

8 Benefits of Business Blogs

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While most businesses could benefit from using a Business Blog as part of their marketing and business development activities, there are some types of companies that would find them particularly beneficial. They are:

1. Companies which need to present a human face to their activities:

Some professional services organizations have been known to suffer from a bland image. Using a Business Blog can break down preconceptions and reveal some of the personalities carrying out the work which will help to engender greater trust in what is a customer focused environment.

2. Companies which rely on their specialist knowledge to attract clients:

Consistently demonstrating expertise in a chosen field on a Business Blog can quickly help to build a positive reputation and encourage potential clients to gravitate towards you. This is particularly relevant for independent consultants and specialist consultancies.

3. Companies which have progressed beyond the hard sell approach:

Direct advertising and the hard sell approach have become less and less successful. However, an educational marketing approach, where you provide potential clients with information on which they make their own informed decisions about their purchases has shown proven results.

4. Companies wanting to become more of a partner than a supplier:

As you engage potential clients through your Business Blog, you develop trust relationships in which you can position yourself as a partner rather than a simple supplier. People prefer to work with and buy from people and companies that they trust, and a business blog will help to achieve this.

5. Companies wishing to be THE information resource for their market niche:

Most of the information that your prospective clients are looking for is available on the web, it is just a case of finding it. So rather than allowing potential clients to find information on a competitor's site, provide it yourself, or provide links to it on your Business Blog. You will become the preferred place to go for this type of information and so attract anyone interested in your niche to your Blog. This in turn

provides you with the ideal opportunity to open a dialogue with them.

6. Companies organizing conferences, seminars and exhibitions:

Business Blogs are the ideal focal point for collating and distributing information to pre-Conference attendees and for gathering feedback from them during and after the Event. You can update conference details and add new information yourself, and you automatically develop a powerful online Search Engine marketing tool as well.

7. Companies looking to develop a network or community around them:

As a networking tool, a Business Blog can help in many different ways, but one of its most powerful is when it allows the creation of a network of like-minded people interested in a particular area. It is particularly positive for the company setting this up and running it because they find themselves at the center of this network and therefore in a high profile position.

8. Companies developing new products or services:

Customer feedback and input is essential in the product development process. By taking the step to allow this feedback to take place on a Business Blog, you are allowing discussions and generating ideas of which can be invaluable to the process. Added to this, you have a group of people who have contributed to the product and so are likely to be its strongest advocates.

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