

11 Ways to Make Your Marketing Pull Double Duty

Okay so I want to talk to you now a bit about, since you've got your foundation built for your profitable newsletter system, now it's time to really get out there and start getting noticed by your ideal clients and by prospective clients who are going to be interested in what you have to offer. And who will be eager to hear from you because you have the solutions that they are looking for. So really it's just a matter of getting your marketing out there in front of the right people.

So I want to talk to you a bit about how to make your marketing pull double or triple duty and how to kind of put all of the pieces together to really make this system work for you because now that you've got the system in place that is a very strong part of attracting all the prospects and all the clients that you need but it's one part and you can't just sit back and expect people to just start flocking to your new website. Unfortunately that just doesn't happen you may find a couple of people stumble on your site here and there but for the most part you need to take it to people who will be interested in it. And that's what we're going to talk about in this module, is really getting out there and getting noticed, getting found by the people that need what you have to offer.

So in this little segment we're going to talk about, like I said, making your marketing pull double duty. And here's one way that you can do it, something that I kind of had to learn the hard way but you can leverage your time and make each different component of your little marketing puzzle do a lot more.

Here's what I mean by that. Now you should have seen the module about email marketing and how you can use it to follow up with your prospects once you have them in your database. And how to start building those relationships that will hopefully turn into paying client relationships and lasting happy business relationships because it's really what you're going for is to connect with the people who are your prospects and to help them really see what you have to offer to them so that they feel more comfortable working with you and accepting the solutions that you have to offer them.

So if you're doing that and you're following up with these ezine articles like we talked about in that module then the one thing that I know it took me a long time like I said to really get if you will with that you can re-use that content. I always kind of felt like it was a bit tricky doing that or that it was like against the rules, if you will, I don't know whose rules I was looking at here but here's the fact of the matter. If you have written an article, a helpful article for your prospective clients that you're going to publish as an email newsletter article, you can re-use that article a couple of different ways.

1) First, you can publish it on your blog so if you have a blog that you use especially if you have a blog on your main website that you use to try to get people to your website, you can use that ezine article as your blog and since typically ezine articles are a little bit longer, generally speaking, than blog posts you can even break each of your ezine articles into several blog posts, maybe a series of two or three, that kind of thing, to keep your blog updated with fresh content. So you can leverage the work that you've already done so that you're not constantly re-inventing the wheel by writing one article for your newsletter and different posts for your blog.

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2) Record yourself reading the article and publish it as a podcast. Podcasts are all the rage these days, with some popular podcasts reporting millions of listeners. You can easily tap into that market without much extra work by re-using your ezine article as a podcast issue and publishing it on places like iTunes.com.

3) Turn your article into a video. Video marketing is also a great way to get in front of new clients, with YouTube videos getting through-the-roof Google rankings (since they are owned by Google and all, the search engine powerhouse is quick to drive traffic there :)). This step is a little more involved, as you have to either create a PowerPoint video and record your screen as you walk through the different pieces of your article or get yourself all gussied up and record a "talking head" video of yourself going through the points of the article, but if you can get it done right it can be a great marketing tool.

4) If you do create a PowerPoint for your marketing video, share your PowerPoint slides on slideshare.com. Just be sure that they include a link back to your website somewhere (most likely at the end) for folks who want to learn more about your business.

5) Offer your article as a guest post on someone else's blog/ezine. Guest posting can be a great way to get your content in front of new folks, but one caveat is that some folks prefer original content (that is, content that has not been published anywhere else). It's possible that if you just publish the article on your ezine (and not your blog, where it's available for all to see), guest publishers might be okay with that, but check with them first to get their okay. Otherwise, writing an article JUST for a guest post (and not for your own newsletter and blog) might be worth the effort if the host has a big or interactive community of your ideal clients.

6) Turn your article into a list-building free report. If you find a particular article was really popular with your community, it might be a prime candidate for a free gift to entice new subscribers to join your mailing list.

