

6 Reasons You Need a Blog for Your Business

Although blogging has been around for years, it's only in the last year or so that it's really become big, especially in business.

Some of the top corporations now have blogs, and you can read about these corporations, as well as get news.

The main reason blogs are so popular is because they're personal. It gives the author an opportunity to inject his/her personality into his/her writing.

How does this apply to your business? There are many ways, but here are five:

1. You can brand your business.

Branding isn't just for big business. You can brand yourself too. By creating your own niche and writing about it, you can create your brand. By branding yourself, others will associate your product with you.

It's not enough to get traffic to your site. You need targeted traffic, and the more targeted your traffic is, and the more traffic you get, the more opportunities you have to make sales.

Blogging is not just an effective branding tool. It's also an effective public relations tool, allowing you to further build your image and brand.

2. You can become an expert.

When you share what you know on a topic, it gives you the opportunity to be perceived as an expert. You are providing additional value to your product.

When you are perceived as an expert, people are more likely to listen to what you have to say.

By establishing yourself as an expert on a topic, you are offering value to potential customers that your competition isn't. Not only that, you can drastically cut your marketing expenses because your potential customers are coming to you.

This is called pull marketing. Pull marketing is much more effective than push marketing because you are drawing customers to you, and they already want what you have to sell.

3. You can establish credibility.

Credibility is a difficult thing to establish on the internet. You need to gain your potential customer's trust before he/she will buy from you.

Although there are certain things you can do that can help with trust and credibility, like adding your phone number to your site, a blog is more effective. It will help you get your potential customer to see you as a real person, not just someone behind a computer.

4. You can create a new marketing channel.

Email marketing isn't as effective as it used to be. Too many problems exist now with spam and filters. It can be nearly impossible for you to get your marketing message through.

With blogs, you can use RSS, as well as other forms of communication, like podcasting, to get your marketing message through.

Blogging opens up technology for you in a way that email doesn't. It gives you a variety of ways to distribute your marketing message and increases your chances of your marketing message being effective.

5. Creates a communications channel with your potential customers.

Blogs are interactive. You can allow your potential customer to leave messages for you in your comments. He/she can ask you questions, and you can respond more quickly.

This will also save you time in the future because others may have the same questions. You'll already have the answer easily available.

Blogs are also more responsive in that you can write about the latest trends in your topic and give your potential customers the latest information.

6. Solves your search engine optimization problems.

Blogs are search engine friendly, and you can get your blog spidered faster and easier than you can a traditional site.

This can help you get traffic from the search engines quicker and easier, and the beauty of it is that it's targeted traffic.

Although blogs may have started out as personal journals, their business application is far more reaching. Blogs can help you explode your business marketing efforts in a way that no other internet marketing method can. Blogging, although not required, is something you should consider if you want to increase your business and increase your profits.

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