



30 Business Blogging Benefits

Why YOU should begin today!

1. The more blog posts your webpage has, the more time clients/customers will spend on your site. The more time they spend on your site, the closer they move towards doing business with you.
2. You'll learn what statistics really matter in your business and which ones don't, especially the social media ones.
3. People will view you as the expert voice of your industry ... the go to place for the best information and teaching.
4. Blogging isn't brain surgery ... consumers have questions and a great blog answers those questions.
5. Customers appreciate honesty and transparency ... considering your competitors probably are ignoring this terrific opportunity to connect.
6. You'll find that many social media "experts" have no idea what they're talking about ... blog content will vary depending on the industry, niche, company that you are in.
7. You'll meet people and have experiences you never dreamed possible ... all because of the doors that were opened through the power of blog marketing.
8. You'll start online relationships that turn into true offline friendships.
9. You'll show customers/clients that you truly care about them. Most businesses in your industry won't be blogging and taking the time to be great teachers. In the world of business, the best educators get the reward.
10. Competitors and others in your field will begin complaining about your motives and tactics ... this is a natural byproduct of questioning the status quo.
11. You will become much better at your job when you blog. Don't believe me? Write about a subject for the next hour and then go explain that subject to a friend or client and see just how easily the words and thoughts flow.
12. You'll find yourself asking, "Why did we wait so long to begin our business blog?"
13. Your webpage will get more traffic through SEO.
14. Your website will get more traffic through social sharing.
15. Once you overcome your fears of blogging, you'll also gain the strength to do more video-based marketing as well.

16. Instead of being a part of the problem, you'll now be a part of the solution.
17. Other companies in your industry will come to you for advice and knowledge.
18. Your statistic and analytics will show you which companies and competitors are checking you out.
19. You will make a difference and be a positive influence in your industry.
20. You will find that business ventures and opportunities will arise as your popularity, brand, and influence grow.
21. You'll attract better, more qualified employees as they'll see you as a "forward thinking" and "social" organization.
22. Blogging will give you a better feel about what your customers really care about. In other words, as you study your analytics, social shares, and comment section ... you find see what folks like and don't like.
23. Blog comments are critical ... if there is any place that will give you a feel for your readers it's a blog's comment section. You will be more and more in tune with their needs.
24. By writing blog articles, you'll naturally have more value to share on your other social platforms, like Twitter and Facebook for example.
25. You will find that your inbound links will increase naturally in an "organic" flow ... something Google LOVES! 32. As you give valuable information, you'll naturally grow your company's list. And as you grow the list, you'll have a much better email marketing campaign along with countless other list-marketing opportunities.
26. The more blog articles you write, the more opportunities you'll have to re-work that same content and turn it into an eBook, white-paper or report
27. You will be prepared to beat the competition because you give value and you're the better teacher.
28. You'll increase your niche status each and every post.
29. Others will see you and your business as leaders.
30. Other businesses will ask you for guest posting opportunities ... either on your site or theirs. Guest posting on other sites will expose you to new audiences, opportunities, and attain more inbound links.

That's it ... some of the BEST reasons to blog for your business. Customers and potential customers will thank you for caring, teaching, and giving great content. As you give value and work to solve problems, no matter the niche or field, you'll be enriching the lives of others. Ultimately, is there any greater benefit than this?

[Action Marketing Team](#) looks forward to connecting with you and answering any of your Social Media Marketing Questions.

Email us at: 123ActionTeam@gmail.com