



...'Creating ACTION from Your Database'

### **Inexpensive and Effective Marketing**

Unless you're writing a blog as a personal journal, there is little point in laboring over your blog posts if you don't have any readers. The most difficult aspect of blogging when you're just starting out is learning how to attract readers - and then if you're hoping to earn income from your efforts the challenges get even bigger!

Since many bloggers are using their blogs to attract internet traffic and hopefully send them on to their website (where products or services are actually sold), this article will give you ideas for leveraging the power of your blog as an inexpensive, but effective marketing medium.

#### **Are You Unintentionally Anonymous?**

I can't even begin to tell you how many bloggers set up their blogs and forget to include a way for readers to connect with them. I regularly want to connect with blog owners who write great content - and can't because they haven't included any method for contacting them OR staying connected to them! My guess is the majority of the bloggers without contact information don't even realize they're inaccessible - so make sure you aren't unintentionally anonymous!



This is especially important if you are looking to generate income from the blog at some point. Don't hide behind your blog as some anonymous writer - the blog is meant to develop relationships and trust with your readers and you can't do that if you don't include a way for readers to stay connected with you.

#### **Make Use of Free Article Marketing Resources**

As a blogger, you're used to putting words to paper. Use that skill to bring new traffic to your blog. You can write additional articles on topics your blog already covers, and submit them to article directories like EzineArticles.com, iSnare.com, or GoArticles.com. These sites publish your articles with your author byline information, which should include a link back to your site.

#### **Write a Guest Post for another Blog or Newsletter**

Writing a guest post is the same as writing an article for your own blog, except that it will be published somewhere else. If there are other blogs that focus on similar topics as your own, consider contacting the blog owner to ask them if they'd publish an article you write for them, along with an author's byline and a link back to your own blog.

As with the other methods discussed in this article, you'll gain additional incoming links to your site, and the possibility of new readers who click the link to learn more about you after reading your post.

Marketing does not have to cost an arm and a leg in order to generate results. Most marketing methods will be effective if they are done consistently. Make sure you measure and monitor the results of any marketing methods you attempt, to know whether or not they are worth the time and effort.

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