

# Article

## MARKETING SECRETS



The Complete Guide to Successful  
**ARTICLE MARKETING**

“Complete Guide To Successful Article Marketing”

# Complete Guide To Successful Article Marketing

Seven Steps To Driving Traffic With Articles!

Brought to You By..

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<http://onlinewealthpartner.com>

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# “Complete Guide To Successful Article Marketing”

## Introduction

Article marketing is one of the best ways to drive a steady and consistent flow of traffic and quality backlinks to your blog, capture page or website. What makes article marketing so effective is that it's a strategy that creates both immediate and long term traffic online. Article marketing is a strategy anyone can implement to promote a product, service or website. It is a method that doesn't require any special skills and it is powerful.

### ***So what exactly is article marketing?***

Article marketing involves writing a piece of content, distributing it, promoting it on the internet to drive traffic and attract targeted leads to your sites. Effective article marketing can create rapid traffic generation and build powerful backlinks that give your site the "juice" it needs to rank in the search engines.

Article marketing is so powerful that it can potentially deliver thousands of visitors every month!

This ebook was designed to be a comprehensive guide and resource to implementing successful article marketing campaigns. You will learn various strategies for article marketing as we walk

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you through the correct methods and tools for maximum exposure and benefits.

**Here's what this in-depth ebook covers:**

- o Establishing a clear article marketing strategy
- o Article Marketing Techniques for more traffic and leads
- o How craft your articles for Search Engine Optimization (SEO)
- o Time saving tips using simple submission tools
- o What spinning is and how to do it
- o Where to submit your articles
- o How to use article submission software
- o How you can promote your articles
- o How you can repurpose your articles to produce more content and boost profits
- o Outsourcing Tips
- o and more!

Article marketing is a tried and true internet marketing strategy that continues to provide powerful results for online marketers looking to promote their products, services and brand.

Also referred to as content marketing, article marketing is an essential method used by a vast majority of online marketers to increase traffic to their websites, increase the number of leads and increase their profits.

The downside to effective article marketing is that it can be time consuming, and if done incorrectly, can end up being a huge waste of time and effort. Therefore it is critical to understand that article marketing must be done the right way to see great results.

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Your goal is to be as efficient and effective as possible to maximize the short and long term results. That means spending the least amount of time, energy and money to get the best results with less work.

### **Establishing Your Article Marketing Strategy**

Understanding why you are using article marketing as a business building strategy is the first step and one that cannot be ignored. Knowing what you want to accomplish, what topics you will talk about, and the steps you need to take to attract your target market is imperative to ensure positive results.

Having a solid strategy allows you to routinely follow a game plan. You will know why you are choosing specific topics and



keywords. You will have a template for creating a hypnotic title, a format for your article body and a certain way of creating your resource box. You'll know when and where to submit your articles and you'll have a

checklist for promoting your articles.

Your two main objectives are to drive traffic and build backlinks to your site. Your first focus should be centered around getting the highest number of click-throughs from your article to your blog (i.e. getting as many readers as possible to click on the links embedded in your resource box). You accomplish this by providing high quality content that drives the reader to want

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to learn more from you. Your goal will also be to get your content ranked on the first page of the search engines to maximize readership.

Your second focus is on building high quality backlinks to your site. Having a high number of quality backlinks to your site will improve your site's rankings on major search engines like Google, Yahoo and MSN.

If you can consistently produce high quality articles that attract readers and get them to click on the link in your resource box; while also working on your Search Engine Optimization (SEO) strategy, you will see a huge shift in the amount of traffic you drive to your online business.

### **Tips for Writing Effective Articles**

The mark of a great article is one that provides value to its reader and solves the reader's problem. You have to know your target audience. What are they like? What challenges or problems do they have? What solutions are they searching for?

Knowing what your target market wants will help you create appropriate content based on their needs. As long as you educate, engage and entertain them, you'll achieve great results.

### **The Importance of Keyword Research**

Before you even write one word, you must first take a few minutes to choose a strong target keyword. Effective article

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marketing is not just about writing what comes to mind. It's about strategically creating content that will bring you traffic.

By choosing a target keyword or phrase that people are searching for, you are greatly increasing the chances your article not only gets found, but also gets read. You can write a really great article on “How to Build a Paper Teacup” but if no one is searching for it - NO ONE WILL FIND IT!



