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Article marketing is a form advertising in which an article is written about the business as a part of marketing strategy and posted in various websites the article need not be about the business, but any attractive subject which will attract people in to reading them. There are endless options in article marketing as there are so many websites which are popular and free registration. This marketing strategy works best for online companies and companies who wish users to visit their websites to view the products and services. In fact, article writing is not a form of marketing that is new. It has been used by business men for years as an effective form of marketing. Only difference is that, nowadays these articles are being posted online commonly but in those days they were printed in mass and circulated. Even, many news papers carry an article about the particular organizations, marketing them but at the same time making the article interesting. So one cannot say article marketing is a new and innovative form of marketing, the only that has changed is the medium. You just need a computer connected with high speed internet like the one offered in Charter Deals.

A huge plus with online article marketing is that there is very little or no money involved. The only investment and only if the marketer wishes is paying a particular website to become a member. Otherwise, there are numerous websites where member login is absolutely free. The investment for this form of marketing is lesser and the profit gained is much more. Article marketing is one of the effective ways in selling products online. It is also one of the simplest ways to marketing. All that is required are a couple of good writers to write the articles and upload them online. In fact, article writing is providing a lot of job opportunities for people. It also helps in increasing the traffic that is increase the number of viewers to the website which in turn increases the sales. For example, if the number of viewers is twenty, then at least two will buy the product. If the number of viewers is forty, then a minimum of four might buy the product, this doubles the business.

The biggest disadvantage for this type of marketing is that it is time consuming. The amount of time taken to write an article will be comparatively lesser than posting them. This is because, each directory will have different methods for uploading articles and all these steps or formats have to be followed by the writer and a lot of time goes for a waste because of this. If writing articles take a quarter of a day, then uploading them will take equal or more time. Next issue is the quality of the articles. There are websites that demand a particular word count. So writers instead of giving importance to the quality of articles have to give importance to the word count, which prevents them from following their writing style. This in turn brings down the quality of the article; due to this many users may not be interested in reading the article. Like the quality of the article, the content of the article also have set backs nowadays. The content at times is duplicate and not originally written by that particular author. At times due to the time constraints, they simply re-write whatever is given on the internet to meet the deadline instead of researching on the topic. There is no guarantee for an increase in views, nowadays; so many writers are writing so many articles that the users are spoilt with options. There are chances for an article to go un read completely at times. So no one can give an assurance on the viewership.

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Being a freelance writer and active blogger, I like to share my thoughts with the rest of the world and to source out some great deals on home services like the one offered by a Charter Deals.

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