

7 Key Benefits to Blog Marketing for Your Business

Contributed by Webmaster
Friday, 09 November 2007
Last Updated Friday, 09 November 2007

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While Experts predicted that blogging as a whole would slow down in 2007, it is evident that Blog Marketing for web businesses continues to emerge as an increasingly powerful tool for dialoguing with prospective customers and increasing audience reach on the Net.

Many business owners may have uncertainties or misconceptions as to the value of business blogging. Some believe that too much time and effort will be required to effectively implement a blog marketing platform into their existing promotional efforts, with little return on investment.

Those business owners who use blogs regularly will concur that they are simple to create and relatively easy to maintain once you gain an initial comfort level and identify your blogging persona. It typically will only take 10-30 minutes out of the day to properly submit a blog post. The results, however, are far-reaching and surprisingly effective.

So,

What are the major advantages of blog marketing?

1. Low Cost Marketing Channel

Blogs are cheap - even free. Blogs are easily built into an existing website. Blogs can also be maintained at dedicated hosting sites all over the web for low or no cost. Typically it would be recommended that a web business create their own blog domain for brand awareness purposes. It also looks that much more professional in my opinion.

2. Excellent Avenue to Build a Network

Every business needs a network; an internal network between divisions and an external network with other companies and customers. Staying in contact with so many individuals, however, takes large investments of time. A regular blog on the other hand is quickly written (particularly when you are close to and well versed in your subject matter). Blogs can reach thousands of targeted readers at any time in any place.

3. Enhanced Company Visibility

Closely related to networking, Blog marketing benefits a company by keeping it visible. The next time a customer or collaborating company is in need of your product or services, your business will be foremost on their minds.

Part of the benefits of blogging visibility has to do with links. On-site blogs can link to other areas within your site, but off-site blogs can link directly back to it. As you build your blog presence, you may eventually swap links with other high-traffic blogs further adding to your traffic and search engine results.

4. Increased Product Exposure

Blog marketing is extremely useful for gaining mainstream visibility for your products. Your product line may be the focal subject of your company blog - a place where you educate consumers or prospective customers on product features and use, or a place to debut new additions to your line.

Product advertising is of course not limited to company blogs. Blogs on every imaginable subject span the net. Paying high quality bloggers to speak about your products or review your company is another effective blog marketing technique. There are Blog networks like Loudlaunch.com or Sponsoredreviews.com where you can tap into a network of bloggers that work on a pay per post model. This can be a low cost and effective way to grow your product awareness.

5. Enhanced Company Persona

Blog marketing is one way to come down to a more personal level with customers. The voice and style of the blog lets customers get a feel for who you are as a company and whether you are the kind of person they would like to be involved with.

When one individual regularly maintains the blog, customers get to know that person, and feel they have built a relationship with them. The result from this aspect of blog marketing is a more trustworthy, lasting relationship.

6. Improved Customer Interaction

Comment features on blogs are ideal ways to get to know your customer base. An engaging business blog is a place to hear kudos and complaints, as well as conduct informal focus groups, determining how else customers needs might be fulfilled. In this new Web 2.0 frontier, healthy customer dialogue is a key ingredient for successful web endeavors.

7. SEO Optimized Content

We have all heard it said, "Content is King" on the Internet. Adding a blog to your site adds to your featured content, providing yet another indexable content source. It is essential to employ tools like Wordtracker.com and Hittail.com to identify targeted keywords that you want to write some blog posts on. The key is to include the keyword in the blog title as well as in the post and technorati tags.

Blog marketing is quickly becoming known as one essential wave in a progressive web company's future. The minimal cost, both financially and time-wise, coupled with unlimited potential for exposure and connection make business blogging a no-lose proposition.

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