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Business Marketing Bulletin
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Top Sponsor Ads
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*****Marketing During Changing Times*****

Changing times requires changing courses...literally! It's no longer business as usual. Tips, articles, resources, and more for addressing new concerns, changing values, and priorities for helping you help your clients during changing times. FREE e-book: Step It Up-Unique Marketing Strategies

Visit <http://www.WriteBusiness.net> To Subscribe

We offer thousands of products at below wholesale prices.

Click on the link below for details.

<http://www.dropship-business.com/index.html?aid=273583>

***** **ATTENTION** *****

You are receiving this newsletter because you subscribed to it. As a subscriber you have acknowledged that there will be both in house and third party advertising as part of our content. This allows BMB to remain free. If you would like to be removed from this list, please see instructions at the end of this newsletter. Seymour Products values your privacy.

<http://www.seymourproducts.com/privacy.shtml>

Seymour Products is hosted by ICDSOFT Hosting. No setup fees, 1000 MB of space, \$72 per year, plus numerous features! Incredible support system...minutes, not hours! You have a bigger plan option as well.

<http://www.icdsoft.com?aff=terriseymour>

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What's New?
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Hello everyone and welcome new subscribers,

Mother's Day is almost upon us and I wish you all a safe, happy and loving Mother's Day with your family!

<http://www.morning-glow.com/holidays/mother/mother.html>

Summer is coming and calls for more intense marketing as people are spending more and more time outside, away from their computers.

Here are some great tips to help you get over the summer slump!

<http://www.ewaydirect.com/email-marketing-tips/2008/summer-emarketing-blues.php>

<http://www.10-marketing-tips.com/10-filler-activities-for-the-summer-business-slowdown.html>

In the News

Libraries Gripe About Google Book Search

<http://news.cnet.com/webware/?categoryId=2004&tag=rtcol;tags>

New Ebooks this Week: Resell Ebooks Just \$1.00 Each!

8 Internet Marketing Scripts (software/scripts)

Pet Birds (pets)

News Reporting 101 (jobs/careers)

Home Detox (health/fitness)

The Speedy Guide to Web Copy Writing (internet marketing)

Making People Happy (romance/relationships)

Internet Marketing Contact Manager (software/scripts)

Operation Affiliate Cash (internet marketing)

Twinkle and Chubbins (children)

The Amateur Garden (yard/garden)

<http://www.seymourproducts.com/ebooks-resell>

****Weekly Subscriber Special****

You Tell Me!

Let me know if you are interested in a package and I will give you a discount deal on that package. You can choose more than one package for multiple discounts.

It can be any one or more of our available packages here:

<http://www.seymourproducts.com/ebooks-resell/categories.php?CategoryID=26>

Just let me know what you want and you are guaranteed a good deal!

This special is valid from May 5 through May 8.

NOTE: New eBooks listed above are not eligible for Weekly Subscriber Specials.

Join the Seymour Products Trivia Challenge!

Find the hidden trivia question and be the third person to send in the correct answer for a free feature ad in next week's issue of the Business Marketing Bulletin. Send your answer to terri@seymourproducts.com?subject=answer

Congratulations to **Sea By Me Candles** for being last week's trivia winner! Good luck to everyone this week!

Last week's Q: *What is scatology?*

Last Week's A: *The study of fecal excrement*

Join in the fun and try to win a free feature ad. Good luck all!

If you know anyone who could benefit from this ezine, please feel free to forward them a copy in its entirety. Thank you.

If you would like to advertise in the BMB, please visit:

<http://www.seymourproducts.com/newsletter/advertise.shtm> for more information. Advertising prices are as low as \$5.00. I am also looking for ad swaps from other ezine publishers. BMB now goes out to 1585 subscribers.

Studies show that it takes 7 views of an ad before people take action, so to help you accomplish this we are offering some good deals on 7 ad packages!

<http://www.seymourproducts.com/newsletter/advertise.shtml>

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Freebies & Biz Helpers
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This week's free ebook:

Disputed Handwriting

<http://www.seymourproducts.com/ebooks-resell/dl/dis-hand.zip>

FREE Twitter Guide
<http://tweeternet.com/>

FREE PRWeb On-Demand Webinar — SEO-PR: Use PR to Drive Better Search Results
http://www.prweb.com/destination.php?awsrc=wmt_textad_seo_webinar_of_fer_fp

Get Paid to Write!
<http://www.associatedcontent.com>
<http://www.helium.com>

Free Download: PicPick Tools - All-in-one Design Tools

All-in-one software for software developers, graphic designers and home users. <http://picpick.wiziple.net/features>

Write Better Ads Do It Free!
<http://www.WriteBetterAds.com>

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eCommerce Marketing Tip
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Offer Bigger Discount for Multiple Orders

Give your customers the option of saving more money by buying larger orders. For one product, give them 5% off, two products 10% off and so on.

Or you can offer dollar amounts starting at a lower number and working up depending on the size of the order. This works well in getting people to order larger amounts to save larger amounts! ;-)

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Feature Ad
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Sea By Me Candles is a Green Company that lovingly creates a unique line of candles, air fresheners, also an exciting variety of bath bar soaps. Experience the splendor of our luxurious body/linen spritzers, when you spritz this on your body you will turn your world into an aromatic enhanced fantasy. Treat yourself today, come visit us and receive a 10% discount until May 15, 2009 <http://www.seabymecandles.com>

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Feedback
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Please send in your comments, suggestions, questions, etc to terri@seymourproducts.com?subject=feedback
We appreciate all feedback, good or bad!

