

## RUBBERNECK MARKETING SYNDROME

By Wayne Shillum, MCIInst.M  
President  
WES Marketing  
wshill.pso@gmail.com

Rubberneck marketing syndrome happens when people are unfamiliar with new unproven marketing methods and jump into the middle of things. As they discover new ideas and methods it becomes very easy to get carried away with making the latest promises of results and rewards.

If your latest promise or method does not work, try a new one and just maybe, one will eventually click. After all, isn't marketing trial and error anyway? Certainly Rubberneck Marketing is! What I see is more like hit and run. No immediate results then "Move On."

What happened to patience and due diligence?

Today is the time of instant gratification. We want results immediately, and if they are not instantaneous, then the method must be wrong. Yes, some ideas have instant success; and there is nothing wrong with that, but most often they do not have longevity and are not able to produce sustainability for the business.

It's like the old adage of a kid in a candy store. **For me it was more like watching the bull in a china shop.**

During my career of over 35 years, I had been involved in what I call conventional Sales and Marketing and I was very successful at it. During the years of 2001 and beyond, the lure of the Internet had me taking my first baby steps into this new marketing frontier.

I hired someone to create a web site for my company.

After a few years, being the hands-on type person that I am, I began to want some creative input and was given limited access to make changes. After trying many things and crashing my site more times than I care to remember, and frustrating my site managers, I decided to take control (a decision I do not regret).

It was here where I began to observe the early stages of the Internet "*Rubberneck Marketing Syndrome*" and the dangers attached.

I had been very successful following the proven traditional methods during my career and in 2011, I retired from my manufacturing company and decided to write "*How To*" books based on my 35 years plus experience in the selling and marketing professions.

Before publication and during the drafting of my 8 books (6 in sales and 2 in marketing), and not wanting to be behind the times in either area, I began a further investigation of Internet Marketing. I wanted to have a firm grasp on this form of selling and marketing to speak intelligently about it.

A year later in 2012, with the initial research for my books completed, I was able to provide up-to-date information. In 2013, my books were published and made available on Kindle (ebooks) and Create Space for soft cover.

In my quest to learn everything I could about the Internet, I had investigated many sites and marketing methods, adding my email address to many different offerings, and after a very short while, I began to see how Rubbernecking can take over with the results of total confusion and uncertainty.

Old rules of conduct were lost and *Rubberneck Marketing Syndrome* was the result.

It seemed like this new concept gave free parameters to promise anything to everyone whatever the results - and it was happening. If it did not work try something else. Confusion and negative results became the story for the majority of people. Who do you believe, and what do you believe was the result.

I recently gave advice to someone who was not having luck in marketing their products on the Internet. They thanked me, and said they would try my suggestions. Two days later, they called and said my ideas were not working and they would be trying something else.

Marketers have now become their own worst enemy by jumping from one idea to the next; and as a result, they are confused and certainly the buying public is also a victim of the Rubberneck Marketing Syndrome.

### **How to Help Cure Internet Rubberneck Marketing Syndrome**

*Bring back Integrity - Bring back Quality - Bring back Real Benefits*

*Bring back Honesty - Bring back Ethics – Bring back Patience and Due Diligence*

*Time wounds all heals*, and eventually these people producing and nourishing the extreme rubberneck marketing syndrome will self destruct. We as marketers and sales people must do our part to help the Internet become a safer place to inhabit and do business.

I recently watched a FREE webinar about how Internet marketing has changed over the last few years. I could not help but wonder, as the presenters described how and why these old Internet Marketing methods were not working, if they really **would say why**.

They spoke of conversion rates diminishing along with other negative conditions and then presented yet another opportunity to learn how to adapt to the changes and offered a new marketing training method - "Of Course" - at a cost!

Good marketing is a constant, and is sustainable.

### **Gimmicks always need to be changed!**

Successful sales and marketing is all about offering quality products and services that provide benefits for the customer and presented in an ethical proven way. As long as that remains as the main objective of the marketer or seller, you have a winner and longevity in your business or profession as a sales person.

What has really happened in Internet Marketing is that misleading methods have been used to attract and seduce the public to offers of false hopes of getting rich. For example, you may see, "Join our group and make six figure incomes on-line and work only 2 - 3 hours a day."

These presentations do not reveal the facts that some statistics show - that approximately only 2% of the people involved are making the big money, approximately 4% are making some and 94% are making the 2% rich.

What happens is that before these schemes are discovered as misleading or false, the presenters have already introduced an improved version to replace the old, or have moved on to the next glistening opportunity of how to become rich - and the Rubberneck Marketing Syndrome continues.

Internet Marketing is paying the price.

These opportunists are selling the sizzle not the benefit and have already introduced the self-destructive mechanisms that are casting suspicion over a great marketing tool (The Internet), and placing doubt and fear in the minds of potential clients and customers.

These self-proclaimed gurus who offer everyone the secret path to riches fail to mention that they will be the first ones in line getting rich while you seek the same. They need to produce new ideas to perpetuate their income, while their followers are true victims of Rubberneck Marketing Syndrome.

It is no wonder that governments are stepping in to regulate Internet Marketing.

Many entities on the Internet offer great services and products, and deliver what they promise, but they too will pay the price of new regulations and restrictions.

We will always have a certain degree of rubbernecking and hopefully Rubberneck Marketing will dissipate while the void it leaves is taken by good marketing, and the patience needed to give good marketing time to work.