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# **Unhappy With Your Bum Marketing Results? Here Are 3 Easy Solutions**

Bum marketing is like anything else, there are things you need to know, but it is unlike many other forms of marketing in that barrier to entry is low. Many people new to doing business on the net, or anywhere, make a good fit for bum marketing for a variety of reasons. One of the most important things is there is hardly anything to buy in order to get started. Yes, you do have to work at it, and you should have some knowledge about doing certain things correctly to increase your odds of making money. In the following article we shall be looking into a few simple to apply bum marketing tips that you can use right away to see targeted results. Regardless of whether you would like to target a niche like [local mobile monopoly](#) or any other niche, it's critical that you remember the following tips.

In order to make bum marketing work for you, you don't really need to focus on complicated search engine optimization techniques. Optimizing your article is super easy: take your primary keyword phrase and work it into the title plus your article to about 2% usage. If you want to rank highly in the SERPS, and you do, then be sure to choose a phrase that will allow you to do that after submitting to an authority article directory.

You do want to find those keyword phrases that are roughly made-up of 3-4 words, and they need to have sufficient search volume numbers with relatively low search engine competition. Follow this plan of attack, and you will see something happen, for sure. Now, generating a high number of articles every day for your bum marketing undertaking can be painful if you are not fascinated by the niche you're shooting for. This is the reason it is critical for you to go for a niche that is appealing to you. If you are passionate about "dog training" for example then that's the niche you should start with. You will learn that it is effortless if you aim for a niche that interests you rather than just striving for one aimlessly. If you examine, you'll see that there are several areas that you can be interested in and write about. Though, don't concede on the quality of your articles by writing them with only half a heart. If you are interested in targeting a niche that you don't know a lot about then it's a wiser choice to contract out all of your articles at a reasonable rate so that you can have them completed by professionals. If perhaps you intend to target a niche such as [local mobile monopoly](#) or any other niche, it's crucial that you remember the following tips.

To finish; attempt to write articles, which have recommendations and practical information. People don't want to read all-purpose articles however they want articles that proffer direct info they can put to use instantaneously. Your articles should give them some sort of pointed knowledge even if they aren't very long. At last, your intention with your articles is to have your readers read your articles and click to your link, and that can only transpire if your articles provide some type of information.

In summary, bum marketing is not rocket science. You can get started with this on a shoestring budget, and then slowly build from there. If funds are tight and your situation is tough, then we will wholeheartedly tell you to do bum marketing. When you commit yourself to improving your efforts, then your business can really take-off, too.

Additional Resources:

[article marketing](#)

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