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**The Worst Marketing Strategy You Can Use**

**By Charles Davidson**

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<mailto:davidson@rapidbizsuccess.com>

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THE VICTORY LAP  
by Charles Davidson

Today's Track:  
The Worst Marketing Strategy You Can Use

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Hi there! Welcome to another issue of The Victory Lap. Here at the Victory Lap, you'll learn how to kick your business into overdrive.

## The Worst Marketing Strategy You Can Use

There's no hype or fluff here. Just down and dirty, white knuckle advice to steer you toward the fast track. No advertising. No gimmicks. No shameless promotions. Just the stuff you really need. Plus a kick in the seat to get you to shift into high gear.

Sit down . . . buckle up . . . here we go . . .

**HEY, SMALL BUSINESS OWNER, TAKE A LOOK AT THIS!**

"Submit your website to 104,287 search engines and websites.

Before you know it, your website will be seen by everyone on Planet Earth and you'll have more money in your pockets than you know what to do with. Isn't that worth the small one-time fee of \$34.95?"

OK. Maybe I made that quote up.

Sounds tempting, though, doesn't it?

It's so easy and effortless. You know how hard it is to list your website with search engines. It takes time and lots of typing.

If you could only type all of that information once and then send it to all of those websites with the click of a button. Isn't that what your computer is supposed to do, anyway? Make things easier for you?

The scenario is probably familiar to you. You've stumbled on a web page that promises thousands of search engines submissions with relatively little effort. All you have to do is buy their software or subscribe to their service.

All your marketing problems will be solved before you can say, "Your credit card has been charged."

There is only one minor drawback. It doesn't work.

I know. They make it sound so convincing. They make it sound so easy. They make it sound so effective.

Welcome to the world of marketing hype.

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Let's take a look at what happens behind the scenes . . .

### FEELING A LITTLE OVERWHELMED?

First of all, these marketing systems want you to believe that there are thousands or hundreds of thousands of search engines on the web that you can submit your website to.

Let's assume you're brand–new to the world of Internet marketing. If you heard about a service that offered to submit your website to 104,287 search engines, you would probably be thinking . . .

"Wow, that's a lot of search engines I have to visit and enter my website information into!"

and probably also . . .

"I've gotta get me some help."

These marketers want you to think that the job of posting your information to search engines is overwhelming. Otherwise there would be no market for their useless products.

But come back to the real world for a moment and think about it for a second.

### HOW DO YOU SEARCH FOR INFORMATION?

When you want to find something on the Internet, where is the first place you go?

Do you automatically surf over to "Bob's Quaint Little Search Engine" at <http://www.bobsplace.com/~search/ffasubmit.html>

Is "Andy's Free For All Page" your first choice to find anything and everything you need online.

I bet not.

If my hunch is correct, you probably use something like Dogpile or Google or AltaVista. If you are like me, you might even have Yahoo! set as your browser home page.

The point here is that there are only a few dozen search engines

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that are worth your marketing time, effort, or money.

You'll either want to stick with the big names that everyone uses, or search out those specialty search engines that cater to your business specialty or niche.

If you are focusing your marketing efforts on the top 86,037 search engines out there, your marketing efforts are way too scattered. You need to narrow down your possibilities by 80,000 or so.

So, what is really being advertised in these marketing products?

These search engine submission programs are really focusing their efforts on something called free-for-all pages.

### FFA PROGRAMS REVEALED

A free-for-all page is a page set up by someone to list links on their website. Most of them accept between 100 and 1000 links

at a time. As new links are added, the oldest links on the page are dropped.

The problem with this is that there are thousands of services and software programs that submit to each of these FFA pages on a daily basis.

Your link, once posted, has an average shelf life of about 4 minutes. After that, it's moved off the page into Internet oblivion.

And remember that no one ever visits these pages, anyway, so even if your link lasted a very long time – say 8 minutes – the chances are very good that no one will ever see it.

### SO, HOW COME THERE ARE SO MANY FFA PAGES?

FFA pages are still a popular marketing method. But not for any reason you would think.

Website owners put up FFA pages because it's a way for them to collect the names and email addresses of people for their own marketing.

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When you use a software program or a submission service to submit your links, you will immediately be blasted with hundreds or thousands of emails containing offers to sell other products or services. Most come disguised with a subject that reads like this: "Please confirm your FFA submission."

Don't be fooled. Your link has probably already been displayed and removed by the time you get to that message.

For the host of an FFA page, anyone who submits their web page is a prospect. You can expect to receive email from that person from the rest of your life or until your email provider shuts down your account because you haven't cleared out your inbox in three weeks.

### BOTTOM LINE

FFA pages are a waste of time. So are services that promise to submit your website to thousands of search engines. Next time you're tempted by this kind of an offer, think about how many search engines you actually use yourself.

You'd be much more effective if you focused on those dozen or so that are the most popular. You may kill an hour or two of time writing search engine descriptions, but you'll still have your

\$34.95 and a nearly empty inbox.

### SHIFT TO HIGH GEAR

You'll get nothing if you do nothing!

Here's are your Victory Lap action steps to help you shift your business into high gear . . .

**DECIDE** that you are never going to waste your time and money on FFA and search engine submission sites.

**FOCUS** your marketing efforts on the dozen or so most popular search engines and any search engines that primarily focus on your niche or business specialty.

**EMAIL ME** to let me know you've done it! Let me know you're taking the steps to kick your business into high gear. Maybe we can even talk about some joint ventures.

<mailto:victory-lap@rapidbizsuccess.com?subject=FFA-sucks>

## **Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities**

**By Wendy Hearn**

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

**S – Strengths**

What are the strengths of your business?

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### W – Weaknesses

What are the weaknesses in your business?

### O – Opportunities

What opportunities are available to your business?

### T – Threats

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to bring your strategies to life. These tactics then need to be turned into an action plan.

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

Is Your Marketing Strategy Killing Your Profits?

How To Develop A Marketing Plan That Will Make Your Small Business Sales Explode

Getting Started with Marketing

What Is Your Marketing Really Costing You

Hitting the Search Engines

Bread And Biscuit Baker's And Sugar–Boiler's Assistant

One Million a Year

Cure Bad Breath

Inside The Minds of Winners



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**Impair Healthy Healing In People Over The Age Of 30!**