



BUSINESS BLOGGING

EFFECTIVE, AUTHENTIC COMMUNICATION

BENEFITS

According to research, B2B companies that blog generate up to 67% more leads per month.

Your strategy should reach target audiences through integrating business blogging with other social media routes.

Many organisations believe paying for ads will engage consumers, yet ratio of paid to organic search clicks in the UK in 2013 was 10% paid links, 90% organic.

PITFALLS

You can't stop people talking about you. Things can go viral - positively or negatively.

Reputational damage can be done instantaneously, yet it takes a very long time to win back trust.

Creating content can be time-consuming, but you can re-purpose existing content such as press articles (yours and others').

“ CONVERSATIONS ARE ABOUT EXCHANGING INFORMATION, ESTABLISHING STATUS AND ACHIEVING CONNECTION. ”



BLOGGING FOR BUSINESS

Whether you're an organisation offering a product or service, or a charitable organisation seeking people to engage with your cause, you will know how easy it is these days for consumers to switch from one brand to another. Having a great blog is a way to keep stakeholders engaged.

Set your strategy



- Listening platform: understand why and where people are talking about you online and tweak your offer accordingly.
- Interaction space: engage with existing and potential customers around things they value.
- Sales channel: Use social media to enable purchases or donations by providing links.

Connect with your vision, mission and values



Write your posts based on your community's wants and needs. Segment your audience. Audiences vary and you may need to use different platforms and slightly different tones to appeal to different people.

Track your Engagement



Consumer engagement should be a key measure for your organisation. It now takes place offline and online, both on your website and on other sites, especially social media. Getting engagement right – by listening and interacting – will boost satisfaction, loyalty (retention) and revenue.

N.B. social media metrics are not about likes and follows. Anyone can buy those!

TOP TIP: BE AUTHENTIC



The internet is saturated with bland blogs which describe features and benefits of services, but ignore the human emotion element. Don't be afraid to be quirky - it sets you apart.



THERE ARE ONLY TWO WAYS TO INFLUENCE HUMAN BEHAVIOUR: YOU CAN MANIPULATE IT OR YOU CAN INSPIRE IT.

VERY FEW PEOPLE OR COMPANIES CAN CLEARLY ARTICULATE WHY THEY DO WHAT THEY DO. BY WHY I MEAN YOUR PURPOSE, CAUSE OR BELIEF - WHY DOES YOUR COMPANY EXIST?

PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT.



Simon Sinek