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# **Try These Three Bum Marketing Tips That Really Get Results.**

Bum marketing is often the method used by many when they first started marketing online. Internet marketers love it because it doesn't cost anything to start and delivers really good results in the long run. Below are a few of the things you can do to see bigger returns from the time you invested.

Writing a lot of content in the beginning stages will give you the exposure you need when first starting. The goal of bum marketing is to make money on a budget, but you can't do that if no one knows you exist. So, at first, you should always focus on the quantity of articles you put out. Bum marketing is one of the most simplest, yet effective, ways of promoting a product; you submit your articles to various places online and include links in it that leads back to your website. Bum marketing is powerful because there is no limit to the number of articles you can publish; with the right approach. After awhile you will notice the commissions coming in and you will be glad you focused your efforts on producing a large number of articles. Many people start bum marketing and quit before they see any results; the reason being is that they only write 2 or 3 articles a day. Now, if you are distributing 20 keyword targeted articles everyday you will get more results and a lot more exposure than publishing 2 or 3.

You'll have to make a judgment call about the product's quality and if you want to market it. It is critically important that the sales page doesn't suck because that could cause you to waste a lot of time on it. If you're not familiar with evaluating sales copy, then just ask yourself if you would buy it based on the sales letter. So if you're not sure about the product or the sales page, move on to the next product. You really should refuse to waste your time and energy on something that doesn't look or feel right.

Writing articles for bum marketing requires a different approach than traditional article writing. Here you write articles with the sole intention of getting high quality targeted traffic. The types of articles you need to write are short ones. Many people lose interest when an article is too long and will click away to find something easier to read. Plus, besides being convenient for the reader; it allows you to pack it with the best info. There is a lot of noise, ads, and other things pulling at the reader's attention so you must capture it the first opportunity you get. And since you have to write a large number of articles with bum marketing, creating shorter articles will make your job a lot easier.

Probably the most important bum marketing tip we can give is to create a blog that is targeted towards a particular niche that you want to be in. Why do you need this blog? Article directories don't allow you to have affiliate links in your resource box when promoting that's why. So linking to a site such as your blog is a necessity. This way you won't need to stress over building individual websites for all of the products you are promoting. Simple creating of a unique post for each item in your product line on your blog is all there is to it.

Last but not the least; you can write "How To" articles to really see good results with bum marketing. As the title implies, you will simply explain how to do something, and it's usually for something like solving a problem, etc. Then of course the product you're marketing provides the complete solution to the problem. The article is not the place to spill all the beans about your product. Just tease your target readers and give them a taste of what they'll be getting once they buy the product. So that is what needs to be done, and it isn't hard to learn either.

All in all, bum marketing isn't as difficult as it sounds. You don't need to be afraid of the amount of work involved, the return on your investment will be worth the effort you put into it. So don't give up too easily and keep pushing until you succeed.

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