

Ten Ways to Use an Article

A single article can be leveraged to increase the depth and substance of your marketing efforts. Here are ten ways to do just that.

- 1. Use it as a story in your newsletter or e-zine newsletter.** Don't have one? Go online and find one relevant to your target and request submission guidelines.
- 2. Mail or email it to prospects and customers.** Use your article to maintain and build your professional relationships. Because an article is not a sales pitch the recipient will more receptive to the information. It also builds your credibility with your prospect.
- 3. Submit to online trade publications.** Expand your visibility in your field by contributing to the existing pool of information. It also provides third-party validation for the usefulness of your material.
- 4. Post it on your web site.** Position your online business name as an expert in the field and a credible source of information. Adding new, valuable content is a proven strategy. Added bonus: search engines love the content-rich material found in articles.
- 5. Drive traffic to your site.** Include links to your article on your social media outlets such as Twitter, LinkedIn, Facebook and industry-specific forums. This strategy works best if you have already established a presence on these sites.
- 6. As a speaking topic.** When an executive needs to give a talk at a meeting or conference, you can use the information points in your article. The article itself can be used as a handout.
- 7. Repurpose it into a booklet or mini report.** Expand on each of your article's touch points. Reports and guides are valued by clients and prospects and helps educate them on the value of your offerings. You can then submit a press release announcing your report.
- 8. Hardcopy print publications.** Contact your local newspaper and publications for possible print outlets.
- 9. As a trade show handout.** Articles are a great way to break through the mess of flyers, knickknacks, and brochures that permeate trade shows.
- 10. As part of your information kit.** When a cold call results in a request for more information be sure to include your relevant article along with any brochures, sell sheets, and professional bios.



If you want more information on articles or other business writing needs, contact Karen Marley at KMwordsmith. Phone: (585)266-4818 or email karen@kmwordsmith.com. To learn more go to www.kmwordsmith.com.