

# IOVC Strategy and Technology

Helping People Succeed through the Use of Internet Technology

## Business Development Coaching and Consulting

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### How Blogs Can Help Business

Increasingly, business people are using blogs to advertise and enhance their business. They have found that they don't need Webmaster skills to run a blog successfully and it is a quick way to impart necessary information. There are many other benefits to having a blog.

Having a blog and talking about your business establishes you as an expert in the field. When prospective customers have a need, they immediately think of your business, because they heard (or read) what you said about the topic or problem that they have. They know that you are most likely the one to have an answer.

With a blog, you can receive feedback from customers and so you are able to instigate the right plans to meet their needs. You can provide tips and customer service in a personal manner that will bring your customers a high level of service. This means that they will trust you and keep on coming back. They will also tell all their friends about you. This customer referral is one of the things that make a business successful.

Blogging provides a cheap and effective way of advertising your products. You can offer up an idea to see if there is sufficient interest to supply it. This saves you from making errors in the products you provide, ultimately saving you money.

A blog also helps your website achieve high rankings with the search engines. Google and others reward websites where the content is changed often. They love lots of inbound links, which is what a blog will give you.

Most importantly, having a blog gives a business a 'face' and makes it seem human, rather than being a faceless corporation. Exercising public relations in this way helps consumers relate to the company on a personal level, so they are much more likely to do business with them. They also feel that they will not be simply treated as a number, that someone in your company cares about them and will help them achieve their goal of getting the right product to meet their needs.

If large corporations such as MacDonalds and Boeing use blogs, you can be sure it is because they find blogging beneficial for their businesses. Businesses like these often separate their blogs from their websites. Blogs should be written in an informal, conversational style that can make good use of humor where appropriate. Business websites are usually more formal. This means that the two styles can be separated and so they don't clash with each other.



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