

Why Does My Small Business Need a Blog?

You've put in a lot of work on your branding. Your website looks and runs great. A good SEO strategy is keeping your business relevant in search results. A good lead generation strategy is in place. The email marketing you're doing seems to be working really well.

So do you really need to spend time blogging on your own website? Do people even read blogs anymore?

Yes and yes!

Blogging is a proven way for a small business to be more successful. Almost every leading company in every industry uses blogging because it helps with all of the above and provides other benefits as well, and any good digital marketing specialist will stress its importance.

Let's take those benefits and group them into 5 key points.

Blogging Helps Your Branding and Increases Your Competitiveness

In your field, you probably have a lot of competitors offering similar or identical products and services, so what makes your business unique? Why should people go to you when they can go so many other places?

Through your blog posts, you can emphasize your branding, express your company's voice and personality, and demonstrate your expertise. You can also discuss your products/services and how they work, make special offers, etc. Since you control the content, you control how you portray your business to the world.

As your audience warms to your style and trusts your knowledge and skills, interest in your business grows. In addition to detailed discussions and descriptions, special offers, calls to action, and links to your product/service pages will entice audience members to become customers. Thus, the CTAs, special offers, and the like are great ways to generate new leads. And as those customers grow to understand who you are and learn they can rely on you, they become loyal customers, the best customers you can have because they not only return but also recommend you to others.

Blog posts are also a gateway to content for social media posts. The material in them is easy to break up into smaller posts on sites where you're trying to increase awareness of your brand.

One thing else: some people *really* hate ads. In their living rooms, they get up to run to the fridge during commercial breaks and they record shows so they can watch them commercial-free. On their screens, they ignore ads, click them closed, and use ad blockers.

Advertising still works with many people and should still be part of your marketing strategy, but the truth is that it's far less effective than it used to be.

Your blog, on the other hand, is an advertisement that your viewers *want* to see since they came there in the first place. Use its potential!

You Connect with Your Audience and Learn More About the Market and Your Customers

The audience loves a chance to participate and to be heard. When you run a blog, you can enable comments by readers. Constructive dialogue lets the audience know you care, which builds their confidence and trust in your business. Comments also promote sharing of ideas and understanding the values, needs, and concerns of your readers.

Customers can add feedback and reviews in the comments section, too, and through them you can learn more about their preferences and how you can improve your products and services. The better you know your customers, the better you can serve them and achieve the retention that is so critical to success.

Providing an authentic personal touch is something that has great value to customers.

Your SEO Will Be More Effective

Good search engine optimization isn't just for your homepage and your product pages. By posting fresh content on a regular basis and using trending keywords and phrases, you'll make your business more favorable in the eyes of search engines, which will help you remain high in the rankings when searches return results to users. Adding to and updating your blog means additional use of effective SEO. This is one of these areas where there really isn't any such thing as doing too much of it.

Email Marketing Can Improve

As part of your marketing strategy, email outreach is important, and it's effective when done well. Think back to the advertising example. There is a certain segment of people who do not want to get emails from the businesses they patronize. When given an option to receive emails during the checkout process or at some other point, these people opt out. If they overlook that option or otherwise end up on an email list, they're the ones who unsubscribe. Their reflexive view is that all unwanted email is junk or spam.

On the other hand, if you can draw their attention to your blog through search results, social media posts, user experience, or other means, a certain percentage will like what they see, and then they might sign up to get emails about future blog posts, special deals, new products, etc.

How much your email lists will grow isn't easy to predict since so many variables are in play, but there is no disputing that businesses that maintain blogs see more growth in their email lists than businesses that don't.

A Blog Can Help with Networking

Finally, there is the strong possibility that as your blog helps your business build its presence, define its niche, and grow its appeal, entrepreneurs and other influencers will notice your business and want to collaborate, leading to exciting opportunities for new ideas, expansion, and improvements.

Conclusions

There are credible studies and surveys clearly documenting that blogging helps businesses. For small businesses, blogging is yet another important tool in a market where competition is fierce and margins are small. To keep up with the competition and to get ahead of it, blogging is an indispensable piece of the puzzle, and the benefits "pay" for themselves. The extra work is worth it.

Blogging also does not have to be extra work for you. You can hire skilled writers and designers, you can contract with professionals who specialize in those same areas, and you can work with services that emphasize a comprehensive and individualized approach to digital marketing that's just right for your business.

Bellingham-based Bold Eye Media is exactly that type of service. You are not in this alone, and after you [contact us](#), we'll be in touch within 24 hours to help you get started!

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