

ARTICLE MARKETING

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Article marketing is the production of articles that appeal to the interest of a targeted audience. The content does not include sales messages. Instead, it provides informative content that shares the business expertise in a particular niche.



BENEFITS

- ◆ Simple and easy way to increase business profits
- ◆ Establish credibility
- ◆ Build expertise
- ◆ Inform existing and potential customers about your products and services
- ◆ Build brand recognition
- ◆ Increases the chance of connecting with a target audience
- ◆ Positions the business as “the go-to expert”

Articles create targeted traffic for a business, and they increase the business’s chances of making a sale.

They differ from blog posts. Blogs offer brief information that’s often opinionated. Articles only provide credible and reliable information. Like blogs, they have a target audience, and they add to conversations. However, articles require more research and their length is longer. Articles provide readers with fresh, urgent and need-to know content. They require extensive research and reliable sources like government websites and interviews with industry insiders and experts. They incorporate items

like surveys, charts and photographs to help explain the story in a way that the reader will understand. Evaluating the audience and the publication determines the best approach to the article’s style, structure and voice.

The article itself isn’t meant to sell the business or its products and services. Instead, it provides information to help the reader solve a problem. A business can place links in the article to connect to related articles or resources on its website.

A business can also include a resource box as part within the article
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resource box within the article. The box can include information on how the reader can take action. For instance, it can list organizations, factsheets and the company's website.

Once an article is written, it's placed either in print publications or an online publications, like magazines or newspapers. The article can also appear in newsletters and as guest blog posts.

Marketing articles successfully requires producing high volume, quality content. The more articles produced, the more they drive traffic to the business and increase sales.

B.Y. Communications Worldwide can help you generate high-count, quality articles for your marketing purposes.

We deliver your message. We create content that resonates and connects with your audience.



Sources:

"Commerce Diagram Means Marketing Sales and Profit," Image courtesy of Stuart Miles
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