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**One Web Promotion Strategy to Avoid like the Plague**

**By Jim Daniels**

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Late last Friday afternoon I made one final email check before leaving for the weekend. Much to my surprise there were nearly 1000 email messages waiting in my inbox. And little did I know at the time, there would be thousands more over the next few days.

So, I'll bet you're excited to learn this new promotion method that brought in all this email right? Well, before you get too excited, let me tell you this... it's one you should never even consider using.

You see, that windfall of email was not from potential prospects and customers. It was from angry netizens – all recipients of unsolicited email. No, not spam from me, but spam that caused a nightmare for me none the less. And it shut down the site that was responsible, before they even realized they did anything wrong.

The rest of this article shares the few sordid details, including how YOU can avoid similar trouble...

It seems that a company in New Jersey who was new to the online marketing game decided to try some "email marketing". So they bought one of those email lists that bulk email companies sell as "targeted email addresses" and had their host load it to their server.

One posting later their business was bombarded with complaints from angry recipients of the message. Not long

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after, their website was shut down, all because of one email message.

As for me, my own problems started when the spam hit my autoresponders. My "Welcome to the Bizweb eGazette" autoresponder appeared on the list no less than 17 times. The autoresponder was the one I used when new subscribers asked to be added to my newsletter.

Well it seems that the list of 30,000 addresses had been set up as an unmoderated discussion, and every angry spam recipient was free to reply to the entire list, snowballing

the problem into a mass of junk mail in seconds. When my autoresponder replied to the list of 30,000 angry spam recipients over and over with "thanks for subscribing", many of the spam victims figured I was the culprit in the whole mess! And let me tell you, there are more nasty people out there than I imagined.

If I had a nickel for every cuss word and threat that came in over the weekend I could retire today. And I can understand why so many of these people were upset, but unfortunately their anger was misdirected at a fellow innocent bystander.

Now let's get to the main point of this whole story. I'm sure I can keep at least a handful of newbies from getting themselves in hot water like this website did.

I can also prepare my fellow "experienced" web marketers for the day when THEY are the recipient of misdirected anger due to spam.

OK, first the lesson for newbies...

No matter how tempting it may seem to buy an email list and "broadcast targeted email to thousands", it is a trap. And it only takes one message to shut your site down. The sad part is that these bulk email CD's are promoted as "millions of targeted addresses" and you can get them dirt cheap, making them even more tempting. The problem is, nearly every bulk email list comes with a few features you are NOT being told about. For instance...

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– NONE of the addresses on these spam lists have asked to be there. Actually, NONE of the email addresses on those lists even realize they are on them and they have NOT opted in to receive email solicitations.

– By "targeted" addresses these list hawkers really mean they entered keywords into an email address harvesting program and the program loaded thousands of addresses from sites with that keyword somewhere in their pages. (Is that targeted?)

– A HUGE percentage of people on those lists will complain to every ISP, host and agency they can, which will shut your site down in a heartbeat.

– The USER of a bulk email list is the one liable for damages that result. And there is now legislation against

sending unsolicited email.

It really is simple to stay out of trouble — just don't ever email anyone without their permission. And never trust a company that sells email addresses. If you think there is a chance that the addresses are truly opt-in (and it would be a rare instance) then ask for a list of satisfied advertisers BEFORE you buy the list. Contact each and every one of them and ask about their results using the list.

And definitely ask the company selling the targeted addresses exactly HOW they built the list. If they say that the list members opted-in to the list then ask them if they realized that the list was going to be sold. You'd be hard-pressed to get 100 email addresses to opt-in to a list that was going to be sold over and over, let alone 30,000 or a million. After all, would YOU offer your email address to a company that told you up front they were going to sell the address over and over?

The fact is, when it comes to marketing with email your very best bet is to build YOUR OWN email lists. You can do this by offering free reports, email newsletters, email courses, downloadable ebooks, shareware, or anything else that contains valuable information related to your area of expertise. In exchange for the free service you offer, you simply ask for the users name and email address.

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It takes as little as ten minutes to set up an interface at your site to collect names and email addresses and deliver your free product automatically. And once you set it up your own opt-in lists will grow continually. You'll never have to even consider using spam! This strategy is 100 times as effective.

### **How To Acquire Free Web Site Promotion**

**By David Riewe**

You have finished making your own website. You have introduced your company and presented your products and services. You have added propositions and promos to catch your target audience's attention. You have achieved the dos and don'ts of building a company web site. But why isn't your website a major success?

Maybe you're not planning the key to the best promotion of your web site. Here are some guidelines on how to acquire free web site promotions for your company's success.

If you have started to promote your web site, keep it constant. If you promote your site with persistence, it will catch your audience's attention.

Be patient. Try each method in promotion until you acquire the best, free promotion there is. You have to accept trial and error for your web site to reach the top.

There are many ways for your web site to be seen. Here are some free web site promotions you could try until you find the most effective.

\*Free promotions such as search engines and directories would give your web site the deserved traffic you always wanted. Make sure to check your web site's ranking to know whether or not this type of free promotion is right for you.

\*Make a deal with other web sites on trading links which could help both web sites. Make sure to use words that could easily interest the audience.

\*Find free classified ads that could boost the promotion of your web site. These ads could be seen by other people who you are not targeting for, but may as well be interested in your services.

\*Free and low-cost internet banners are spread all through out the World Wide Web. Banners that pop-up at the top of a page or in a separate window would automatically catch your target audience's attention.

If your web site and its free promotion did not work even after accomplishing these methods, analyze your web site. Track down all visitors, advertisements, and transactions. Then locate errors in your web site. Upload new files to your web site continuously for audience to return for new products and

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services. Monitor your own web site if it's up in the market or down.

Then be ready to try the methods again and surely it will work.

It has always been said that the best things in life are free. Yes they are. And as soon as your free web site promotion proves to the audience its worth, then you'll believe it's true.

Little Known Minnesota Man Making Six Figures Per Year Online, From the Comfort of Home, Reveals

His Top Internet Money–Makers.



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