



3 Ways Information Marketing Can Increase Sales in a Recession

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In this economic climate, more businesses are looking for smarter ways to spend their ad dollars. And, many of them are turning away from traditional media to internet marketing.

According to a recent article on eMarketer.com, an analyzer and aggregator of internet and new media trends:

. . . small-business marketing has changed in 2009. They are increasing their online activities, becoming more focused and conducting segmentation research to better target their customers.

How Information Marketers Benefit from Segmentation

As all business owners know, the more you know about your target market, the better you can serve them. And, this is what segmentation is all about. You get into the minutiae of your customers' lives and give them *specific* information they need to make a purchase.

Information Marketing: A Cheap, Easy Way to Get Leads & Turn Them into Customers

Article marketing is one of the easiest forms of information marketing around. It is highly effective in obtaining targeted leads and turning them into lifelong customers. Why is this?

Quite frankly, *most small business owners don't capitalize on how and why consumers use the internet. It's still basically to search for information.* If a prospect keeps running into well-written, informative content produced by your company, sooner or later, they're going to land on your site. And this is what article marketing does.

3 Ways Small Business Owners Can Use Information Marketing to Increase Sales

Keeping the above in mind, following are three ways small business owners can use information marketing (ie, article marketing) to generate more leads and turn them into paying customers.

1. Produce Informative Content on a Regular Basis: Most small business owners don't update their sites often enough to hold the interest of new and old customers. Like department stores update their windows with new fashions, websites should be updated regularly with new content. For most sites, once a week is a good rule of thumb.

The beauty of this is that you can focus on specific details of your product(s) or service(s). One week you may talk about how it saves them money; the next week you may focus on how it is environmentally friendly; and the week after that you can discuss how it improves their performance with continued use.

See how effective this can be week in and week out?

2. Create Foundational Content: What is this? It is in-depth content that can be found *only on your site*. This can be used to not only drive traffic; but also to brand your firm as an expert in its niche.

Learn more about foundational content at <http://www.newmediawords.biz/seo-copywriting.htm>.

3. Write Informational Booklets: These are similar to case studies, only they tend to be more in-depth. They are great lead generators because they give prospects an in-depth overview of your product or service. They can highlight a particular product or service, or be an overview of how your firm has helped other prospects like them.

New Media Words created an informational booklet for one company to give away as lead generators for their internet marketing classes. The first one produced so many leads that the company commissioned several more in short order on different facets of their business.

Learn more about producing information ebooklets at <http://www.newmediawords.biz/ebook-writing.htm>.

Conclusion

When thinking about how information marketing can increase sales in a recession, small business owners should keep it simple. Proof?

According to the article, *More Consumers Research Packaged Goods Online Before Purchase*, on MediaPost.com:

. . . consumers go online primarily looking for information (48%), followed by savings (46%). . . . And 40% say that the Internet influences daily purchasing decisions . . .

Information marketing – if done right – can provide all three for you.

Sincerely,
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P.S.: Want to learn how to write traffic-generating, sales-producing SEO copy like the pros? Get the SEO copywriting manual for business, *How to Write SEO Copy That Sells: An SEO Content Writing Guide for Business.*" Details at <http://www.newmediawords.biz/seo-copywriting.htm>.