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# **Anyone Can Do Article Marketing**

The key to [Internet Marketing](#) success is article marketing and if you learn it, you have a great and cost effective marketing tool at your disposal. You don't need great writing skills to do this – all you need is a good command of the language, a thorough understanding of the product or service you are marketing and a business like approach to the writing process. Before you can begin to learn article marketing, you must have a complete and detailed knowledge of your line of business and this is more difficult than many people think. You must know and understand all the specifications of the product or service, know and evaluate what the competition is offering, know the common complaints people make (discussion groups are a great place for getting market feedback) and.

Once you know your product and where you stand in the market, you will have to start developing a list of product related topics to write about – topics that either address market concerns or provide users with information about it. Try and focus your planned articles on the benefits of using the product or service, ease of use, indirect benefits in terms of time saving and peace of mind, responding to complaints and criticisms you have found and so on. While your articles need to be optimized for search engines to find them, be careful about overselling yourself – article marketing works best when the articles provide useful information to create reader interest and not by direct hard sell. An initial list of between 25 to 30 topics is enough to get you started.

But 30 topics by itself is not enough, you will use them up fast because article marketing is all about providing a constant flow of new articles to improve your search engine ratings and keep readers involved. But by finding at least 5 different ways of writing about each of your topics – 5 different approaches to the same issue – you can set yourself up for a sustained article marketing campaign. You will now have over a hundred articles and if you schedule posting two or three a day you have a stock of articles that will keep you going for around two months.

Creating a template for your articles will save you a great deal of time and effort. The template should be simple and define the size of the articles, the structure and how much space will be devoted to the introduction, the main content and the conclusion.

There is more article marketing, but with this simple guide you can get started and continue to learn article marketing as you progress.

About the author : Herod Jen is an expert of the [seo auckland](#) ,and he has done some researches on the aspect of [search engine marketing](#) , and has gotten a big success.

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