
With your darling ALEXA, please don't murder new ideas

A letter to LAZY Advertisers

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Nepal has a lot of home grown talents with best potential on achieving bigger milestones on online businesses. Your discouragement, just because you are lazy, will stop them from knocking global goals. Nobody is asking you free money; they are just asking a chance to perform.



👁 Sanat Neupane

👤 Author's Commentary

Not that I am very unhappy with SUVADIN ads :) . Love affair of rating sites and lazy advertisers and sometimes manipulated by corrupt brokers really not creating a conducive

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Dear LAZY Advertisers:

"We are not top in Alexa"- this will be the most common reply from sales head if anyone has recently launched any advertisement based online portal. The professional is not lying. It is a bitter fact and a sweet excuse. That is why many online portals appear and vanish and if anyone has launched a new one, many will either laugh or ignore or wait for the shutdown.

Meet any youth today. Out of 10, 3 probably will be engaged in any online portal endeavor, news, e-commerce, or app development. They will either be hyper-excited, or 'don't know next', or hyper-frustrated. Only a few, probably someone with a blessing of a 'big source' or someone who knows alexa will be a smiling happy person.

Only the few ones who 'became ham for the breakfast' will realize the pain of setting up a new venture.

Having led a few institutions and designed a few new products, I very well understand the labor pain of giving birth to an idea as an enterprise. Those who found surrogate mothers to start their new venture in name of a fancy startup or a news slave subsidiary of a renowned corporate house would have very less idea of this labor pain unless their '*prabhu*' is someone who challenged them with resources as ego or as a grooming experiment.

Only the few ones who 'became ham for the breakfast' will realize the pain of setting up a new venture. Story is even different when it is about resource limitation. From finding a new office to procuring initial equipment to paying rents to appointing founding team members, each moment is a struggle. Oh, those nightmares of ideas; elimination and application of features and early morning idea hangovers, so addictive yet painful. Life for a while pendulums between hope and depression. This time, only a few of your friends are with you, that too the unexpected ones. And family, only a few would understand what the hell is happening still you have their good wishes and blessings.

After all this, the online enterprise becomes ready. Many for features, innovations, execution, and the team usually appreciate it. And there they come to you for advertisement and you type their domain in rating sites like alexa and say some bullshit.

By discouraging new online platforms just because you are lazy or unwelcoming, or busy, you are creating a new deadly syndicate and killing new talents.

Lazy you, you do not even have energy to explore the portal and give feedback. It is your job! Yes, job of a marketing professional of a company also is to evaluate, be updated on the new platform and explore in all what regular, traditional, innovative, and radical ways can and if that platform could be positively exploited. How will otherwise platform innovations take place? How will new avenues be created to reach to the right person through the right means? If everyone were like you, you would not have had Facebook to promote your products today. And it is a continuous process, not a one time feed and then harping three top-of-the-mind brands. By discouraging new online platforms just because you are lazy or unwelcoming, or busy, you are creating a new deadly syndicate and killing new talents.

We keep talking about brain drains. But retention has too many complicated nodes. One of them is encouraging new talent and ideas and ventures. If you are marketing professional or a advertisement provider, recommender, influencer, or decision maker, please listen to the idea, give your finger tips a few changes to hit the keyboard and see what it is about. Online portals can not be best explained in presentations and speeches. And the developer is not always a fool not just bring another me too site to you. It can be best presented when you hit the domain and hang around a few minutes there clicking few buttons you like. That much effort is at least expected by that person who has put in his dream and resources into it. If there were no online ad spaces, your product would not have been what it is today and may probably die in near future!

Relying on rating sites to decide whether or not to place an advertisement of your company is seeking surgery suggestions from a pharmacist.

Now for alexa, or w3bin, or any other such rating sites, don't rely too much on them. Relying on rating sites to decide whether or not to place an advertisement of your company is seeking surgery suggestions from a pharmacist. There are too many parameters to evaluate the quality of a site besides traffic and engagement and stupid alexa ranking which can be easily influenced. If you do not know, you better learn it, as it is part of your job. If you do not know who provides the training, just Google.

If you do not believe, just check your own company's site's alexa reports and compare with google analytics. If you do not receive a shock, please do not read this article anymore.

Please do not expect online sites to give you results just like daily print newspapers. Online sites can give you much more besides just informing your customers about your product or service. You just need to have courage to experiment and wisdom to select, and tact to innovate.

I have one suggestion, do not parasite on alexa. Rather, involve experts and make your own rules. You may include the following simple steps:

1. Listen to new ideas and tell the service provider to come after 3 days
2. Let someone in your team visit the site and involve in interesting features and give you feedback
3. Visit the site yourself and explore it, find a new competitive edge it can provide you
4. Give feedback, engage, and make a decision.
5. End with a good note, never know when the side of the table reverses

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Comments
