

10 Ways to Adapt your Information Marketing Strategy

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Printed magazines were one of the first forms of Information Marketing, using articles to attract people to buy the magazine and placing paid for advertisements amongst the articles to make money.

On the Internet, websites use all kinds of information to attract visitors with the aim of getting them to spend money, click on affiliate links or provide you with their details.

It's obvious that for Information Marketing to be highly profitable, the quality of the information provided must be high and that it be made available in a variety of formats to be convenient.

Here's our list of 10 formats that you can use for ideas on ways to expand what you're already doing to increase the number of visits and traffic you get.

1.

How-to's

These are articles that one step at a time describe exactly how readers can reproduce your results.

2.

Checklists

Most simply, checklists are lists of tasks that act as a to-do-list or a reminder. They ensure that things are done in a systematic and consistent way in a short amount of time to improve effectiveness.

3.

Directories

Directories are categorised lists of businesses, individuals, products, websites etc that provide a single place where information such as contact details, prices or links can be found.

4.

Statistics

These are groups of numbers that may be specific to an industry, profession, task, process, product etc that can be used by others as a benchmark, for forecasting or as standards.

5.

Measuring Devices

Journals, trackers, logs and analysis software are types of measuring devices. They allow information to be entered or collected over a long period and reports to be displayed that show change or progress over time.

6.

Calendars

These are organised lists by day, week, month or year of events, milestones, important historic dates, meetings, deadlines, news etc displayed in a condensed form that is easy to read.

7.

Language Aids

These are tables, reports or lists of common terms, symbols, formulas, keyboard shortcuts, acronyms etc that help in the understanding of industry-specific terms or achieve broader learning.

8.

Calculators

These are complex data manipulating tools that when some sort of information is entered in, an answer is afterwards displayed. Quizzes, surveys, calculators, conversion tools, polls etc are all forms of calculators commonly seen online.

9.

Learning Resources

These are files that provide information in a format for independent learning where duration and time allocated for learning are discretionary, such as tutorials, e-courses, e-books, whitepapers, FAQ's, Q&A's, slideshows and powerpoint presentations.

10.

Interactive Assets

Interactive assets come in many forms - podcasts, audio, video, live and recorded webinars, interactive multimedia, online games, webcam rooms, live chat etc and require the greatest upfront investment of time and money, as the most frequently used ones tend to be professionally created.

With this list as your guide you are now ready to begin planning how you'll increase your popularity and get greater mileage out of your existing Information Marketing strategy in 2009.

Related Reading

Plug Your Business! Marketing on MySpace, YouTube, blogs and podcasts and other Web 2.0 social networks

ISBN: 978-0977240623

The Ultimate Guide to a Successful Business Website - The Non-Technical Person's Handbook on How to Hire a Web Designer and Manage the Creation, Design and Marketing of a Successful Business Website

ISBN: 978-0980191202

YouTube for Business: Online Video Marketing for Any Business

ISBN: 978-0789737977