



How to Use Blogging as a Marketing Tool

Blogging is an almost ideal way to increase your sales of a product or draw people's attention to a service that you offer. Because a blog is written in such an informal manner, it gives even the biggest corporation a face, that is, it makes it seem really personal to those who are reading.

People respond to people, not to a faceless corporation. People develop trust and loyalty to other people whom they get to know. Once you develop a face for your business, you'll find that people will relate to you in a personal manner and they'll do business with you because of it.

You can provide good customer service through a blog. Because it is so quick and easy to use, people congregate at a blog. Many people don't feel comfortable writing out a question in letter, or even trying to get help over the phone, so if they can just type in "Hey dude... what's this little gizmo on the side of my gadget do?" they'll be much more comfortable. And you may even get another customer answering their query, so your time and effort is saved.

Your blog can also be a place to provide information about your product to your potential customers. Once they see how much valuable information you give out, they will become loyal followers - and so customers.

You can drive blog traffic to your website sales pages through the use of keywords and special links in your information. These links and keywords will increase your search engine ratings considerably and the better they are the better your traffic will become.

Once you have established yourself as an expert in the field through your blog your customers will feel more comfortable buying from you. You can link to your sales pages in a website, or sell directly from your blog. You can also monetize your blog using ads such as those by Google AdSense.

While starting up an ordinary blog for social purposes is quick and easy, a blog for business is a whole new ball game and will take longer. But it's still fun and can be an exciting challenge. The things to remember are to have great and useful content and update it frequently. If you don't do this then your audience won't keep on coming back.

You do need to develop your own distinct voice. Don't write with the formality of a big company. Be human, be a little vulnerable, and you'll soon develop a fan club.



Remember to Take Your BLOG to the Next Level at www.SuccessIsMandatoryNow.com