



# The Guerrilla Internet Marketing Institute

## There's a Big Problem With the Advertising Industry

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*Yes, there's a big problem in the advertising world these days. It used to be that whenever companies wanted to advertise something, they would just throw a bunch of money at it and see how much of it would "stick." They would take out a TV commercial or a "prime time" spot on the radio, or an ad in magazines. Or, they would spend millions on a Super Bowl commercial...*

Then, the Internet comes out... then banner ads, then scams... and no telling what else...

...but the principles are all the same.

Blast your ads to the world and hope something "sticks" somewhere "out there" in the Great Void of the Universe.

I don't know if you've noticed it or not, but the effectiveness of that strategy is about as useful as driving nails with the handle of a screwdriver. Can you make an eventual dent? Maybe... it all depends on how long you want to beat your head against a wall trying unproven methods.



That's not to say that you can't make a dent using old methods like that—I'm just not going to lead you to believe that you're going to make a lot of “headway” doing it.

People fast-forward through TV commercials now with their TiVo's. Browsers nowadays come with built-in popup blockers. People have just been more conditioned to ignore advertisements.

You know what I mean...

You probably do your best to ignore advertisements, too.

Come on! Admit it! You can tell me... I won't divulge your secrets or any confessions you make to me.

I used to be an Internet Skeptic. I used to make a joke about making money on the Internet by telling people to write a book on—you guessed it---how to make money on the Internet.

I know I probably came across as cruel to the uninitiated, but I did get my point across. On a few rare occasions someone actually “got it.”

Get it?

Enter viral marketing, also known as "word of mouth" marketing. It's been happening since the Garden of Eden: don't believe me? Ask Adam and Eve. It's one of the best forms of marketing to this day, and no matter how much other strategies are declining, viral marketing and “word of mouth” advertising is becoming more important to the way you do business.

When a web site is REALLY good, people just tell each other about it naturally. Remember when Amazon first got started? For that matter, do you remember when Facebook got started?

Now, look at them!

And then all the new people who “just found out” about it by word of mouth tell their friends... and on, and on, and on...

They like it so much, they just start telling everyone about it.

Before you know it, the owners of the web servers are struggling to keep their sites alive because there's so many people visiting it every second.

Sigh... don't you wish you had that problem?

The real power of viral marketing, though, lies in the fact that people trust it as a reliable source of information; especially when they get that information from a friend, or someone they know.

Think about it for a second: One of the biggest reasons people are ignoring more and more advertising nowadays is because most ads you read on the Internet are just downright BS! What they're saying just isn't true!

So, why should people waste their time reading and watching things that **may not be** true?

On the other hand, if your friend, or your family member gives you a recommendation, you're more likely to trust their recommendation and check it out.

And that's where it boils down: TRUST.

In an age of information overload, and declining advertising effectiveness, there seems to be one method of marketing which will never go away. No matter how bad it gets for "conventional" marketing and advertising, people will still respect the recommendations of people they know.

Word of mouth advertising, when it becomes “viral” is then given a new catalyst.

So the real question is, then, how do you get people to recommend your site to their friends? You can use a "Tell A Friend" snippet of code on your web page, or some sort of referral system that you're familiar with.

I've been using Viralets for some time now, besides telling everybody I know on Facebook. Viralets has worked wonders for me and has given my web sites more exposure than I thought could happen.

For example: take a look at [\*"Discover How to Appear Like a Big Corporation With a Virtual Office and PBX!"\*](#) to see how Viralets.com works. Give it a try and see if it works for you.

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