7) Turn a series of articles into an ebook. If you've been writing articles for a while and have even 10-12 in-depth articles on a particular topic, you could publish them as an ebook to sell on your website for passive income. Marketing expert Seth Godin has done this multiple times with great success.

8) Expand your article into a free teleseminar. If you have an article that barely scratched the surface of a particular topic, consider using that article as a springboard for a more in-depth training. Teleseminars are popular because they feel more interactive than ebooks, since people get to hear your voice. And you can open the phone lines at the end of the training, if you wish, to answer questions and make it a truly interactive experience. Then be sure to invite people into some kind of action toward working with you (such as requesting a free consultation or enrolling in a paid training program).

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9) Pull out one (or several) meaty quotes to post on social media. Expand your readership by pulling out a few good statements from your article and posting them on Facebook/Twitter/LinkedIn/etc. as a teaser, followed by the link to the full article to read more.

10) Create a simple image to go along with your article (like the one to the right, published just before Halloween :)) and pin the image on Pinterest, along with a link back to your article. Even if you're not a designer (like me! :)), you can find free images on sites like Pixabay.com, and then easily add text (in the form of the article title and website URL) on non-tech-geek sites like PicMonkey.com. Or visit fiverr.com to hire a designer for \$5 to create a simple image for your article(s).



11) Publish your article on article directories. Article directories are basically websites that publish a bunch of articles, sort of like an online a house for articles where you can go and find information. And the reason these are so helpful is because they are very highly search engine optimized which means that if people are out there searching Google or Bing, or Yahoo for information on a certain topic, these article directories are very highly optimized. So if you put an article out there on let's say gardening if that's what you teach people on and people are out there searching for it, they're going to be pretty likely, depending on your keywords and all that stuff, to stumble onto your article on this article directory.

Then you want to be sure to use your resource box, which is just a bio box that is included with each article, to lead people back to your website to join your mailing list and get more great articles. So this is a really strong way to actually, in this instance, make your marketing pull triple duty. So you're writing one article maybe about 500, 600 words and you're giving it three functions:

1) You're letting it follow up with folks on your newsletter list that have shown interest in your services which can bring people back to your website, remind people that you're there to help them.

2) You can use it to get traffic to your regular website if you put it on your blog which can help to increase exposure to your website and get more traffic going there where they'll be able to see your products and services that you have to sell.

3) You can get great exposure to new prospects by publishing your article on different article directories.

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With that in mind, here's a list of the top 19 Article Directories (Listed by amount of traffic – with the highest first) that can help you put your articles in front of the 1000s of folks who are out there searching for the solutions you offer each and every day:

<http://ezinearticles.com/>

<http://www.articlesbase.com/>

<http://www.buzzle.com/>

<http://www.goarticles.com/>

<http://www.helium.com/>

<http://www.articledashboard.com/>

<http://www.articlealley.com/>

<http://www.selfgrowth.com/articles.html>

<http://www.amazines.com/>

<http://www.bukisa.com/>

<http://searchwarp.com/>

<http://www.sooperarticles.com/>

<http://www.articlecity.com/>

<http://www.a1articles.com/>

<http://www.isnare.com/>

<http://www.submyourarticle.com/articles/>

<http://www.abcarticledirectory.com/>

<http://www.articlepool.com/>

<http://www.article-buzz.com/>

Note: you don't need to submit each article to all 19 directories. In fact, just choosing 3-5 favorites and using them consistently can bring you great results. And if you find yourself lacking in time, outsource the task to your Virtual Assistant or search "article submission" on fiverr.com to find someone who will take this task off your plate.

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If you choose even 2 or 3 of the methods in this report to make each of your articles pull double or triple duty, you'll soon find yourself with a steady stream of potential and paying clients.

Best wishes,

Tammi

PS: Got questions, or feel like you need more support? Email me at support@writeassociate.com. I look forward to helping you with your email marketing efforts!