

The Top 3 Stupidest Marketing Methods. (Are You Using Them?)

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By Terah J Logan

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1.FFA Pages:

The only people who benefit from FFA pages are the owners. Think about it, you give your email address to submit your link to a FFA link site in hopes someone will see your link and click on it. When was the last time you stopped at a FFA link site and browsed through the links looking for something specific? Not to mention your email has been given (remember you gave your email when you submitted your link) to a FFA link network, with thousands of owners, and you will now be bombarded with emails from FFA owners. In this scenario who wins? I hope your not thinking you did.

2.Automatic Hit Exchanges:

So you find a hit exchange that does not require you to click a special link to continue to the next site and thus earning you a credit. This is the Auto Hit Exchange and you think "WOW, I can rack up a million hits in no time, I will leave this running while I sleep!". Guess who else is thinking the same thing.... Every other member of the auto hit exchange. So who sees your site? Probably no one at all. And it's even more amazing these autohit sites offer credits you can buy! You may as well set fire to your money.

3.Purchasing 1 Million Emails for \$9.95

Your checking out email marketing and you discover a site that is selling 1 million (or a billion) emails for a ridiculously cheap price. The unknowing marketer will jump with joy and make the purchase on complete impulse saying "One million (or billion) emails for less then I spend on lunch!". So the unsuspecting Marketer gets their emails, listed in some kind of text documment and stares, "Now what do I do with them?". How will the marketer send these emails? You need bulk email software and/or a bulk email server which can run hundreds of dollars. Even if the marketer can figure a way to send them out, it's probably a list made up of `harvested' emails and your e-business is shut down because of SPAM. You always get what you pay for and this is no different!

Are You A Marketing Octopus or A Marketing Worm?

By André Bell

One of the greatest challenges to effectively marketing a business is determining which marketing method is best suited for your business.

Most people look at what their competitors are doing to market their businesses and then simply imitate that, whether good or bad.

The best marketing strategy does not involve selecting only one or two marketing approaches that we see others using.

The best marketing approach resembles an octopus.

An octopus is very effective at catching food with eight limbs. If the octopus loses one limb it may momentarily lose some of its strength and agility, but it adapts and continues on as an effective hunter and predator.

It's the same with marketing your business. The more marketing approaches you use simultaneously the more successful you can become and the easier it is to continue growing your company.

You will continue to thrive despite the challenges that your competitors may face. No setback in any one marketing approach will ever devastate you or pose major problems.

Despite the many options available most companies use no more than two or three marketing methods at best to grow their company.

Few realize that there are over 100 methods for bringing in new business, for increasing web traffic, for selling more to existing clients, and for increasing repeat sales that their competitors are not using.

They basically imitate worms in their marketing attempts. A worm's approach to life is singular. It does not use multiple limbs because it has none. Its existence is slow and labor-intensive. Very unlike an octopus.

The great thing about this is that most competitors are making this same mistake. They may be too busy, too shorthanded, or too myopic to do much more than hand out boxes of business cards and sit around talking `fish stories' of the one that got away.

That is a marketing approach to avoid.

Don't just settle for an ad in the yellow pages, your local newspaper, or on the radio.

Use as many marketing methods as make sense for your industry, your market, and your company. Then you will become a marketing octopus while your competitors remain marketing worms.

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André Bell is principal marketing consultant with André Bell Consulting Group. A free copy of his new book "101 Marketing Secrets Revealed" is available through his site at

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How To Find A Topic For Your Ebook

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