

# CONTENT MARKETING - ARTICLES

## What are Articles?

Whether they be the good old long-copy feature articles or the new-fangled, instruction based, step-by-step how-to ones, articles are essential to the success of your content marketing strategy. You can use articles to

- Discuss industry trends
- Offer solutions to typical concerns of customers
- start a discussion

## How to Use Articles

Creating articles is the best way for your business to directly address the concerns of your audience. However, creating a single article is not going to help. You need to create an article campaign for which you need to include your SEO team and create a keyword campaign. Based on this and other accompanying research such as competitor and market analysis, you can create well-informed articles, which speak to your readers.

## Benefits of Using Articles

Though it is regarded that online readers do not like reading long copy, however, creating high quality articles and publishing them in top tier sites like Washington Post, Mashable, Huffington Post can drive huge traffic to your website and grow your list of subscribers and sales leads. Again, publishing thought-leadership pieces on your community blog can attract potential customers as well as people who can influence your customers buying decisions such as industry experts.