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Since it only takes a few days to start seeing a profit, even if you start today, bum marketing is a great way for people who are just starting out to make money online. However, you still find a lot of aspiring Internet marketers struggling to make bum marketing work, and this is due to various reasons. In this article we will be looking at how one can make a profit from bum marketing.

Perhaps you decide you want to get into online dating and promote the Match.com affiliate program. Then with bum marketing, you will want to write your own unique Match.com review and track it with a analytics script like [Clicky](#).

Effective Keyword Research: Keyword research is the root of any good bum marketing campaign. That's right, without knowing what keywords to target and how to target them, it's impossible to find success with bum marketing. If you don't have the best keywords you aren't going to get the ranking you want when you submit your articles and that will make it really hard to get the traffic from the search engines that you want. The keywords you should focus on in a bum marketing campaign are known as "buyer" keywords and are usually long tail formats. These keyword phrases are highly targeted and are usually used by people that are looking for a specific solution. If you can give them this solution with your articles there's a very high chance that the reader is going to want to click on the links in your resource box and check out the affiliate offers you're trying to promote. So, in a way, how much money you make through your bum marketing campaign is dependent upon the keywords that you choose to target with it.

Go Beyond Article Directories: You need to do more than just submit a bunch of articles to a bunch of directories, doing this limits the amount of success that you can achieve. There are a lot of different options available to you like making your own Squidoo Lens or building some HubPages. These are also authority sites that are trusted and liked by Google and the other major search engines, which is why targeting them would be a good idea to improve your ranking for your targeted keywords. Your main aim with any bum marketing campaign is to generate sales to the affiliate offer you're promoting, which means that if you go beyond article directories, you'll be able to get a higher number of sales by ranking for various keyword phrases, and maybe even dominating the first results page for a particular keyword.

Stay Up to Date: If you want to ensure your bum marketing success and that you are targeting the best niches, you need to make sure that you keep yourself updated all the time. You ought to know what's happening in the niches you target as well as whether or not there are any opportunities that would be a good fit for you. You should consider using Google Alerts Service for help here as it can keep you updated about any developments, news items, etc that involve your keywords or niches that you can use for inspiration in the production of articles for your own bum marketing campaigns. It's easier to outshine your competition when you are well informed.

Your articles have to offer your audience value because it's the only way to achieve long term success with bum marketing.

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