



Why blog for business?

There are a few reasons to have a blog for your business:

A blog is another marketing channel like a website, print and so on.

Each marketing channel delivers a different result; the kind you can expect from a blog is mainly about stronger relations with important target groups.

Here are a few of the advantages of a business blog:

Customer Relationships

Blogs are a fast way to join the customers' discussions, provide tips and insights or receive feedback.

Become the Expert

Position yourself and your company as the thought leader of your business.

Test ideas or products

A blog is informal. It's part of a conversation where people (often) can comment, and the blog can provide you with a measure of value. Publish an idea and see if it generates interest. Does anyone link to you? What do they say?

Rank high in search engines

Google and other search engines rewards sites that are updated often, that link to other sites and most importantly, that has many inbound links.

Keep your customers updated:

A blog linked from your website is an easy way for you to keep your customers updated regularly without having to update your website for every little event. Once you accumulate a few things, it is good to transfer to your website.

A blog is a good 'x' point for information in between website update s.

A blog is very easy to create and update. You can create an account with a website like this one (www.blogger.com), customise to look like your website using the same header, colors etc. All you need is to link your blog from your website.