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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**How To Go Long With Your Web Marketing**

**By Jim Daniels**

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If you've ever done any investing, you're probably familiar with the term "going long". In a nutshell, going long means investing for long-term profits. And it's probably the safest, if not surest way to make money in a sometimes volatile arena, the stock market.

Today I'd like to show you how to apply this powerful strategy to your Internet marketing campaign.

As I'm sure you are aware by now, there are a multitude of ways to invest in your Internet marketing. Many of the strategies will yield immediate results, however the results will be short-lived.

An example of a short-term marketing strategy is buying advertising. While you DO need to purchase SOME advertising, if you rely solely on this strategy you'll see a disturbing trend develop at your site -- whenever you advertise less, your site traffic will come to a near stand-still.

Another example of a short-term Internet marketing strategy is bulk email. Here's why...

When you use bulk email, you blast your message to thousands of email addresses, filter the myriad of complaints, and hope for a few sales mixed in. There is absolutely no positive long-term effect on your business. Perhaps you make a few sales but you've made zero long-term investment in your business.

## How To Go Long With Your Web Marketing

So how does one diversify their Internet marketing portfolio and GO LONG with their promotion strategies?

Perhaps you already know the answer. Let's test your knowledge, shall we!

Of the following low-cost Internet marketing strategies, which TWO would have the longest positive result on your website traffic?

1. bulletin board and newsgroup postings
2. search engine ranking
3. banner ad buys and exchanges
4. building your own opt-in email list
5. sharing your web content with others

If you guessed number one, you're.... Wrong!

If you regularly make INTELLIGENT and HELPFUL posts to targeted bulletin boards and newsgroups, you can generate some traffic. However most boards purge posts frequently and with the growing number of boards out there, users rarely take time to search archives for answers.

If you guessed number two, you're.... Wrong Again!

Top ten search engine rankings are great, but unless you have time to maintain the listings you'll find that they can be hard to maintain. While I definitely recommend giving search engine ranking some consideration, especially when setting up a website, this strategy should be considered more of a continuing effort than a long-term strategy.

If you guessed number three... you're... Wrong Again!

As I mentioned at the top of this piece, you DO need to purchase SOME advertising, and banner advertising and exchanges can be a part of that. But if you rely solely on paid ads, you'll see less site traffic whenever your advertising slows.

All in all, items one through three above are good ways to promote your website... IF you have the right components set up at your site. If not, you may be wasting your time and

money.

The first component you **MUST** have at your site in order for those (or any) efforts to pay of is...

Item number 4 from above. An opt-in email list building strategy!

If no. 4 was one of your guesses, you are right on! Growing your potential client base should always be a priority in ANY business. The best way to do this on the web is to grow your own opt-in email list(s). Ask for your website visitors name and email address and give them something of value in return. It is as simple as that. Then treat the growing list like gold.

So that leaves us with the other correct answer. Number five, sharing your web content with others. The most effective way I've found to do this, is to write about your area of expertise and pre-license the content to other editors and webmasters in your type of business. This strategy is sometimes called "submitting articles", but it doesn't even have to be articles that you share. You can write tips, lessons, hints, secrets, or anything that would help a particular group of people.

Then, not only should you pre-license the material as I've done at [www.bizweb2000.com/articles.htm](http://www.bizweb2000.com/articles.htm) – but you should also submit the content regularly. That is as simple as emailing your fresh work to webmasters and ezine editors who publish related material. After four years online, this is still my cheapest promotion method (100% free) and by far my longest lasting.

I can say without reserve that the two strategies above are **THE** premium ways to **GO LONG** with your Internet marketing. How can I make such a bold statement?

Simple. Here's proof of each:

Last week I was contacted by a subscriber that had been on my subscriber list for, get this... four years! She had finally decided to start her own business and wanted help from someone with a track record of getting results. As one of my original subscribers I naturally offered her a deep

discount on my services.

Example two: When I started using my article writing and pre-licensing strategy back in early 1997, I used an address called sub@jdd-publishing.com for new subscribers to receive my gazette. I used that address for only a short time until my website was complete. Now, over three years later, I still get new subscribe requests to that old address every week. My content from three years ago is still being read. How's that for going long with web marketing!

So in closing, I'd like you to consider the Internet marketing strategies you are using right now. How many of them could be considered "going long". After all, if you plan to retire or even work less some day, you'll have to invest in the future of your website now. And believe me, it's nice to see the website traffic continue to come in on a regular basis, even when you don't!

### **Does Your Organization Need a Marketing Makeover? Take The Quiz!**

**By Deborah Ramstorf**

#### **Does Your Organization Need a Marketing Makeover? Take The Quiz! by Deborah Ramstorf**

1.Does one of your employees "do the marketing" in his/her spare time?

Yes No

2.Have your customers pointed out spelling errors in your materials?

Yes No

3.Has it been more than 6 months since you read through your marketing materials or web site to check for out-of-date names, number, prices, photos?

Yes No

4.Are you having a problem finding your web site on search engines?

Yes No

5.Have you added new products or services in the last 12 months?

Yes No

## How To Go Long With Your Web Marketing

6. Have you run out of marketing ideas? Or the opposite, have too many ideas that don't get executed? Yes No

7. Are you satisfied with what your marketing dollars are producing?  
Yes No

Scoring: Count up your number of yes responses.

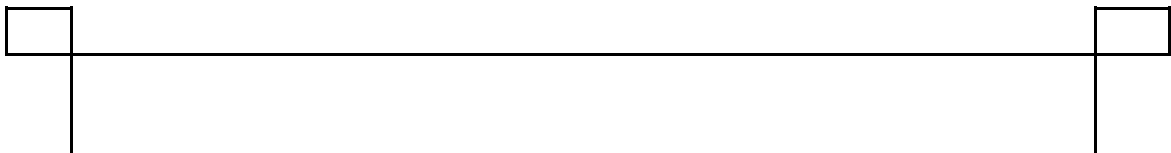
0–1 Yes. You're doing great! Wise use of your marketing budget is producing the desired results.

2–3 Yes. Put more time and effort into marketing. While your budget may be tight, there are some economical ways to squeeze more out of your marketing dollars.

4+ Yes. Commit to being a marketing-driven company. There's some upfront planning involved, but in the long run, you'll have long-term customers.



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