

## 4 Tips For Article Marketing

Author:  
**Resale Rights**

Created On: 07 Oct 2009 08:27 PM

---

If you visit any online internet marketing forum, you are going to find a lot of people on there promoting article marketing and other forms of internet marketing for generating opt in signups, visitors to your website, and above all else, revenue generation through ads or affiliate marketing, or even selling your own products. Putting an article together is an important part of starting an article marketing campaign, but this does not come easily to everyone. Here are four tips that will jump start your article marketing campaign and help you put out some truly killer articles on the niche or concept of your website.

1 - Keep in mind that your title plays a large role in the effectiveness of your article. Make sure that you have an excellent title if you want your article marketing campaign to be successful. You can have the best content in the world, but no one is going to read your article if your title is boring or does not tell them what your article is actually about. If you want people to click on your title so that they can read your article, you must give them something valuable and enticing.

2 - Make sure that your article is structured in an easy to read manner. Unlike when it comes to paper, people tend to scan information when it comes to the internet rather than reading it all the way through. In order to make sure that your readers read your article completely all the way through, you need to make sure that the information that they need can be easily and freely found. Use sub headings, break the content apart into smaller paragraphs, and use bullet points whenever possible in order to build an article structure that is easy to read and scan.

3 - Make sure that your article is valuable and informative. If you are looking to create article content for an article marketing campaign that people are going to want to read, then you need to be willing to write articles that are informative. Your articles should have good information in them, because you want to build yourself a reputation as an authority on the subject that you are selling, rather than just regurgitating information that can be found everywhere else. If you do not know how to write valuable or informative information about your niche, you might be in the wrong business.

4 - Finally, make sure that the summary for your article is both catchy and memorable. The title may be the most important aspect of your article, but you need to be able to back that up with an excellent summary. The summary is going to tell people exactly what they can find in your article, so that they know right away whether or not they are going to want to read it.

Article marketing is an excellent means of promoting your website, products or services on the internet. Following these four tips for article marketing will help you jump start your way to success in this exciting internet marketing endeavor.