wish, in any frequency you desire.

"Wow – what a great idea!", you might think. I can submit my ads to thousands of these sites with a single keystroke. "What a time saver!"

Some people send out a dozen or more like this everyday. Is this doing them any good? Well maybe yes, and maybe no. Let's first examine the different types of web sites that accept free ads, and why.

Many web sites that accept free ads, do it purely to collect email addresses, which they can then sell as targeted lists. They don't really care if your ad is ever seen. In fact, many have a high limit of 300 ads. When the next one is submitted, the oldest is dropped, and the process continues.

With thousands of ads submitted hourly, how long do you think your ad will remain on their site – a minute or two – hardly worth your time. The flip side is you will suddenly find a lot more unsolicited email arriving daily from those who bought your address. If you like receiving unsolicited email, I guess this is good.

Other web sites do care if your ad is seen. So what is their motive? They are trying to build an advertiser base, and hope

you will purchase a paid ad from them. Ads submitted to sites like this usually have a life of a week or more, and can be renewed indefinitely. Their goal is to attract people to their site and hope that you do business as a result of your ad.

The first group couldn't care less if you send them multiple email addresses on a frequent basis – they never see the ads. Their software automatically collects your email address, checks for duplicates, and adds it to their file.

The second group however, and all newsletters published on a regular basis that allow free ads, are a different story. When

they receive ads, each one is checked manually. They usually only permit one ad per cycle, and if you submit 7–12 ads a day, you will quickly overwhelm their processing capabilities. To them, this is spamming. Their only recourse is to "fight fire with fire". What they do is automatically filter out the ads submitted using this type of software. They will never see your ad submissions.

So what does this automatic submission software do for you. In the first example, your ads might have a useful life measured in minutes. In the second case your ads are "blocked" from the sites that will produce your best results.

Once you are blocked (depending on how they do it) you may never be able to submit ads to these quality sites again – even if you do it manually. Some block at the email address level. Once an address is blocked, their filters will automatically delete your incoming email, whether it is an ad or not.

Maybe that automatic submission software isn't the best hundred bucks you could ever spend.

Bob publishes the free weekly "Your Business" Newsletter Visit his Web Site at <http://adv-marketing.com/business> to subscribe. As a bonus, get 1239 FREE Internet Business E-Books from Larry Dotson, when you visit <http://www.ldpublishing.com>

FFA/Reversed Marketing

By Thomas Grodem

Have you ever submitted your ad to an FFA page? most likely you have. Did you get any results from it

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or did you just get a ton of emails in your inbox?

FFA pages are gaining popularity popping like bombs everywhere!

What is an FFA page? It is a free for all page.

How it works is quite simple: you place a line of text on the FFA site for free...like thousands of other advertisers each day.

The problem with FFA pages is that everybody is submitting their ad to it. So each time a new ad is submitted, all the other ads roll down one rank and the oldest ad is dropped of. What originally gave an exposure of days per submission, today only gives you about 30 minutes. This means you have to submit at least 3 times a day. You can do this automatically by using an auto submitter, which claims to submit your ad to a zillion websites. You must understand that this is not regular websites, but search engines, Directories and FFA pages. Still it is a lot of ads, and someone might see it.

The lack of results from these ads is because: your ad is mixed in with hundreds of other ads Have you ever visited an FFA page and looked at the ads? Today most people use automated submission tools, so they never visits the site. If someone does visit the page, your ad could be gone within a few hours or less.

Fore those of you that has submitted your ads to FFA pages, you must have noticed all the emails you receive back.

How would you like to be the one sending out those emails?

What i am saying is that you shouldn't POST to FFA pages... You should HOST your own FFA page!

There is several ways to approach hosting your own FFA page.

You could create it yourself if you know how. Or, there is someone willing to help you for free. Go to

The next step you have to do is notifying URL submission services.

The manual way: use search engines like google to find URL submission services and notify them of your links page

The automatic way: go to

Enter your links page title and address. Press submit and you will notify over 140 URL submission services about your page.

This service costs us\$19.95.

Now you are the one sending out all those emails with your info in them. It's called "Reversed

advertising". And it's the most effective way to market yourself on the internet today!

Thomas Grodem publishes Home Business Tips, a fresh and informative newsletter dedicated to supporting people like YOU! If you're looking for the best rated home business opportunities, the latest time saving tools and helpful support from an honest friend in the business come by and grab a F-R-E-E subscription today at:

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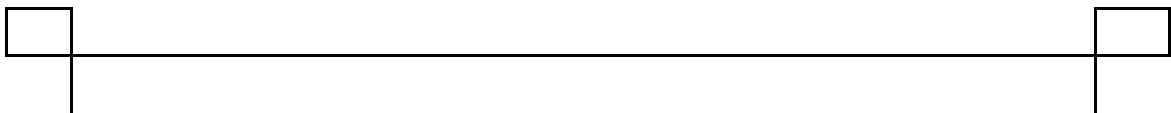
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