You can use the Google Keyword Tool or a keyword research tool like [Market Samurai](#) to find a keyword with at least a few hundred searches a month, but one that does not have too much competition.

### Creating A Compelling Title

The title is one of the most important parts of your entire article. If you are unable to grab your readers' attention with a compelling headline, all your hard work is wasted.

Most people make a decision to read an article based on their degree of interest when reading the title. So how do we come up with the perfect title?

Your title should include the following:

1. Your target keyword or phrase

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2. The benefit the reader can get from your article
3. Try using numbers in your title - people love lists, steps, tips and
4. Use How-To and Guide when applicable

For example, which of the following titles would pique more interest?

“How To Generate Traffic To Your Blog” OR “How To Generate Traffic To Your Blog In 5 Easy Steps For More Opt-ins and Profits.”

I can guarantee that you would attract a lot more people with the second title, because it clearly states the benefit and the benefit is measurable so people know exactly what to expect.

### **Writing The Body of The Article**

The main body of content in your article should provide massive value to your readers. The first sentence of your article should reiterate your article title highlighting the benefits readers will receive if they continue to read. It should also contain your target keyword.

Your article should be concise and to the point, delivering on what you promised in the title. This is critical because you can have the best title in the world, but if you fall short of delivering the solution or your article does not deliver on the title you will lose the reader. You gain the trust of the reader

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in the title, and maintain this trust in the body of the article.

You also want to make sure your article is keyword rich which will allow you to boost your search engine ranking.

If you are writing articles on your blog, I recommend you getting the tool [SEOPressor](#) to help guide you in making sure your entire article is set up for maximum SEO results. It's a great checklist that checks your article before you submit to make sure you have not missed an SEO opportunity.

### **Crafting A Compelling Resource Box**

When you do article marketing, you want to leverage the power of one single article to get more traffic and backlinks to your site.

Crafting a compelling resource box is extremely important and it will make a huge difference in your traffic flow over the long haul. The resource box of an article should be crafted in a way that compels the reader to want to click the link to get more information from you.

### **Including Anchor Text**

You want to spend time on your resource box, making sure to have different anchor text links for each page you want to rank. Many article marketers are confused though about the resource box

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links, because they don't know if they should put anchor text links, plain text links, or both.

While the types of anchor text and how many depend on the guidelines outlined by each article directory you are submitting, the strategy should be the same.

It's your goal to have your article published by as many article directories as possible. Including one or two **plain text links** (ex. <http://www.yourlink.com>) in the article resource box will increase your chances of your submission being accepted.

Including html code presents a challenge in that it makes it

**Author SIG - Resource Box**

**Problems: (For more information please read our [Editorial Guidelines](#))**  
Your resource box should not be more than 15% of your article body length. Create 1 to 3 sentences (max) that encapsulates the essence of what make you and your offer unique.

Custom

**<b>Want to discover the "secret" system that potty trains your small dog in under 24 hours?</b> Check out <http://www.yourwebsitehere.com> for all the details, *PLUS* a special **FREE** potty training offer!**

Our [Dog Potty Training](http://www.yourwebsitehere.com) website is the **#1 resource** for animal lovers to find **fast and easy solutions** to all their dog training problems!

Word Count:  (300 words max)

more difficult for article directories to publish your articles but if permitted include as **many anchor text links pointing to your site** as possible.

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Here is an example of a html link: `<a href="http://www.yourlink.com">Your Target Keyword or phrase here</a>`  
or `<a href="http://www.yourlink.com">http://www.yourlink.com</a>`

Be aware that some directories do not allow html code so you will need to type your keyword and hyperlink it.

**To maximize your article submissions include at least one plain text link to ensure your article has an active link in it.** This way, you still have an opportunity for your article to be picked up and distributed to the article directories text-based newsletter subscribers.

Note: Create a notepad file and keep three or four variations of your article resource boxes. You should also create a plain text version and a html version. This will save you time every time you get ready to submit a new article. All you'll need to do is open your notepad file, copy, then paste the version that works according to each directories guidelines.

When creating your resource box you will want to avoid being overly promotional and pitchy. This is not the place to sell your readers on your products or programs.

This is your opportunity to tell your readers about your irresistible offer. Do you have a free report, marketing tips or another free resource on your site?

Keep this in mind...If they are reading your resources box, then they more than likely took the time to read your article. So they must like something about the value you've provided. You

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don't want to lose a targeted reader such as this because you tried to close the deal in the resource box.

