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How To Make Money As An Article Marketer

An article marketer is always looking for a way to increase their paycheck. They want to write articles about a market that is in high demand. Unfortunately, there is no real magic secret on how to find these markets. In addition, there is no special way of writing that gets the click in the resource box. Success is simply about using solid marketing techniques.

Article writers must use tactics that have worked before with online marketing. They must also continue to learn about the latest trends in the online world. With the following article marketing tips, you will be able to increase your sales and prosper in marketing online.

So what three things can you do to improve your article marketing?

As writer's, it is tempting to write articles about all sorts of things for our website. But it is best to stick to a single theme and elaborate on it. From a marketing perspective, it simply does not pay to be eclectic.

Always include product reviews on the website so visitors will have an initial understanding on what the product can do to those who buys them. Also include testimonials from users who have already tried the product. Be sure that these customers are more than willing to allow you to use their names and photos on the site of the specific product you are marketing.

People buy products because they find them useful. As a writer, it is your job to point out the many benefits the product offers. You may even want to consider a link to an additional page that outlines the many benefits. Another way to involve the reader is to have a strong headline that makes them curious. Always leave a way for a reader to contact you for more information.

Offer free reports to your readers. If possible position them at the very top side of your page so they simply cannot be missed. Try to create autoresponder messages that will be mailed to those who input their personal information into your sign up box. According to research, a sale takes 7 contacts to close.

Once someone comes to your website, they will either skim through your product review and decide to buy or simply postpone the decision and click the back button on their browser. However, when you make an opt-in offer, you can contact them and write about the benefits of the products. It's important to sound like an advisor, rather than someone trying to make a sale.

In each email you send out, talk about the many benefits of the product and how it can make the reader's life better. It's also important to use great subject lines. A poorly worded subject line will not get opened. Above all, avoid using the word "free" in both your subject line or the body of your copy. There are many spam filters that will dump these letters and the recipient will not even know you wrote to them.

Get the kind of traffic that is targeted to your product. Just think, if the person who visited your website has no interest whatsoever in what you are offering, they will move on and never come back. Write articles for publication in article directories.

Try to write a minimum of 2 articles per week, with at least 300-600 words in length. By continuously writing and maintaining these articles you can generate as many as 100 targeted readers to your site in a day.

The purpose of article marketing is to generate a stream of pre-qualified leads to your website to see your offer. Usually 1% conversion means 1 out of every 100 will buy. Imagine if you had 1,000 visitors a day. You could be making 10 sales a day!

These three tactics are a simple way to take your article marketing to the next level. Create a website full of great articles and other content and then drive targeted traffic to it by writing for article directories.

Article marketing may be one of the most effective ways to make money online.

Just think of how much money you could make just by mastering the art of article marketing.

Learn more about automating article marketing.