

How to Get the Most Out of Your Company Blog

By: Christina Copeland

Blogs: they're not just child's play anymore. Today, adults are starting blogs at a more rapid rate than ever. With this trend growing toward its maturity, now is the perfect time to set up a company blog. So, what goes into making a successful blog? Like anything important in life it takes patience and dedication. It also takes outside supplementing, an ear to the ground, a knowledgeable writer and a subject that people actually want to hear about.

A blog is in some ways very similar to a garden. It takes time to reach its full potential and when it does, the rewards are obvious. It also requires patience and upkeep. A plant can't transform from a seed to a blossom overnight, so don't expect your blog to either. A blog can, however, grow before your very eyes if you give it the maintenance and attention it deserves. This can be attained by seeking out new readers, and regularly posting new material. Remember: the more posts you have, the more often the blog will show up on search engines.

Outside supplementing is also helpful for making a successful blog. I suggest getting a twitter account with the same name as the blog and sending out a tweet to your followers to announce that you have posted a new entry to your blog. Providing the link helps get your twitter followers to your blog more efficiently. I have also found that offering the option to have readers sign up for your RSS feed helps too. For those of you unfamiliar with the term, RSS stands for real simple syndication. Basically, the way it works is a reader signs up to follow your RSS feed and they are notified every time that you make a new post. Put simply, it gets people to read your blog more effortlessly.

To keep readers interested in your blog, the writer must always keep their eyes open and an ear to the ground for news within your market. For example, if you sell shoes, make sure that you are up to date with the latest shoe trends. A writer that is always searching for new material and is knowledgeable about their product or service will go far. People like to get the first-hand scoop from an expert. Be that expert, and you'll have an interested audience. Show uncertainty or ignorance and your readers will seek more reliable information elsewhere.

That brings me to the next point, the subject itself. The subject **MUST** be something that readers will be interested in hearing about. If you have a tire company, write a blog about driving. If you have a seafood restaurant, write about cuisine. Don't make the blog all about your product unless you are absolutely sure that your customer is truly interested in hearing about nothing but that product.

Blogs can offer a more personal view of your company. Utilize this casual approach and take advantage of growing popularity that blogs are experiencing with adults. Do you need help with venturing into the world of blogs or social media sites with your business? If so, Insight is here to help. Call us at 850.712.0538 or email Sabrina@insightfulconcepts.com.



Sabrina
McLaughlin, APR
850.712.0538 ph.
850.201.6772 fax

3564 Ginger Lane
Navarre, FL
32566