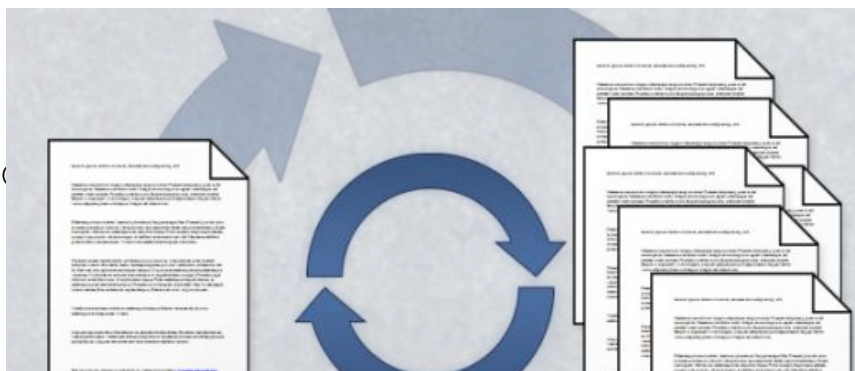
Your goal is to move them from your article to your blog, website or capture page where you can then make your pitch.

### Spinning your article

Once you have written your original article, you may decide to spin it. Spinning articles is a technique that allows you to rewrite existing articles by replacing words, sentences or entire paragraphs to create semi-unique versions of your original article. Love it or hate it, article spinning is a very controversial topic. Some marketers swear by the technique and have had great results, while other marketers say it only creates poor quality content and is a waste of time.

Once you have written one article, you might want to spin it in order to create different versions of your original article. **Spinning articles** is a technique that enables you to rewrite existing articles partially or entirely by replacing words, sentences or paragraphs.

By creating a spun article, you create hundreds of unique articles. You can publish each variation of your original article to a different site, which will help you get hundreds, maybe thousands of backlinks to your website.



If you choose to spin your article (either manually or

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using an automated tool like [SpinRewriter2.0](#) or [TheBestSpinner](#)) you will want to spin it until it's around 30% unique. You can find a tool that will tell you how unique it is. To have an article that is 30% unique is the absolute bare minimum of uniqueness. In fact you want to spin articles to a very high uniqueness and to do this you may need to rewrite parts of your article and you'll have to spin sentences and paragraphs, not just words. This is where it can become extremely time consuming but you always have the option to outsource the spinning. After spinning, you'll have an article ready for mass submission.

### **Automated Spinning Software**

There are a number of free and paid article spinning tools that will automate the spinning process for you.

Automated spinning tools can save you a lot of time and effort, but you should keep in mind that it more often than not, the quality of your article will suffer. If you want to avoid your articles being rejected by top article directories and blog networks make sure your articles are unique and of good quality.

### **Submitting Your Articles**

There are a number of places on the web to submit your articles. From ezines and article directories to blog networks, the possibilities are almost endless.

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The most popular are article directories, which are free and will allow you to get massive exposure to generate traffic to your sites.

Here is a list of the top article directories you should be submitting your content to:

- oEzineArticles
- oGoArticles
- oArticleBases
- oArticle Dashboard
- oArticle City
- oBuzzle
- oSearchwarp

If you do not want to submit your content manually, use an article submission tool that allows you to upload your content one time and auto submit to dozens of sites at once. You can even choose to use an article spinner to generate different versions of your article to be submitted to other lower ranking sites across the web building even more backlinks.

The **best article directories** to submit to are ones with high page rank, accept high quality articles, generate tons of traffic and are able to review and accept your articles quickly.

To increase the success of your article submissions, make sure to familiarize yourself with each directories guidelines and abide by their rules. Be careful of content you have purchased through PLR sites (articles sold to a number of people), as this can cause your articles to get flagged as duplicate content. In some cases you can run into the risk of having your accounts banned.

## **Article Submission Tools**

To save time, you may want to consider using a reputable article submission software, which will automate the submission process for you. Having a quick and easy article marketing tool that drives traffic to your site can mean the difference between a few leads and a lot of leads from your article marketing efforts.

The main problem for marketers looking to do article marketing is that it is a very time-consuming traffic generation method. It takes time to brainstorm a topic, do keyword research and write your content. Then once your content has been created you must effectively promote it to maximize your traffic. For these very reasons, many struggling marketers have all but given up on article marketing.

