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Garbage Advertising

Where do I start on this topic? I have been marketing online for 9 years now. I have seen a lot of good and bad ways to advertise my online opportunities and websites. In this article I am going to cover the bad ones and why they are so bad. Some of you who read this may already know this information. However, those of you that don't really need to know this.

The reality of online marketing is that it is not easy. I don't care what anyone says. It take hard work, educating yourself, and being smart about the resources you use.

So lets get into it shall we!

The number one kind of advertising to stay clear of is Paid Emails Advertising or Paid To Click Advertising. There is one unfortunate fact with this kind of advertising. The only reason anyone is going to your website on these websites is because they are being paid to. They have no interest at all in what you are trying to show them. They simply want their money.

I don't care how big the membership base of the website is, who it's owned by, or where it's located. It doesn't matter what promises they offer you. It's garbage advertising and you will be doing nothing more than throwing your money away if you use these services.

Another factor that made this such horrible advertising is the fact that most of the members are from the poorest countries on the planet. So, most of the time they can't afford what you're offering even if they did look at your website. It's unfortunate, but these people are attracted to incentivised websites because a relatively small amount of money by our standards can go a long way in the countries they are from. Also, the majority of them do not understand English, so they can't read your content anyway.

I know from personal experience just how bad Paid Email Advertising or Paid To Click Advertising is. I used to work in the Paid To Click industry. I ran a couple of sites that, of course, burned themselves out because it's a terrible business model. Now I do real online marketing. Do yourself a big favour. Avoid all Paid Email and Paid To Click websites unless you enjoy throwing your money away.

The next form of garbage advertising I will cover is Traffic Exchanges.

A Traffic Exchange website receives website submissions from webmasters that join traffic exchange networks. The person who submitted the website then has to browse other member sites on the exchange program to earn credits, which enable their sites to be viewed by other members through the surf system. This increases the number of visitors to all the sites involved.

This all sounds good in theory, but thats all it is ... a theory. The only thing most of these surfers look at is the timer on the page so they can click next and earn another hit back to their website. This is better than Paid To Read and Paid To Click. Unfortunately, it's still trash. Use them if you absolutely must. Avoiding them is smarter.

For real quality marketing and advertising information, check out these sites. [Aztek Marketing Blog](#), and [Blog Marketer](#)

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