

Expand Your Market Dramatically

By Richard Bolduc

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Are your marketing efforts limited to your target market?
One of my "Front Page" customers came to me with his dilemma. His name is Thomas F. Seymour and he owns the Gold Link. Through the advice I gave Thomas you can dramatically expand your market. First, I must outline the problems he had expanding his market.

Thomas F. Seymour sells gold jewelry for an internet lowest price of \$10 per gram at www.tgoldlink.com . His business achieved front page placement in all the major search engines, with over 20 different set's of keywords pertaining to gold jewelry. He has several marketing virus's and articles circulating in his target market. He posts ads religiously in jewelry related ezines, newsletters, and in jewelry discussion forums. In other words he is now making money, from his target market. The income kind of levels off though, and he needs to know how to increase his income and expand his market.

Now, let's say, he would like to get exposure in front of the Internet crowd that spends their time looking for free stuff. "FREE" is always in the "top 5 most searched word in the internet search engines" list. However to post in those areas would be considered spamming because, well, he sells gold, he is not a freebie site.

Okay, what about expanding his jewelry site to include posts in the huge target of internet marketers, ton's of discussion forums. Most successful Internet marketers can afford his products. So many marketing ezines allow free ads. There are more ezines with "internet marketing" as a topic, than any other topic. But to post an ad for jewelry in these marketing e-zines, it just wouldn't happen. Your product or service needs to fit a certain niche to be discussed or submitted to any topic

related ezine or discussion group.

So how do we break those barriers? It's quite simple really, in the case of the Gold Link. His solution was as follows for those 2 examples above.

First, find a free product that you believe in. Offer it from your site as a thank you for signing up to your mailing list. In The Gold Link's case it's a free cellphone. Now he can post an ad in any freebie listing place to the effect that the Gold Link is giving away free cellphones. Ton's of free ad space in all the ezines with free stuff as a topic. Plus it grows his mailing list.

Second, get involved with a marketing package you can discuss in the marketing ezines and forums. In Gold Links case he signed up for Startblaze, nomorehits, and ezytraffic and several more. I then wrote a special Traffic Magic report about how to automate the credit building process in these programs. He gives the report away free through an autoresponder trafficmagic@tgoldlink.com. This report was so effective and it intrigued so many marketers that they had to go check him out some bought gold. It allowed him to expand his exposure into the internet marketing crowd. It allows him to submit his ads to the internet marketing ezine community.

Be creative and you can go "on and on" about "how to get into other target markets," but those examples should help point the way for some of you who are hoping to expand their market.

See you on the Front Page,

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This article was written by Richard Bolduc, webmaster for The Rhinos Web, a featured speaker and the well known author of "Front Page, Webmasters Guide to the Search engines." Find Out WHY Every Website YOU Submit CAN Land on the Front Page. Results Shown Here. <http://www.rhinosweb.com/frontpage.html>
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