The mark of a great article submission tool is one that is quick, easy and convenient! Article submission software will allow you to submit articles to a large number of directories. While there are some directories which block submitter software, for the most part you will be able to save a huge amount of time.

Here is my favorite article submission software tool - [Click HERE](#)

**Lower PR rank directories to build backlinks**



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While you want to submit your best work to the high PR directories, don't miss the opportunity to submit your spun articles to lower PR rank sites. Now is the time where you take your spun article and submit it to thousands upon thousands of article directories. Doing so will build tons of backlinks and the SEO benefits are huge. Google will give you a major boost in rankings for your targeted keyword.



### **A r t i c l e S u b m i s s i o n T o B l o g s a n d B l o g N e t w o r k s**

Article directories are not the only place where you can submit or post your articles. There are a number of other sites to generate leads and drive traffic from. A

great way to broaden your audience and reach is to submit your articles to blogs.

Getting your articles published on various blog networks allows you to reach a lot more websites compared to article directories alone. This gives you an increased number of one-way backlinks from hundreds or even thousands of different sites, and more traffic. In addition some of these blogs have huge amounts of daily visitors.

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## **Article Submission To Online Properties**

Sites such as Wikis, Squidoo.com and Hubpages.com are great sites, which gives its users the ability share information online. Wikis, social networking sites and video sharing sites are all considered Web 2.0 sites.

As people come across your content, if they like it and find value in it, they tend to share it with their own personal networks. They can bookmark and share your articles with their friends, creating viral social buzz. This allows you to leverage the power of other social sites (many of which hold authority in the search engines) that have hundreds of thousands, even millions of active members and visitors per day.

Here is a list of sites you can use to publish articles to for increased traffic, backlinks and leads:

- o **Squidoo.com:** create a Squidoo lens made up of modules that include text and video
- o **Hubpages.com:** publish hubs. Your content much be unique and can not be published anywhere else on the web.
- o **Wikis**
- o **Ning sites:** Submit articles and blog posts in a shared social community.

### **Wikis:**

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A **wiki** is a website where users can add, modify, or delete its content. Site such as Wikipedia and Wikihow.com are sites where you can provide others with valuable information and become a respected member of the community.

How-to sites are also very popular for users and many hold great authority with search engines such as Google, Yahoo and Bing. You can promote your expertise by creating how-to articles and tutorials within your niche.

Speaking of tutorials, Ehow.com will enable you to publish valuable advice in the form of how-to step-by-step tutorials. Interested in writing for eHow? You will first need to apply and become an established expert prior to being allowed to submit content. To find out more information or apply, visit [Demand Studios](#).

### **Networked Blogs and Forums:**

There are a ton of great networking sites online that allow its members to add content in the form of blogs or articles. This can be a great way to attract targeted traffic and get more exposure. For example if you are a network marketer in the home based business industry you can register to you can register at BetterNetworker.com or Homebasedbusiness.com and publish your content there. Ning sites are also niche specific sites where you can share your quality content.

### **How To Find Active Forums:**

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To find active forums where you can promote your articles you will want to do a search. Go to your Google search bar, type in your “target keyword + community / forum / network”. See which sites come up, choosing those that are active and have a lot of traffic. Use alexa.com or compete.com to find out how the site ranks and the number of monthly visitors. Newer or smaller sites may not have enough data so you can also pick forums with a large number of members. These are the sites you will want to join to promote your articles on.

These sites are great for interacting, inviting people to visit your site and sharing value. For example, if my niche is internet marketing, I’ll type internet marketing + forum, then internet marketing + community, then internet marketing + network.

If you are consistent in your efforts to get your articles on a large number of sites you will never be short of visitors and leads. The more traffic you drive to your sites and the better search engines rankings for your site’s pages. Moreover, by publishing helpful, quality articles and interacting with the communities on these sites, you will also build your reputation.

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### Promoting Articles With Social Bookmarking

Once you have submitted your articles to the article directories, you can get even more exposure and backlinks from promoting your content on Social Bookmarking Sites. This is an effective way to get your content to rank higher in the search engines. Here are a few suggestions on ways to promote your article to increase exposure and traffic by promoting articles on social bookmarking sites.

There are many **bookmarking sites** where you can bookmark articles. Here is a list of the most popular ones that every marketer should be using:

- o **Digg.com:** Increase your traffic by using their customizable widget to build digg story lists from your site's content.

