

## 2.4 Information Products

### META DATA

Browser Title: Information Products Keep the Digital World Turning

Keywords: information products, information marketing, inbound marketing

(<160 chars) Meta Description: Information products, whether in print, video, or audio format are the essential components of any successful online marketing plan.

## **H1: Information Products Add Relative Value**

In essence they contain valuable information for current/potential customers. In this case, the products aren't physical goods but intellectual properties like e-books, webinars, or audio recordings. Similar to content marketing, the idea is that you're giving something of value to the potential customer with the hope that the customer will want more information, thereby converting the recipient into a future client.

You're about to launch your online business and extremely excited about the future earnings potential of your new venture. But, you want that something extra to help spread the word and keep cash flow on the positive side. There is nothing more effective than high quality information/training products to strengthen brand awareness.

### **Getting Started With Information Marketing**

Most entrepreneurs think they're experts. However, it's hard to convince customers of this fact, particularly when just getting off the ground. Top notch information products show potential customers you know your stuff – they elevate credibility and showcase services.

- You'll have a self-authored piece that you can point to as evidence of your expertise. It's a fine way to get started with clients who are coming across your business for the first time.
- Second, you can open up new revenue streams if you opt for selling your information products. Even if you don't, there's always the potential that your marketing efforts can go viral giving you plenty of exposure without much effort on your part.
- Additionally, ad-supported information products such as a company blog can provide you with residual income for years.

### **What are the benefits of Information Marketing?**

These specialized products are just one part of an overall marketing campaign. But, what does it matter if you don't have the time to sit around writing ebooks, press releases, social media posts, or blog articles?

### **That's Where We Come In!**

Inbound Marketing Service will create astounding and effective information products on your behalf, slap your name on them, and then watch you reap the benefits. You'd don't have to slave away on ebook writing, formatting, or worry about getting the perfect cover image – we'll take care of everything. This way, you can spend your time growing your actual business while we focus on the advertising.

### **Take Your Next Step Carefully**

Quality information products rarely hurt a company but can do so much for the credibility and profitability of a business it's ridiculous. Contact us right away and check out how information products will boost your ROI!