

## BLOGGING GOOD BUSINESS SENSE



Hello. My name is Tracy and I am a stat addict!

**80% of business decision makers prefer to get information in a series of articles versus an advertisement.**

Source: Exacttarget.com

**61% of consumers say they feel better about a company that delivers custom content and are also more likely to buy from that company.**

Source: Customcontentcouncil.com

**Brands that create 15 blog posts per month average 1,200 new leads per month.**

Source:

stateofinboundmarketing.com

This is why it is blogging good business sense:

**1. A blog gives your company a voice, a personality, a character.**

*“Sharing your unique message makes you “real” to your customers, your prospects, and even your suppliers.”*

**2. Connecting with your customers and prospects has never been easier.**

Have upcoming specials or a launch to advertise? Need to explain your new system or process without sounding too bossy? Want to introduce your team to the world? A business blog is your answer when it comes to connecting and nurturing your business relationships.

**3. Business decision-making is a breeze with the aid of two-way conversations.**

Blogs give you a magical insight into what your fans like, dislike, comments they have about your products, services, your brand. Having this almost-psychoic ability to read your customers' minds helps you make better business decisions.

4. **Become the go-to guru in your industry.**

Valuable content revealing your insights, your cognizance, your unique approach to your business sets you up as a thought leader in your field. Sharing your message establishes relationships with customers and prospects, but as industry peers, journalists, and trend-setters.

5. **You will be the sweetheart of search engines.**

Forget the charlatantry of hidden keywords and unnatural word-placement. Content which resonates with your readers is the only way to keep them coming back for more, keep them engaged on your website for longer, and thereby increase your search engines ranking.

6. **Blogging is a cost-effective and focused marketing strategy.**

- a. Your content is recorded for all time to be reread as often as new fans discover you.
- b. It's simple, well-priced, and easy to update.
- c. Remembering why you're in business... who you are in business for.... and what your ideal customer looks like... remains front and centre when you plan your blog schedule.
- d. Your blog schedule keeps you focused on your marketing action plan.

So what on earth are you still waiting for, if you don't already have a business blog? I have the gift of the gab, and will write your copy for you according to your unique voice.