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- o **Stumbleupon.com:** This site has a page rank of 8 and is really a great site to bookmark your own content and your articles. Stumbleupon has a lot of authority with search engines such as Google, which is great for boosting your rankings.
- o **Delicious.com:** One of the biggest bookmarking sites to date, this social news sharing sites sees a massive amount of traffic.
- o **Mister-Wong.com:** A leading social bookmarking service with over **1 million users** globally. it has a PR 8 and, is available in 6 languages and you can search for the best websites, save them and share them with others.
- o **Reddit.com:** This site provides user-generated news links. It is a source for what's new and popular online.
- o **Folkd.com:** this site has a PR7 and Google also picks links from there.

For a complete list of the top 15 social bookmarking sites visit <http://www.ebizmba.com/articles/social-bookmarking-websites>

What are the benefits of promoting your content on Social Bookmarking sites:

- You can get your articles index by the search engines: Google robots scour the web daily and will be able to find your page if you bookmark it. The more articles Google finds that link back to your original content on your blog or website, the more favorable Google will see your site which helps you increase your search engine rankings.

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- Drive traffic to your articles: social bookmarking sites drive a lot of visitors daily and so you can increase your readership by bookmarking them on these sites. By bookmarking articles you can create viral social buzz and more backlinks to your articles.

Here are a few tips for promoting your articles on the social bookmarking sites:

1. Use a great headline that attracts reader's attention. Make sure to include your target keyword. This will help push your bookmark to the featured page.
2. Tag your bookmark correctly. See what the most popular tags are within your niche and category, and use those to tag your bookmark.
3. Avoid bookmarking your own content several times on different bookmarking accounts, as this is spam and will get you banned from these sites.
4. Use free social bookmarking services such as OnlyWire, Pingler and Ping.fm to auto-submit your one article to dozens of sites at once.

Tip: You also have the option of utilizing a bookmarking service that will help your article content get noticed by having other users bookmark your content on their accounts. Two of my favorite bookmarking services that we use in our own business are [Tribe Pro](#) and [Social Adr](#).

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### Promote Articles on Social Networks

Social networking sites provide a great opportunity to promote your articles and have your articles shared by others. Sites such as Facebook, Twitter, LinkedIn and other niche networking sites will enable you to showcase your content by sharing it within your social networks.



Articles that garner a huge amount of shares and likes are current events, entertaining stories, enlightening topics, and educational how-to articles. People are always looking to share great content with their friends and peers.

### Promoting On Facebook

Facebook is the world’s largest social networking site and with over 800 million users, this is one mega site that cannot be ignored.

Share links to your article in niche specific groups and when providing answers to comments and questions posted on fan pages and news feeds. Make sure what you post is a benefit to others and not self-serving. As long as you play within the rules...no spam, no hype, no obvious self-promotion, Facebook can be a goldmine for attracting targeted traffic.

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As with any social network your goal is to build relationships first. Bring value, help people solve their problems and establish trust. When posting a link to your article, you can either put the title “How To...” or anything that will catch their attention.

### Promoting on Twitter

Twitter is an awesome site to promote your content to, especially if you have a lot of followers. You can tweet your articles using a catchy, keyword filled title and link. Track your links by using url shorteners such as bit.ly or tiny url. Avoid tweeting just your content. Make sure you tweet other people’s articles, how-tos and quotes, as well, as it will attract targeted followers. Provide solutions, help people solve their challenges, answer questions and it will position you as an expert that is focused on helping others not just promoting yourself.

Tip: You can put your articles on an automation service like [TweetAdder](#) and continually kick out your tweets everyday on automation.

### Promotions on Google +

Google+ is quickly becoming the go to site to post quality content. Why? Google+ has huge SEO implications. Google+ is rapidly becoming a mainstream social media platform and it is also **THE** social network endorsed by the world’s #1 search engine. Google+ is already showing up in the Google+ search

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results. Meaning they are giving precedence to content updated and shared by people within the Google+ social network. If you are not sharing your articles on Google+ you will want to seriously consider it.

Promoting articles on social networking sites can really be a great way to connect with people, build your reputation, and drive traffic to your website. It depends on your market, but if your market is social in nature, like all markets related to internet marketing for instance, you should definitely use this promotion strategy.

### Repurposing Article Content

Creating quality articles can be extremely time consuming. Depending on the depth of the content, a pillar article can take hours to research, write and promote. Most people create content, publish and promote it for a while then don't do anything else with it.

