

Business Support Guides

Your Business supported in a few Simple Steps

Guide 4: The benefits of blogging



Hull
City Council

Managed Workspace Centres

Linking your business to your clients

It's important that companies have good direct communication with its customers, a way to connect with and disseminate interesting information. Blogs can also influence customers when it comes to making purchase decisions. Blogs can allow a company to create a direct link of communication with its customers, and businesses can use their blogs to build relationships with those wanting to know more about a company's products or services. Blogging is important for marketing, engagement with clients and creating an interactive relationship with customers but attracting new client bases is also vitally important.

Although seen as less formal than a website it is still a way to providing useful information or opinions on a consistent basis, so readers will become loyal visitors.

For most small businesses, the challenge of building a customer base and engaging followers can be seen to be the difficult part. It takes a time to build an active community to attract, engage with and retain, as well as encourage them to spread the word about your business. With any blog, it's important to ensure that your posts are in line with your companies own visions and goals without forgetting the reason you wish to engage with existing and potential customers in the first place...

Connecting really can be 'free'

With the ever-changing world of the internet, things soon become less popular or out of trend, particularly because of the onslaught of social networks, but a blog space is yours free from countless competing status updates. And the best thing is, there is a load of free blogs out there to get you started. If you're still unsure about blogging and if it's right for you, try some of the free ones available, follow some discussions and have a go at replying.

It's important just to remember that blogging can be fun, reaching out to other bloggers and building them all important relationships. The reason to blog is to tell customers about your business, so all of your blog post ideas should help serve those growth goals. They should have natural tie-ins to issues in your industry and address specific questions and concerns people may have.

It's worth remembering that with any new start-ups or businesses with little or nothing to invest in glossy marketing materials, any form of 'free' publicity is worth investing in. Your business is there to make money so spread the word and most importantly enjoy the world of blogging.

Here are some of the vast available blogging sites that might just help start you off

- Blogger – A well-known platforms backed by Google
- Tumblr – A great platforms if you're into visuals
- WordPress – Great for creating a new blog entirely for free
- Weebly – With its drag-and-drop feature, ideal to quickly create new pages.
- Site Blog – A completely custom blogging website



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