



Digital Marketing Whitepaper

To blog or not to blog

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Blogging

Not so long ago professionals would gasp with horror if you didn't have a blog, however now it seems like everyone is blogging these days.

Blogs are a great opportunity for small businesses to share their expertise in their specialist field. Not only this, but they can become a great marketing tool to help you keep your customer base informed of the latest news product releases and industry news.

With this in mind, this whitepaper looks at the benefits of blogging and what benefits blogging can bring to your small business.

What is a blog?

A good place to start would be to define the term blog for those of you who are not as technologically savvy.

“A blog is a webpage that allows you to write and publish posts allowing the visitors to the blog to comment on the posts. Have a look on the internet for blogs and you'll find people write blog on everything from their daily lives, to their hobbies and jobs.”

Why Blog?

One distinct advantage to blogging is that it can have a really positive influence on your search engine rankings. If you link from your blog to your website, it can help drive traffic to your main web site. They can also be used to advertise when you have a new product and to keep your customers informed of your latest developments.

The addition of a blog to your marketing activities will provide you with another opportunity to interact with your current customers, and also create potential new leads. The important issue is to create copy that will interest your customer base, for example you could include 'how to' articles for various products or services which you could direct them to from your FAQ webpage.

Why not to blog

The purpose of a blog for a small business is to help build relationships with your customers. However, blogging isn't for everyone. In order to become an avid blogger you need to have the time to update your blog regularly, with something new and interesting to say for each post, it is pointless in posting for the sake of it.

Another key factor is your audience. Blogging is a moderately new technology, and the people who read blogs tend to be younger more technologically savvy people. If your client base isn't that interested in new technologies a blog may not be for you. That being said, a blog could introduce your business to a whole new client base for the same reason.

To blog or not to blog?

So it comes down to you and your business. If you have the time and knowledge, why not share some of your industry insights with the world!

You can determine if you're really engaging people by looking at your traffic and subscribers.

Next Steps

We hope that this whitepaper has provided you with some new information, or even a new perspective on blogging, its advantages and why blogging may not be for you.

If you'd like to talk about reviewing your current marketing strategy then feel free to contact us. One of our consultants will be happy to spend some time reviewing your market, and providing various options for efficient and cost effective marketing activities.

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