

Take a Minute

Your Marketing Tip

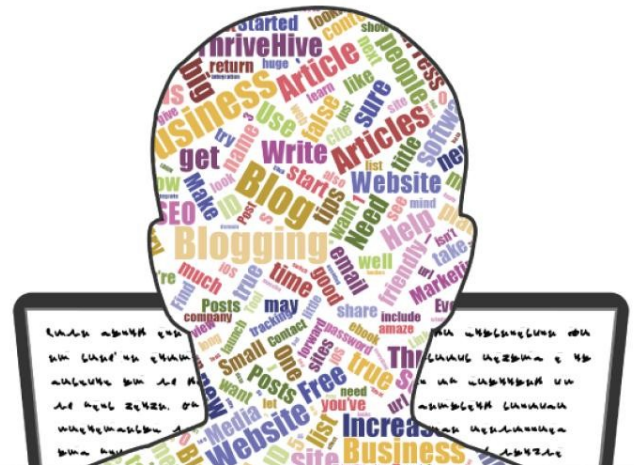


Blogging Can Increase Your Business!

Blogging is one of the fastest and easiest way to increase the amount of traffic from the search engines. For many small business owners however, blogging is an entirely new realm, and just getting started can feel like a daunting task.

Did you know that **small businesses that blog get 126% more customer growth than small businesses that do not blog**? Starting a business blog may seem like a formidable undertaking, especially for a busy business owner. However, many small business owners like yourself have attracted customers through maintaining a regularly updated blog.

The benefits of blogging are immense and there's no reason why your business should not be reaping its benefits! Starting a business blog may seem like a formidable undertaking, especially for business owners who are already wearing multiple hats in managing the day-to-day operations of running their businesses. You might be thinking, "I'm not a writer" or "How can I find the time to maintain a blog?" However, many small business owners like you have attracted customers through maintaining a regularly updated blog. The benefits of blogging are immense and having no prior experience with this marketing channel should not prevent you from starting a blog for your business.



Today, content marketing is a strategic component of every successful marketing strategy. It's not only a means of providing value for your audience and current customers, but it's also an integral part of a long-term strategy for a business's success. While it takes time to build organic traffic to your blog, the payoff can be significant.

And blogging can give you more control over your marketing, even on Social Media. Facebook pushed out another major tweak to the news last week, putting even more priority on posts from friends, over posts from pages. Facebook said that page admins might see a dip in reach for page posts.

There's more on that below, but the more important question is this:

How can your business/organization get more exposure on Facebook, despite the Newsfeed?

If you look at how the newsfeed has morphed over the past two years, you'll notice two trends:

- Facebook prioritizes posts from close friends over posts from pages.
- Facebook prioritizes link posts from websites that regularly publish great content.

What do these two trends mean for your company?

Long-term success in the News Feed means pumping out great website content that your supporters can share with their friends.

And this all starts with blogging.

Yes, a blog is more work. But the upside of blogging can be huge.

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Blogging can increase your search profile on Google, and can dramatically increase social traffic to your website. The more fresh relevant content you have on your website, the more likely your supporters will share that content with their friends on Facebook, Twitter, etc.

How do you start your plan for blogging?

The first step to blogging is making a decision on which platform to use based on your resources and criteria. Consider what functionalities you want your blog to have and rank which ones are most important to you. Next, conduct a little research to see which platform will work for you. How much will it cost to use the platform? What level of customization does the platform allow?

After you've picked a blogging platform with capabilities that work for your business and have set it up on your website, you'll need to gather ideas to create engaging blog posts. Generating ideas can be difficult, especially if you feel that your industry is boring or if you feel that there's nothing to write about. However, no matter what industry you're in or who you're selling to, there's always a wealth of topics you can write about. Remember, your blog content is not about promoting your business directly, but about providing valuable information for your target audience and helping to get your business found online. Your potential customers are online, searching for a solution to their problem. If your blog is able to answer their questions and exhibit your industry expertise, they in turn, will trust you and see the value of your product.

When your content is ready to be posted, optimizing the post itself is the next step. Many business owners either overlook this step or falsely believe that optimizing the post requires technical know-how.

After you've written your blog, distribute and promote it on your social media platforms, email it to everyone on your list. If you have the time to go further, promote it on through blog directories and meetup groups. The more platforms or sites your blog post is on, the more likely that people will see it. Besides the top social media networks, there are several other sites (with rapidly growing user bases) that are great for distributing different types of articles, depending on where your target audience is. Two great article distribution channels to explore for small business owners are Slideshare and Scribd.

For more marketing and blogging information, go to ThriveHive.com or www.BloggingBasics101.com.

If you need marketing, blogging or social media help, call us today at **860-389-2521** or email Marilyn@MarketingandBizPro.com.

There is more information on social media with our [White Paper, "Social Media Report for 2014, from Social Media Examiner."](#)

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