

Published based on [How Article Marketing Can Impact Your Bottom Line](#)

# **How Article Marketing Can Impact Your Bottom Line**

If you are just starting online and want to promote your website without having to buy traffic, you've probably already thought about [article marketing](#). Perhaps you are wondering how article marketing can really bring you additional traffic, prospects, sales and exposure for your business. Why would you actually write and submit articles and what would you get out of it? How would this help you get more prospects and make more sales?

Let's start with a few reasons why your business could benefit from consistent article marketing campaigns. Article marketing can actually highly benefit you and this is especially true if you are a small business owner online or even offline. You want to drive traffic to your website with a promotion method that is easy to understand and not too complicated to set up. You want to attract prospects without having to spend a lot of money on advertising. You want to promote your business without having to spend the whole day on it, and be able to keep focusing on your core business tasks.

This is where article marketing can have a big role, as it can help you increase your traffic and build relationships within your market. You can gain a lot of exposure for your business.

It is interesting to measure the potential of consistent article marketing campaigns for your business. Let's consider that an article you publish on a good article directory gets an average of about 70 views per month. During 6 months, the article will get 420 views per directory. If you submit the article to just 10 top article directories, it will get 4,200 views within 6 months. If you consistently submit 2 articles per week, or 8 per month, to 10 article directories, each month you will submit articles that will be viewed a total of 33,600 times over the next 6 months. And after 6 months of consistent submissions, these are 200,000 views.

Now if your click-through rate is 10%, these are 20,000 visitors to your website. With these rough estimations you can see that while submitting a couple of articles will not get you anywhere there is a lot of potential with article marketing if you are consistent. Most people out there who are saying that article marketing is dead or does not work are usually people who just gave it a try and quit after submitting just a few articles. If you want to reap off the rewards of your efforts and produce a very good impact on your business, you just need to be persistent.

If you want to have success with article marketing and exposure for your business, submit one or two articles each and every week, during at least 3 months. Do not look at your results, keep going. And make sure you use a good article submission service that will distribute your content to a large network of quality websites. Apart from getting a lot more exposure than by submitting articles yourself manually or with software, it will free up time for you to work on your core business areas. This is the exact recipe for making article marketing work for you and give your business maximum exposure.

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