

# **The Blog: Unsung Hero of Social Media**



## Why blogs still mean business in 2014

These days, brands are looking to push the envelope with social media to find new and inventive ways to engage their audiences. This can make blogs seem pretty old school, and even obsolete, by comparison. However, having a regularly updated blog is actually more important than ever. Blogging can deliver a wide range of benefits for your business—everything from increasing your company's visibility and reach to attracting new customers to improving your bottom line.

Most businesses have a blog, but whether or not they make the most of it is another matter. If your company only posts sporadically or has abandoned blogging altogether, here are 5 reasons you should get serious about it:

# 1. Pump up your search engine ranking

According to BizReport, 95% of search-driven traffic comes from the first page of search results.<sup>1</sup> That makes achieving a high search ranking crucial for attracting new customers, generating revenue, and gaining the edge over your competition.

One of the best ways to improve your search engine ranking is to regularly add unique, high-quality content to your website—and blogging is the perfect way to do that.

<sup>1</sup>Helen Leggat, "95% of traffic comes from first page of search results," bizreport.com





## 2. A green light for web traffic

It's no secret: consumers love content. Posting fresh, interesting blog updates on a regular basis will keep them coming back to your website, helping to attract new customers and boost sales.

You can further increase web traffic by promoting blog content on your other social channels. Of course you'll want to include share buttons in posts so it's easy for readers to pass along your content—expanding your reach even wider.





### 3. Put a spotlight on your company's expertise

Business is more competitive than ever, and a blog gives your company a chance to showcase what makes you different. Create posts that highlight your business's research, expertise and innovative thinking. Featuring posts from your employees can be a great way to inspire trust.

According to the 2012 Edelman Trust Barometer, employees wield a lot of influence—with 50% of consumers finding them as credible as customers. And that figure climbs to 65% for technical experts.<sup>2</sup>

<sup>2</sup>"2012 Edelman Trust Barometer," [edelman.com](http://edelman.com)



## 4. Build better customer relationships

Sharing great content delivers extra value for your customers and helps inspire brand loyalty. In fact, a survey conducted by McMurry/TMG revealed not only that 78% of consumers believe a business offering them content is interested in building a good relationship with them, but also that 90% find such content useful.<sup>3</sup>

Providing no-strings-attached information, advice and resources on your blog can make your company a trusted, go-to source. Pose questions in your posts to get the conversation started, and be sure to answer comments to keep it going. Remember, creating engagement helps build stronger relationships.

<sup>3</sup> Christine Le, "26 Stats That Prove Content Marketing Increases Lead Generation, Sales, and ROI," [smartbugmedia.com](http://smartbugmedia.com)



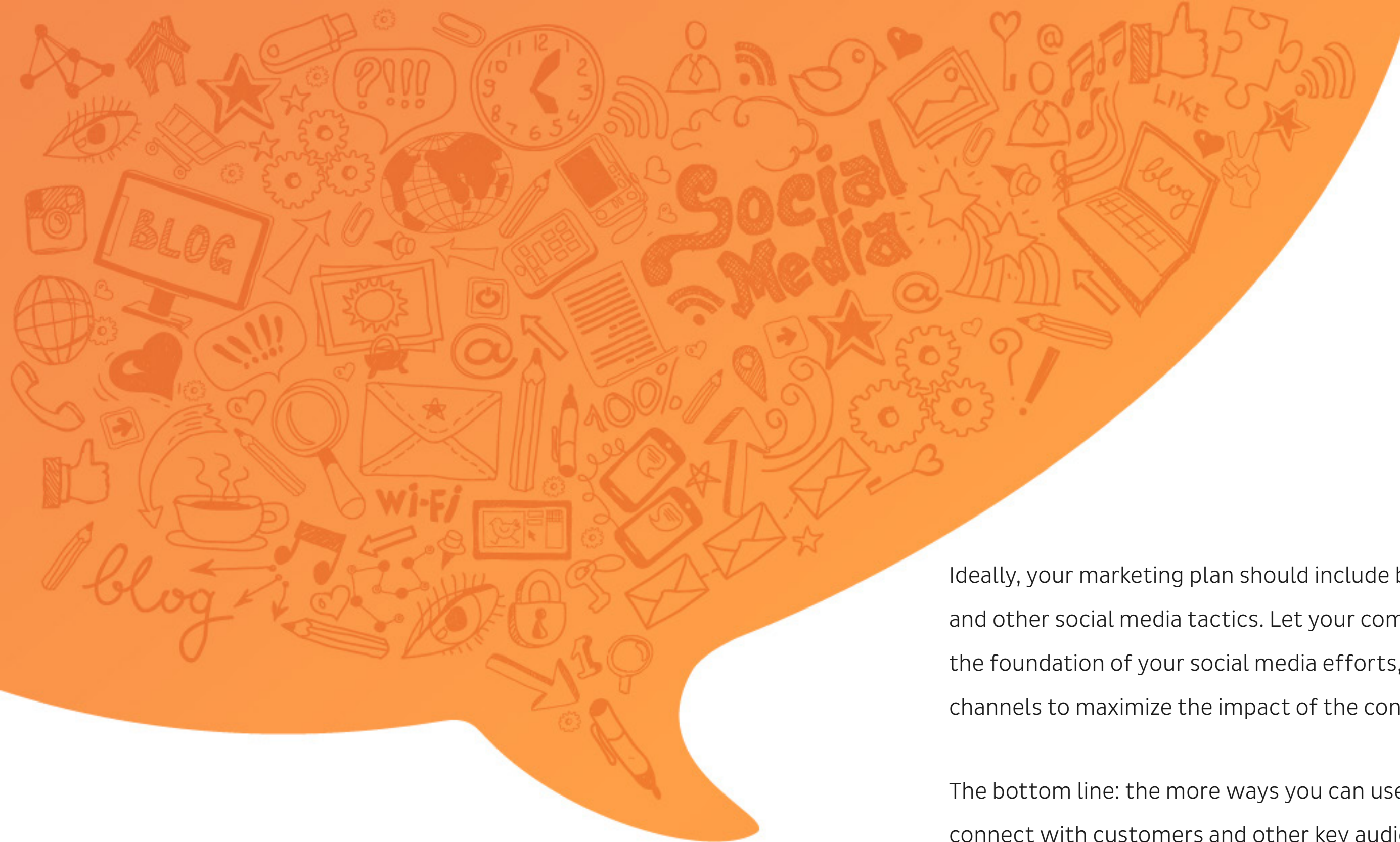


## 5. Connect with employees and new recruits

The benefits of blogging extend beyond reaching existing and potential customers. A blog keeps your employees in the know about all the latest developments, gives you the opportunity to showcase their expertise, and can help create a more engaged workforce.

Potential new hires will naturally check out your company's website, and the more informal environment of a blog can give them a clearer snapshot of your company's personality, culture, mission, values and benefits.





Ideally, your marketing plan should include both blogging and other social media tactics. Let your company's blog form the foundation of your social media efforts, and use your other channels to maximize the impact of the content you post.

The bottom line: the more ways you can use content to connect with customers and other key audiences, the more successful your business will be.





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