

7 Ways Virtual Assistants Can Market Your Business Through Articles

You've heard about how effective articles can be to market your company but finding the time to write something useful or know where to send them can be difficult. So this becomes a little used method of marketing. What can you do to utilize this quickly growing method of getting your information out? A Publicity Virtual Assistant can take care of the writing and distribution of newsworthy articles. Here are a few ways that a Publicity Virtual Assistant can help you.

1. By hiring a Publicity Virtual Assistant, they will take care of the writing and distribution of the article which will free up that time so you can concentrate on working on other projects within the company.
2. When articles are submitted on line, your area for distribution is greatly increased. Traditional methods of circulating articles will limit you to a specific area. There is a good possibility that your piece will not be published as it does not pertain to their distribution area specifically. The advantage of being on line is that the article will be there for a very long time and is accessible by typing in those very important key words. The article will be sent to outlets by the Publicity Virtual Assistant and placed in appropriate sections that will draw attention to your targeted audience as part of your marketing campaign
3. Working with the business, a Publicity Virtual Assistant will help develop a focused article marketing campaign. You can decide if you want an article released on a weekly, monthly or on an as needed basis. You can decide how often you want your information put on line and budget accordingly. You will find that this type of marketing will be very cost effective.
4. A well written, informative article can make you look like an expert in your field. You can tell the public why your company is superior to your competition by expounding on the attributes of your product, service or customer care. This will encourage people to look into the product you are offering and generate contacts.
5. Using specific keywords will help in search engine optimization. Well placed key words, which are company specific, will make finding your information very easy. The more times an article is viewed, it will help in your search engine ratings and move your web site closer to page one.
6. The articles will always have your contact information included and will make it easy for clients to call you. The piece will be accessible for a long time once it is on line.
7. A Publicity Virtual Assistant can also write press releases for your business. This will be ideal for announcing upcoming events, charitable donations, new product launches and the opening of new stores just to name a few ideas that can be used. These can be alternated with the articles to expand your visibility on line.

Working with a Publicity Virtual Assistant to generate effective articles will raise your marketing campaign a notch higher than it is now. They will connect with you to help develop a long term, powerful marketing strategy that will make your business very visible. Contact one today to get started. They are just a click away.

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