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The LowDown on Bum Marketing by Rama Banerjee

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Bum marketing is also known as "article marketing". All that a person has to do is use specific phrases as keywords relating to niche markets, fill an article with these keywords and post these in popular blog sites. When intending buyers read the articles and click on the embedded affiliate links, goes to the seller's website and buys a product, the person receives payment. By submitting hundreds of articles to various blog and ezine article sites, the chances of buyers clicking on links and buying products increases. Higher number of submissions also results in higher rankings and more traffic to the affiliate links and resultant sales with more revenues to the bum marketer.

The effectiveness of bum marketing lies in creating the right set of keywords related to the affiliate links. This takes some research and ingenuity. A smart person will come up with unique keyword phrases that do not return a high number of results and consequently his articles and links come up higher in search results on Google and other search engines. He will write hundreds of articles and submit them to a lot of article sites in order to generate maximum traffic. Any individual searching for a particular product will find that particular article showing up consistently across a lot of search results and this leads to the impression that it is popular and dominant and thus be inclined to buy the product.

Once it starts rolling the process generates money with a snowballing effect. It takes time and effort to write articles or it costs you money to have articles written by someone. It takes time to post these articles to various sites, set up a central "squeeze" webpage to which these articles point and keep track of all these. However, once the ball starts rolling, it does that on its own and you can leave it to the web to return results for you. Money keeps coming in once you have planted the tree and it starts bearing fruit. If you are working as an affiliate, it will generate money for you. If you are doing it for your own products then too it will result in long-term benefits in terms of increased popularity and traffic to your website.

The disadvantage is that bum marketing does not have a "good taste" to it. Search engines are becoming smarter and can "smell" out bum articles and might ignore or at the worst, blacklist it. Since bum marketing results in a positive avalanche of such articles, search engines are refining their search algorithms to take care of such articles and remove them from search results and in future it is likely that bum marketing will be affected as search engine spiders get smarter.

For now, bum marketing done with the smart product mix presents an opportunity for people to make money through affiliate marketing. One can start on a low budget, it does not call for anything but basic writing skills, no advanced computer programming skills are needed and with all the basics in existence, one can start right off.

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