Why is blogging important?

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At a time when a lot many brands are pivoting towards more video contents and social media marketing,is blogging still important? The answer is “YES!”.For years,marketing experts have emphasized the importance of blogging for digital success.

Now the question arises what we mean by Blogs? Blogs are online journals used to display information.They are a great way to generate fresh content on a website and share your views or thoughts to a larger audience at a very minimum cost. For businesses just starting to flesh out a marketing strategy,blogging is a marketing tool with low barriers to entry and which gives you a tangible payoff. It gives you the perfect platform to not only showcase your skills but also allows the audience to know about you and your thoughts or product.

Blogging platforms are completely free. They are best for the bloggers who want to adept skills and write casually. These platforms are very easy to set up and are completely free. But you can write only limited content on them. They are customized to very limited words and you cannot add images and videos on it. But they are the best platforms to practice. Some best blogging websites are wordpress.com, blogger and medium. They are best blogging sites which are easy to use. You just have to put ads and branding on their sites unless you have to pay a monthly fee. Medium is used by most journalists as it focuses more on writing rather than designing.

***Some of the importance of blogging are listed below:***

Cost Effective: It is cost effective in a way that instead of money the main investment will be the time.

Differentiate your brand: By having a blog,you can let the readers know more about you.Often it’s difficult for the buyers to judge the personality of website owners.They allow you to present it easily.

Ideal home for internal links: Internal links encourage customers and readers to spend more time on your site.Your readers get to learn useful lessons that they could apply to their marketing skills.

Attract new clients: Incredibly useful tool to increase traffic to your website. Blogs becomes a powerful tool for gaining visibility for your brand.It helps SEO immensely because it gives Google and other search engines a reason to re-crawl your website.

Help you advertise: Research shows that around 80% of companies prefer to have an advertisement in form of articles instead of traditional “buy now” agenda.As customers are also tired of conventional ways of commercials and advertising.

Advertising helps us to communicate with our potential customers by informing them about the brands available in the market and the product that can be useful to them. It includes the people of all age groups; i.e., kids, young and old. Advertising can be done by using different media platforms , with the help of suitable methods and techniques.

***Objectives And Importance Of Advertising***

There are mainly four objectives of advertising:

Trial - it is mainly the objective of the companies in their initial stage where they want to convince the customers to buy a product introduced in the market. In order to do that, the advertisers generally use attractive advertisements, to attract the attention of the customers to buy their product.

Continuity - it is mainly for the companies who want to keep their existing customers stick to their product. It is mainly achieved by the companies by doing innovation in their products and the required and attractive changes in their advertisements to make their existing customers buy their product.

Brand Switching - it is mainly for the companies who want to attract the customers of their competitors. They try to convince the buyers to switch to their product brand from the brand they are currently using.

Switching Back - it is for the companies who want their previous customers back who have switched to their competitors. They achieve this goal by giving discounts, making changes in their packaging, providing different offers, etc.

***The importance of advertising for the companies:***

Advertising plays a very important role for the sellers or companies. It helps in increasing sales of their product by providing a foundation to the product and making people aware of its availability in the market so that they could purchase and try it. It creates a goodwill of the company in the market and helps to gain customer loyalty at the mature age. It helps to continue and increase the sales of the product. It also helps the company to find their competitors and plan accordingly to meet up with the competition.

***Simple Ways To Make Money On Blog:***

* ***Affiliate Marketing:***

Affiliate marketing works by adding trailed affiliate links into the text of your blog. You can make a little endeavour every time a reader clicks through to a site you endorse and acquire. The links will accompany readers to the website of a brand, and the money you obtain is to say 'thanks' for dispatching some of your lovely readers to their site.

* ***Adding Banners To Your Website:***

You can bring in remuneration in one of two ways. CPC (cost per click) means you'll get a compensation for every reader who tick and pop the advert, while **CPM** (cost per thousand) means you'll negotiate a compensation for every 1,000 ‘impressions’ the ad gets.

* ***Writing Advertorials and sponsoring content:***

According to the bloggers we spoke to, one of the best ways of fabricating a blog is through offering sponsored content opportunities (or advertorials). These are crucial adverts in the form of a paid-for article or blog post.

* ***Social Media:***

It has become very easy to do business if you have social media. Social media has been a boon in every field. Even in blogging, if you want to promote your articles and write ups then you can make a page on social media accounts like instagram, facebook and twitter. Users nowadays prefer a lot of reading and they do follow many pages related to blogging. Enhance your page by designing and make it creative by highlighting text and brand of your company. Some people make blogging as their only source of income and take charges of repost and can also write for other brands.

* ***Working With Agencies:***

Working with an agency can be super profitable and it offers you reliability, but you’ll need to have a pretty decent following to be scooped up in the first place. Agency fees are also exorbitant, meaning only the good brands will be able to afford to work with you.

* ***Selling Digital Products:***

In order to make this option work, you need to be able to show you're splendid at what you do, or that your content has proven to be extravagant. It can be intricate to persuade online communities to pay up, as there's a tendency for people to think everything online should be free of charge.

* ***Getting Audience Attention:***

Using your blog to elevate businessor even bestow yourself a job is another way to make more cash with your blog. If you're one of the many students who sell stuff online, your blog is the ideal platform to aid what you have to offer.

***Wrapping Up:***

Blogs helps in establishing your business as a brand and helps you set apart your competitors. Blogging is the best way to promote business. It helps to cultivate potential customers. It is very reliable and inexpensive that attracts a lot of customers towards the concern of business. It helps the companies in marketing strategies and achieve goals. Blogging is critical to business.

Blogging helps in creating content for google, bing and yahoo. All search engines are relevant to content which comes with blogging. Businesses create blogs for search engine optimization. Businesses can also add keywords in blogs that enable users to get the service and product which businesses can offer by searching that keyword.