



TIPS TO HELP YOU TURN BROWSERS INTO BUYERS

I have the privilege of talking with Brand Ambassadors daily and putting together strategies to strengthen business. This allows me to get the inside scoop on what's working (and what's not), and then compile best practices that are producing results on our path to profitability at Zindigo. One of my roles is to share these secrets to success... so here are some actionable items to help you turn browsers into buyers!

Kick Your Zindigo Business Up a Notch with Article Marketing

In today's world of the Internet and social media, content is king. Whether it be creating videos and posting on YouTube to writing White Papers and putting them on your website, original content is a great way to get noticed on the social web and with the search engines.

An additional, simple way to get found is via article marketing. Article marketing is simply short articles of 400 words more or less that relate to your business.

Here are some tips to get you started and position yourself as an influencer:

- **Provide Solutions** – Keep in mind with article marketing you don't just provide a textbook of facts. You provide solutions to problems by giving examples as well as how-tos. A blog is a great platform for this type of marketing. This is a great way to generate a relationship with potential Zindigo customers.
- **DIY with Search Benefits** – A blog isn't hard to create either and you don't have to hire an IT person to create one. You can simply do it yourself

in the matter of minutes via free sites such as [WordPress](#) or [Blogger](#). By doing this not only shows your expertise on a subject but also makes you very search-engine friendly. That means you get picked up and noticed on sites like Google when people do searches for words you talk about in your article.

- **Original Content is King** – An original based article in your own words will go much further in showing your authority on a specific topic versus copying information from a group or forum.
- **Set a Realistic Goal** – You don't have to do a new article every day either. Set a goal for three or four a month and stick to it. After you write it and publish it, share it on your social networks, especially your LinkedIn Groups.

You will be pleasantly surprised with the amount of new exposure you will start to receive!

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