There are a lot of ways to leverage each article you create by re-purposing it. Reusing your articles can boost your document creation efficiency by 40%. You'll want to find creative ways to re-use your article content to get more exposure without spending a whole lot more time on it. Here are

**Upload Video** a few ideas on how to get the most out of your articles:



**Video Sharing Sites**

**To Multiple Sites** (<http://onlinewealthpartner.com>)

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Video is a powerful way to promote your brand and expertise. Sites like Vimeo, YouTube and Viddler are extremely popular and can generate a ton of viral traffic. To repurpose an article into a video, take bullet points and summarize your article in a tutorial. Don't want to get in front of the camera, create a slideshow and use screen capture software. Once you have created your video upload it to YouTube or other video sharing sites.

### **Ebooks and Information Products**

Want to increase your profits? You can use your articles to make an information product for more sales and profits online.

When you have written a number of products on any one particular topic, compile those articles to create an ebook. Want to take it a step further create a webinar, training program or turn the information into a video eCourse.

For example, if your niche is social media marketing and you've written 7 - 10 different articles on the topic, gather those individual articles into an ebook. You can give it away for free as your irresistible offer, using it to generate leads or you can market to your list to generate sales.

Think webinars, ebooks and video eCourses. Now you have 5 different medias of content that can all magnify your lead generation efforts!

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### Document Sharing Sites

**Document sharing sites are very popular with the search engines. These sites have high page rank.** You can take your articles or a group of related articles, put them together in a PDF document and include a few backlinks to your site's pages in the pdf. Once you've exported your content to pdf format, you can upload it to one of the top document sharing sites. Document sharing sites allow you to:

- Publish your own documents
- Share documents with entire user communities
- Find documents via search engine

The **best document sharing site for promoting your articles:**

- o DocStoc is a document sharing platform and social networking community for professionals. It currently hosts over 12,000 legal, business, and other professional documents that can be searched, previewed, and downloaded for free.
- o Scribd is very similar to DocStoc, except that it's targeted more toward individual users. Scribd claims that it's the largest document sharing community with over 17 million people per month viewing documents.
- o Issuu is a site that allows you to publish documents you'd normally find in print form such as magazines and catalogs.

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Documents are fully searchable and can be shared with fellow Issuu users.

- o Google Docs allows users to share and collaborate around documents.

Another great way to promote your articles is to create PowerPoint presentations that you can upload to slide sharing sites such as SlideShare , Slideboom or Calemeo. Put the title of your article, one page, introduction on the next, and then one slide for each bullet point. End your PowerPoint slide with your conclusion making sure to include a few links back to your site.

### **Outsourcing Your Article Writing**



Most article marketers find outsourcing to be scary. They may be afraid it will cost too much or that the content will not be as good as their own. However, if you fully understand the benefits of outsourcing your content creation, it can really help you focus

on other things such as lead generation, other marketing strategies, recruiting and just living life.

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Not only can you hire freelancers to write your content you can also outsource the submission and link building tasks. The one thing you do need to be careful about with outsourcing is what you are getting for your money. Use sites such as Elance, Odesk and Fiverr to find people willing to take on your task. Rate their work, ask questions, and don't be afraid to use a few different people to find the best fit and price.

Make sure the work returned is quality and that your articles can give you the results you need.

You can also find a good PLR company that offer articles within your niche. If you decide to go this route I highly recommend this one: Click [HERE](#). If you decide to go this route I want to encourage you NOT to just post the article but to actually take some time to rewrite the article so you are not promoting duplicate content. I think PLR's are great to use when you are blocked mentally for quality content. Sometimes you just need an idea already written and you can re-word into your own words to make it your own.

### **Conclusion**

If article marketing is not a part of your daily marketing strategy, it should be. It is an excellent strategy to drive free and targeted traffic to your blog and capture pages putting more visitors on your sites, allowing you to capture more leads and drive more people to your business opportunity or product!

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If you are looking to incorporate your article marketing into a blogging site I recommend using [Wordpress.org](http://Wordpress.org) or for those just starting out a done for you blog at [EmpowerNetwork](http://EmpowerNetwork) equipped with training.

### **Recommended Resources :**

[Article Submission Software](#)

[Social Bookmarking Service](#)

[Social Bookmarking Service](#)

[Spinning Software](#)

[Spinning Software](#)

[Keyword Research Tool](#)

[PLR](#)

### **Blogging Platforms**

[Wordpress](#)

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