

Title:

Advertising and Promoting Using Articles

Word Count:

631

Summary:

A very efficient method to advertise your professional services, the products you are selling or simply to show how educated you are in a particular niche is by using the highly beneficial method of article marketing.

Keywords:

article marketing, articles, promotion, writing articles, internet marketing, submitting articles

Article Body:

A very efficient method to advertise your professional services, the products you are selling or simply to show how educated you are in a particular niche is by using the highly beneficial method of article marketing.

These articles that enclose at the end a short presentation of you or your business can be about various solution to actual problems, about everyday life or any other topic that will interest and inform a reader about the subject. There are many sites to which you can submit these articles to, or if you have a database of your customers' emails, just drop them an email containing the article and a link to your personal site or professional site. Over time, it is hoped that your article will be syndicated on websites throughout the internet.

The articles can generally be copied from one article submission site to the other as long as the content belongs to you and you are not stealing someone else's work. There is a huge demand for content on the internet, it's what keeps the search engines hungry, and with so many website owners and ezine publishers regularly looking for fresh content, chances are that your article will not only be used on article directories but also on several other sites.

The more interesting and informative an article is, the more people will read and remember it. Even if you don't have experience with writing, there are some benefits that may persuade you to give it a try:

- It may improve the way you convey your thoughts on a subject.
- It will bring your website visibility.

- If it's written well it will may help someone.
- You can prove your knowledge in your professional areas.

Publishing articles means they have to contain mostly useful information and just a little bit of advertising. If they don't follow this rule, you might end up with an un-publishable article. The promotion area of the article is usually meant for the end of that article, known as the "resource box". As an article directory owner myself, I know that there are many authors who insist on placing links to their website throughout the article, but I would suggest that having an informative article with the links to "further information" in the resource box is a much clearer and better structured approach.

Articles are meant to inform the reader of a particular subject, and not merely persuade the reader to visit your site with every paragraph written. In fact, should you have a good enough article, the reader will more than likely choose to visit the site in your resource box in any case. I recently received an article that contained 11 links in a 200-word article! This DID NOT include the resource box where a further 4 links were provided. Needless to say the article was rejected, so make sure your articles are interesting and informative with promotion left to the appropriate section.

There are other things you could do with articles if you are willing to spend some money. There are different publicity sites, ranked high in search engines that for a fee will publish your article on their site for a limited period of time. The fee is not high usually, but can provide publicity should you choose this route. But if this choice is the one that appeals to you the most, you must make sure the article is really good, so good that it can compete with all the other articles on that site. The user can see them all at the same time and you must think of ways to make him choose to read yours. If you have tried and you are not confident you can do it on your own, you can always hire a professional.