



# Blog - Your Power Marketing Tool

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[BizTalk- Portal for Business Blogs](#)

*"Blogs -- once considered the domain of all that is not corporate--will soon be an indispensable marketing tool"* [Online Media Daily](#) (3/3/05)

*This paper will address **The Power of Blogs as a Marketing Tool.***

When I speak to business people and mention Blogs I get mixed responses. Some include:

- There is a new blog a minute.
- Who reads them? Who has the time for them?
- How can they help my business?
- I sense they are important; but how do I do it?
- They are not for my business.
- What are they? How do they work?

But the reality is that blogs are here and growing.

- Every 5 minutes a new blog is created. ([Pew Internet Study](#))
- About 39% or about 57 million Internet users are regular blog readers and increasing dramatically. ([Pew Internet Study](#))
- Vista and Internet Explorer 7 have built in RSS feeds/blog readers now. This will make blogs readers as common as email.

Cover story of **Business Week** May 2, 2005 (almost 2 yrs ago) defined the role of blogs in the marketing mix.



## Blogs Will Change Your Business



Blogs are changing the way businesses and organizations communicate with consumers/clients. In the past companies could shape their message to the traditional media. Now they're losing control to the bloggers and the social media.

Business Blogs are still in their infancy. Marketers have found that blogs are excellent tools for communicating with their clients. Large corporations are using blogs to build their brand (Nike), communicate with their developer community (Microsoft) and training. There are many success stories from small businesses. A San Francisco attorney blogs about intellectual property and a Minnesota construction company about their current jobs.

## **Let's Discuss How Blogs Can Help Your Business**

First of all, blogging is

- Affordable- for the software + setup+ hosting
- Easy to setup and customize
- Levels the playing field between a large and small company
- Easy to use - Blogging software automates the many tasks required to run a website. No technical skills are required beyond using a browser and typing.

One key thing to remember about blogs is that they are not just for making a sale. When you blog, you have to change your focus from selling to sharing information and your expertise.

Here's how blogs can. . .

### **❶ Develop Your Marketing Strategy**

- Blogs encourage immediate responses from your readers and customers. With this feedback, you can adjust your campaigns and respond better to the market's demands.

### **❷ Brand Your Products and Services**

- People locally and globally are turning first to the Internet to learn more about brands and companies.
- The most popular contributor to developing a strong brand is the online customer generated reviews.
- Blogs increase your odds of being interviewed by the media.

### ③ Make Your Marketing Outreach Fresh and Exciting

- Blogs allow you to instantly post news updates to your web site.
- They guarantee that your web site has fresh reasons for people to return.
- They offer a faster and better way to create newsletter articles and press releases.
- They provide attention getting publicity with exciting video clips - Vlogs or video blogs are creating the real BUZZ on today's Internet.

### ④ Increase Your Visibility

- Blogs create content and update regularly; they encourage other bloggers to link. This creates "relevance in the eyes of the search engine" and results in high placements and increased visibility.
- Blogs are linked in ways that promote viral distribution of a popular idea or product.

### ⑤ Establish Your Credibility As An Expert In Your Field

- Business or individual can establish a reputation as an authority in its field.
- Focus on one niche and write good content on a regular basis.
- Once you have a reputation on a particular subject you will receive visitors wanting to read the latest posts.
- Write informative and engaging posts that will keep visitors returning.

### ⑥ Expand Outreach and Networks

- Companies can build a community of users by engaging consumers on their blogs and attracting customers with their own blog.

### ⑦ Put A Human Face On Your Business

- Your personal reflections on your business give your company a "live personality."
- People like buying from people they have a relationship with.



### ⑧ Target your Audience with Directed Messages

- With RSS feeds – aggregators can distribute your content to your target market with little effort and immediately.

### ⑨ Boost Your Business and Profits

- Substantial increases in search engine traffic generate sales.
- Blogs build market momentum and increase product adoption.
- They give you a tool to help cement strategic partner relationships.
- With the low cost of setup, the ROI (return on investment) is considered to be quite high.

### Conclusion:

Ultimately, the key to success is to first set your goal - **Determine what you want the blog to accomplish.**

- Demonstrate the company's or your expertise
- Build your Brand
- Promote products or services
- Provide customers with news, announcements, updates
- Build a community

Whether you're a consultant, entrepreneur, non profit executive, small businessperson, web developer, realtor, home-based business owner - someone who wants to promote their expertise or services – It is clear that blogs offer a timely opportunity to promote your business.

Are you up to this challenge?