

## How blogging and article writing help market businesses

One way to get attention is to make a big noise. Any child will tell (or show) you that. And making big noises in business are one of the ways of getting your customers to look your way, and finding a method of getting more traffic to your website will certainly be welcome.

But making a big noise without any content is a waste of time. You have to set yourself up as an expert in your particular field. Analyse all the elements of your business that you know: what makes you successful, what special features do you possess, what little bits of information can you share with your customers that demonstrates your expertise?

Forming relationships in business (ie marketing) is all about giving stuff away, as long as it leads towards the ultimate persuasion of getting customers to buy from you. There are easily things you could tell your customers that would be of benefit to them, but would cost you practically nothing. Think of the baker's dozen idea, when providing that bit extra results in good will and an increased awareness of the provider.

Of course one way of providing information is through writing a business blog. This versatile piece of software is virtually free to set up, totally self-editable (you don't need a web-designer), loved by the search engines (they are visited hourly by the spiders), and can be adapted to reflect your corporate image (including creating more pages that contain further information). Anybody with permission can add content, and all readers are encouraged to provide feedback, which also helps with search engine optimisation.

Another concept of promotion is through links to your website. Blogs are a superb medium for linking back within every post. In fact, why not comment on other people's blog posts to increase the linkage back to your own blog or website? This will provide more exposure to a wider audience as well as helping the internet spiders.

Ideally a blog post should be short and concise. Blogs are for quick-fire expertise statements, providing the readership with a concept to grasp, information to process or to provide details of an event with a call to action. Some are over-lengthy, but really a blog isn't the correct medium for essays. In fact once you get more accomplished at writing about your expertise then you should submit your examples as on-line articles, and there are a number of websites that can host your pieces to aid towards further exposure.

And then there's the added advantage of linking your blog and on-line articles to the social media, such as Twitter, Facebook, FriendsFeed and the like. All this can be automated through RSS feeds, and again this increases your audience, which in turn is passed on virally through the complexities of their RSS feeds, plus referral and recommendation. The more people who read about how good you are and what your company does, the more likely they are to visit your website and be persuaded to make a sale.

If anybody is interested in setting up a blog but want to know how, including personalising it, then take a look at my series of packages '[How to Beautify your Blog](#)', in which customers can pick and choose certain elements to create the perfect blog for their marketing purposes. To learn more, visit the website below.

Want to know more? Visit [www.designyourmarketing.co.uk](http://www.designyourmarketing.co.uk) and <http://alicedesigns.wordpress.com>