



BUSINESS FEATURE



## Blogging for Marketing

[By Amit Agarwal]

While communication is the backbone of marketing, a blog is the ultimate platform for Internet communication. Businesses, small, medium, or large, are increasingly using blogs as a new marketing mantra for promoting, rather than selling products. Entrepreneurs are finding blogs as one of the easiest and fastest ways to dole out their message.

Though blogging is more popular among online communities for communicating ideas and sharing knowledge, commercializing blogs has provided businesses a new medium for marketing. Generating profits using blogs has invited a lot of businesses to experiment with their online skills. The following are some major benefits of using blogs for marketing.

### Converse with Prospective Customers

Blogs are podiums where entrepreneurs can share valuable information with customers. Conversing directly with customers helps build a reputation for the business. Answering customer queries in real-time can convert a prospect into a sale faster. Blogs also provide companies with penned feedback on their products.

### Invite Traffic to a Website

No matter how good or how bad a website is, if it cannot generate substantial traffic, it's a failure. For an entrepreneur who has launched a new business website and who is looking for fresh leads, traffic generation is a priority. A blog, which targets a particular sector or topic, can drive additional visitors to a website. The more the traffic, the more product sales, ad clicks, leads, and profits.

### Advertisement Income

A successful marketing blog can make money by selling its products or services, but a smart blog can earn additional revenues by offering advertisement space to companies offering products on specific areas. Integrating Google AdSense into a blog can be very useful. This provides visitors added benefits and proves to be an attraction to the site.

### Donations

Blogs that offer free stuff on their website, for example, free articles, news, or other useful information, have the option of receiving donations. If the information on the blogs is extremely useful to someone, he/she may wish to oblige by donation. The system can easily set up a money receiving vehicle via PayPal and become a money-spinner, not disregarding the fact that the blog serves many people with useful information.

Blogs are beneficial for marketing only if they adhere to certain disciplined rules. Most blogs start with a hullabaloo and are lost in cyberspace. There needs to be serious hard work dedicated to building a blog where one wants to generate additional income.

- **Targeting the Mass Audience.**

Though a blog needs a specific area of operation, it should have the appropriate content to attract masses. It should be of interest to a sizeable audience. Only a handful of the thousands of visitors will convert to genuine customers.

- **24x7 Updating Potential.**

Constant updating of a blog is required to attract and retain more visitors. Blogs are spaces which have loyal customers visiting almost daily. They need new interesting content daily.

- **Audio Video Experience.**

Blogs can be boring if they have only text. Internet surfers today beg for something attractive and interesting. Interactive methodologies, including audio, video, and graphic screenshots, are required to keep visitors glued.

Apart from the above, blogs are often found to be full of external links, related industry expert comments, and, at times, free gifts for answering simple questions. Marketing using blogs has provided a new dimension to marketing managers. Thinking differently will perhaps be the hymn of the 21<sup>st</sup> century.

EmploymentCrossing is the largest collection of active jobs in the world.

We continuously monitor the hiring needs of more than 250,000 employers, including virtually every corporation and organization in the United States. We do not charge employers to post their jobs and we aggressively contact and investigate thousands of employers each day to learn of new positions. No one works harder than EmploymentCrossing.

Let EmploymentCrossing go to work for you.