How many teeth do mosquitoes have?
terri@seymourproducts.com?subject=answer

*Just wanted to let you know how excited I am now that I have completed entering some books. After 15 years of trying, I think I have something worthwhile. THANK YOU! * Gene*

*"Terri was very helpful with any concern that I had. She understands the online business and has made it her own. It is a pleasure having her in my circle of friends." * Kimberly*

To expand your network and get more exposure for your business join LinkedIn at: <http://www.linkedin.com/in/seymourproducts>

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Feature Article
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How to Analyze Article Submission Statistics

by Steve Shaw

You've probably noticed that most major article directories provide statistics for how each of your articles performs on their directory, but you might not have known exactly how to use that information to benefit your article marketing campaign.

That information is provided for a reason—you should be able to look at your article stats and then get clues as to what has been successful for you and what hasn't, and then be able to use that information to tweak your articles in the future.

Usually you'll be able to see how many times your article has been viewed, how many times the republishing page has been looked at, and possibly how many times someone has grabbed the content feed for your article.

The most important statistic for our purposes here is the "Views" count.

Articles that have been published the longest time ago have the most time to rack up the views, while an article that you just submitted yesterday will probably only have a few views on it. As time passes, the likelihood that your article will be viewed by more and more people increases.

This is a key aspect about article marketing that many people miss:

When you submit an article, you're not just going on a one time link building spree.

Each article you submit has the potential to continue to work for you for years and years to come, being viewed again and again. Each time your article is viewed, the reader is presented with your resource box, which has some information about you and your business and a link back to your website.

All these views of your article and your resource box translate into a steady stream of targeted traffic to your website over the long term—that's why you started submitting articles in the first place!

When you're trying to submit articles that have long term potential and are not just one shot deals, here are a few things to keep in mind:

Your article will continue to bear fruit well after it's first distributed if you...

- Write on a topic that is of value to your target market.
- Write a quality article—a quality article is well written, grammatically correct, informative and easy to understand. Articles like this have timeless appeal, and they will continue to generate views long after they're first submitted.

Now, let's say that you're looking at your article statistics, and you notice that some articles have more views than others even though all the articles have had a chance to accumulate plenty of views.

Which of your articles have the most views?

Can you deduce any reason why particular articles are super performers?

For example, I can have an article that has 60,000 views, and then another article that was submitted at the same time that has just 1,500 views.

That's two articles submitted at pretty much the same time receiving view counts on the opposite ends of the spectrum—what gives?

From analyzing the articles, I've noticed that usually the super performing articles had one or more of these attributes that likely caused the massive increase in views:

- An in demand topic: The article was written around keyword terms that were in demand with search engines.
- A great title: There was something about the title that really motivated people to click through and read the entire article.

How can we use this information to increase the success rate of future articles?

1. Try focusing an article around a keyword term that you have researched and know to be a hot search term.
2. Pay very close attention to your titles, and experiment with phrasing that will (hopefully!) inspire more click-throughs on your article. Remember, your article title will show up in search engine results listings and also of course on the article directories themselves on the summary pages, so a compelling title can have a big impact on how many times your article is read.

Obviously, in order for your article stats to give you information of real value, you need to have submitted several articles already and not just one or two.

In order to see the results you're looking for with article marketing, you need to be submitting articles steadily every month. The more faithful you are with your article submissions, the better results you'll see.

Also, the more consistent you are with your article submissions, the better you'll be able to use your article stats to figure out ways to tweak your articles so that more articles become long term high performers.

By just following the one or more of the suggestions in this article, you can make a drastic impact on your article marketing success this year!

Submit your article to more publishers, and your article will receive more views. You'll also build more backlinks and drive more traffic to your website. Steve Shaw created the web's first ever 100% automated article distribution service, www.SubmitYOURArticle.com, which distributes your articles to hundreds of targeted publishers with the click of a button.

If you would be interested in any of my other articles for reprint or reference you can see the complete list at www.seymourproducts.com/articles/index.shtml Feel free to use any of the articles you feel are appropriate for your business.

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Feature Ad
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Get more traffic with this free program!
<http://www.trafficswarm.com/go.cgi?659014>

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This 'n That - A Little Bit of Everything!
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On this site you will find reviews of everything from Travel reviews to electronic items to software reviews to house hold appliance reviews and a lot more. <http://allbestreviews.com/>

No one should negotiate their dreams. Dreams must be free to flee and fly high. No government, no legislature, has a right to limit your dreams. You should never agree to surrender your dreams.
Rev. Jesse Jackson

The first free web-based television station featuring short films on organizations around the world working to save wildlife. Viewers can access dozens of films, and support the organizations. <http://www.odyseetv.com/>

Fun Free Download: Classic Arcade Games
<http://www.tobegamer.com/>

This week's riddle: Word Play

What do the following words have in common?

MELLOW SLACK CLUE GROWN BOLD

Answer at the end of the ezine.

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Subscription Management
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Subscriptions to this weekly ezine are free.

To receive this newsletter:
Send Any Email to:
subscribe@seymourproducts.com

To not receive this newsletter:
Send Any Email to:
unsubscribe@seymourproducts.com

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Contact Info
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Answer to Riddle: Changing the 1st letter of each makes a color: yellow, black, blue, brown and gold!