

ADCUDA'S

# LUNCH & LEARN:

TOP 10 REASONS TO BLOG  
YOUR SMALL BUSINESS

# I DON'T BLOG, BECAUSE ...

ACTUAL EXCUSES FROM REAL, LIVE PEOPLE. NOT YOU.

1. No one will read it
2. I don't have anything to write about
3. I'm not a very good writer
4. I don't have time
5. People in my industry don't do that
6. I'm already on Facebook
7. My customers don't read blogs
8. It's just too much work
9. I did it for awhile and then...
10. What's your reason??



# SO WHAT IF NO ONE READS IT?

## LOTS OF REASONS TO BLOG

- Community is great, but that takes time
- Don't give up; keep writing those posts
- Start commenting on industry related blogs and link back to your blog
- Promote the heck out of it!
  - Submit to Blog Directories
  - Claim Your Blog on Digg, Technorati, Etc.
  - Social Bookmarking
  - more...more...more... just ask us



# #1 SEARCH ENGINE BENEFITS

## THE ENGINES LOVE NEW CONTENT

- New content keeps your website fresh for your end user & the search engines
- Most blog platforms alert the engine to your new post. All you have to do is publish it
- Links - good quality, strong links
- Keywords, keywords, keywords.



# #2 BUILD YOUR AUTHORITY

YOU ARE WRITING WHAT YOU KNOW. YOU'VE GOT THIS!

- Customers are searching for companies AND information - be in the space
- Your product or service is complicated. Break it down for your potential customers.
- Opportunity to educate, not sell.
- Why should they buy from you, specifically



# #3 SOCIAL MEDIA CONTENT

BEING ACTIVE IN SOCIAL JUST GOT A LOT EASIER

- Blogs create content for Facebook, Twitter & Linked-In
- Go beyond these & look for industry specific groups, forums. Share your ideas.
- Listen and respond to questions in social media, then point people to your blog as a resource for that answer
  - Easy way to do this is good ol' Google Alerts.
  - Use Google Blog and Discussion Search



# #4 TRAFFIC TO YOUR WEBSITE

WE WANT INFORMATION BEFORE WE BUY ...

- Quality traffic -- they are interested in what you are selling
- Series blogs are great for traffic. Gives people a reason to come back
- Opportunity to stay current in your industry and add content without a website overhaul. Search Engines like a mix of new and unique.



# #5 DIRECT & INDIRECT SALES

## USE YOUR SIDEBAR TO PROMOTE

- Showcase upcoming events & new product offerings
- Feature blog-only promotions & offerings
- Great way to stay in front of existing customers. Upsell; be front of mind.
- Ask for the subscription, and track your subscribers.
  - Feedburner great tool



# #6 DIFFERENTIATION

STAND OUT IN YOUR INDUSTRY, BE THE LEADER

- Do your competitors have a blog?
- Find a way to stand out - if service sets you apart, write about it
- People want to buy from people. So be real, be yourself.
- Competitors might sell what you sell, but they aren't you. It should be about you as a company.



# #7 GREAT PUBLIC RELATIONS

YOU JUST CREATED CONTENT FOR LINKED-IN, TWITTER & FB

- Potential for massive reach
- Journalists use blogs to find story ideas
- Staying power - search for your company or product and you can find blog posts for years
- Handle any PR issues with your voice



# #8 TRY BEFORE YOU BUY

## WHO ARE YOU AS A COMPANY?

- Blogs give people the opportunity to learn about you & your features/benefits
- Showcase case studies of other clients
- Address issues with product & how it was resolved



# #9 FEEDBACK

## BLOGS ARE GREAT WAYS TO LEARN FROM YOUR TARGET

- Ask for feedback through surveys, questions, etc.
- Something happening in your industry? Poll your readers for their thoughts
- Offer a chance to demo or beta your new product in exchange for a review
- Let your users create fresh content for you by asking questions and promoting comments.



# #10 KEEP YOUR CUSTOMERS

## KEEP THE CONVERSATION GOING

- Give your customers a way to engage with your business, without always spending money.
- A good blog on a schedule puts you on their calendar, not them on yours.
- Easy way to quickly post contests, promos, and incentives to your site.



# ON OR OFF YOUR WEBSITE?

## KEEP 'EM IN YOUR SITE

- Always in your site. Don't send them off to another service.



# GREAT SMALL BIZ BLOGS

CONTENT CREATED WITH YOU IN MIND

- American Express OPEN Forum [www.openforum.com](http://www.openforum.com)
- Small Business Trends [www.smallbiztrends.com](http://www.smallbiztrends.com)
- Aspire Business Development (Local) [www.aspirekc.com/Blog](http://www.aspirekc.com/Blog)
- Search for blogs in your industry



# THANK YOU FOR YOUR TIME!

## CONNECT WITH US



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