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# **3 Article Marketing Strategies And Why They Work**

There is no question about the effectiveness of article marketing for building a business in many different ways. Next we'll slide right into a talk about a few of the many benefits available using article marketing in your business [Affiliate Marketing Tips](#).

The vast majority of people have racked their brains over the "secret" to producing an income online. For your marketing, obviously you must use a proven method that is doable by you; and then you must (should) only sell quality products, or services, that are not junk. Yes, article marketing does work like gangbusters, but you must make it work because there are right and wrong ways to do it. The products that work the best with article marketing are information products. Obviously the person reading your article needs some kind of information to something they want, and then it's relatively easy to see why information products go well with articles. If you position your info product properly with targeted traffic, then they can be fairly easy to sell. There are several places where you can find digital products to sell as an affiliate, and just one of them is Clickbank.com.

If you're involved with search marketing, SEO, then you can also acquire great backlinks with the help of your articles. You can use your articles in many ways when it comes to backlinking, and probably the most preferred route is simply submitting to article directories. Acquiring backlinks from as many directories as you can will help you in your SEO efforts.

One approach is to write articles centered around different keyword phrases relevant to your website. Let's take the example of the dog training market, there are literally thousands of keyword phrases and possibilities for articles; probably more than you would ever want to write. You will be allowed to include several links in your article author bio/resource box at the end of the article, and you should use relevant link anchor text. You can take advantage of articles and directories for getting useful and relevant backlinks to your website [SEO Tips](#).

The thing about article writing is you get back what you put into it.

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