

Article Marketing: An Introduction

Article Marketing 101: *-What is it? -Why it works -What's in it for me?*

Article Marketing is about writing quality original articles to promote you, your business, your products and your organization. It's about exposure and pre-qualified traffic/visitor attraction back to your website.

The (3) Keys to Article Marketing:

- (1) Create great, original content to position you as an expert in your niche.
- (2) Create great, original content that does not "sell" or promote in your article body content, but provides useful information for your reader.
- (3) Submit your best original content frequently to <http://EzineArticles.com/> to build a steady stream of traffic back to your website.

You may be asking yourself:

"How can I promote myself if I can't make a pitch in the article?"

The key concept is to use your article body to share your unique expertise. The Resource Box at the bottom of the article submission page is where you provide a link back to your website.

*"The Article Body Is Where You Give;
The Resource Box Is Where You Take."*

-Christopher Knight
CEO of EzineArticles.com

Provide just enough information in the resource box to whet your readers' appetite for more and they will be more inclined to visit your site. Make sure the information in your article body relates to the information in your resource box. Once at your site, you have the opportunity to deliver your pitch.

Another reason not to sell in your article body, is that ezine and web publishers don't want to re-publish sales literature. By keeping your promotional content within the Resource Box, you increase your article and link visibility and your chances of being republished.

Article marketing is about generating traffic and leading qualified prospects to your website.

Ready to Submit Your Next Set of Quality Original Articles?

<http://EzineArticles.com/>