

Title:

5 Ways Blogging Can Help Your Business

Word Count:

779

Summary:

<p> A Web log can serve as an inexpensive marketing tool </p>

Keywords:

Small Business Startup, Small Business Ideas, Small Business Specialist

Article Body:

<p>Not long ago, a diary was a deeply personal thing - a journal of thoughts and observations, <p>The Web has a way of changing things. Now, a diary of thoughts, observations and insight - <p>Web logs, or "blogs" as they're better known, have become a way to engage readers and poten <p>A blog is a journal posted on a Web site, updated on a regular basis and containing news, o <p>Many blogs cut both ways, inviting readers to post feedback on what they see. While that ca <p>No, blogs aren't for everyone. But see how they can accomplish these five basic business ob <p>1. Expose a new or little-known product or idea

For Grant Smith, blogging makes a world of sense on a number of levels. Smith operates a bus <p>"I began blogging to get established in the technology," Smith says. "It can have a positiv <p>That, in turn, can lead to a more informed customer and a more time-effective sales process <p>2. Improve your search engine rankings

Blogging also puts you in touch with prospects in other ways. As any company with a position <p>If done properly, blogs have a tremendous benefit relative to search engines, according to <p>3. Position yourself as an expert in an industry or field

Blogging also can also prove an effective marketing tool to establish yourself as an authori <p>4. Influence public opinion

Blogging also allows users to bypass traditional journalistic venues and, in effect, become <p>"Blogs have evolved into legitimate alternative sources of news on niche and micro-niche to <p>5. Engage in a forum openly with your customers

Just as important, blogs that solicit reader comments can provide a sense of immediacy with <p>"My blog provides a forum for customers to give feedback after plunking their money down," <p>Product Links </p>

<p>- Microsoft Office Small Business Edition 2003</p>

<p>- Microsoft Windows Small Business Server 2003 </p>

<p>- Microsoft Dynamics CRM</p>

<p>Tools </p>

<p>- Solution Advisor </p>

<p>- Product Advisor</p>

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