



Is Blogging for Business Worth the Effort?

Description

A worthwhile way to connect with both current and potential customers

By **Mona Andrei**

When speaking with the owner of a local retail store recently, this question came up: “Is adding a blog to our website REALLY going to make a difference?”

My response? “Absolutely!”

I’m not exaggerating my own enthusiasm. I really did respond with an exclamation point.

Marketing in today’s world is about building trust and relationships with your target audience. And since everyone and their grandmother are online these days, blogging is a worthwhile way to connect with both current and potential customers. Not only that, blogging is also a relatively inexpensive medium, offering a great return on your investment – when done right.

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Still not convinced? Here are seven reasons (plus a bonus reason) why blogging for business is definitely worth the effort.

Your blog will serve as a direct communication channel

The Internet has turned into a #1 resource for information. That said, a blog provides you with an empowering platform for sharing relevant news about your business, new products or services, and even current and upcoming sales and events.

Your blog will position your business as approachable



Gone are the days of businesses being disconnected from the public by the proverbial corporate curtain. Today, whether you're a local mom and pop store or a large conglomerate, being approachable is key for maintaining customer relationships and loyalty.

Your blog will give your business a voice

When it comes to building relationships, using the same language as your customers is crucial for engaging and developing trust. Whether your target market is hi-tech or high-level, a blog will give your business the opportunity to speak WITH your clients as opposed to AT them (another antiquated way of marketing a business).

Your blog will position you as an expert

No matter what type of business you're in, if you're in it for the right reasons it's safe to assume that you're passionate about your industry. Your blog provides a great place for you to showcase and share your expertise.

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Your blog will encourage interaction

People love to engage in conversation and what better way to speak to your customers than through your blog? It's also an easy way for you to get feedback so that you can continuously focus on meeting customer needs and exceeding expectations.

And speaking of expectations ...

Your blog will provide you with insight into what really matters

By tracking analytics, reading comments, and noticing what posts get liked and shared, you'll get to know exactly what's important to your customers. This is essential information since any business's success can be attributed to putting the customers' needs and expectations first.

Your blog will provide you with a cost-effective marketing strategy

Sure, blogging is time consuming. It involves, planning, writing, and a minimal level of technical know-how. But on the upside, consistent updates to your blog will increase traffic to your site, build brand awareness, and promote your expertise. And isn't this exactly what you want from a successful marketing campaign?

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Which brings us to our bonus benefit to blogging for business ...

Blogging is inspiring!

As you continue to brainstorm ideas and topics to blog about, you're organically keeping abreast of both industry trends and consumer interests.

As noted in the previous article in this series, [*The Business of Writing Today – How blogging has changed the way we read and write*](#)



, bringing personality into a brand's voice is a great way to make your posts interesting while engaging with readers and customers. As you can see, a blog is a fantastic place for letting your brand's personality shine and show your target market exactly what your business is all about!

Previous articles by *Mona Andrei*

[**The Business of Writing Today**](#)

[**Confessions of a Top 100 Humour Blogger**](#)

More articles by [**Mona Andrei HERE**](#)

Image: *James St Laurent*



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