

Marketing Strategy From Hell

Marketing Strategies? I visited a marketing site today, and have vowed to never return to it. Ever. There was a link to a page entitled marketing strategies, which I assumed would be an article of some description, so I follow the link, but end up on a page talking about another page that I could go to which is apparently about marketing strategies. So I followed the link to another page of text but all I can see is a whopping box blinking at me in bright yellow telling me I should "click here in this box within the next two minutes to receive something that is ABSOLUTELY free" (of course), or something just as irritating. That is NOT good marketing, in my opinion. That is VERY annoying. Not only that, even if I tried to scroll down the page, the flashing box FOLLOWED me like a bad smell, and I could hardly read the text because of the distraction of the great, flashing box stalking my every move. Surely they do not consider this a clever marketing strategy. That is tacky, and ridiculously annoying and certainly off-putting and did I mention annoying? I suppose, on reflection, that I did learn something about marketing strategy from that site, if you count what not to do as a useful lesson;..