

Expert advice and guidance from the
Communications Sector

BLOGGING FOR BUSINESS

MEET OUR EXPERT

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Conscious Communications is a public relations and marketing agency, with a conscience.

Founded on the principles of a conscious business, the company's open and transparent approach ensures it makes clear and conscious decisions for its clients that are proven to achieve positive results and help drive business.

The team provides strategic development, external communication and reputation management, internal communication, crisis and issues management support. They work with clients in many sectors including education, professional services, leisure and tourism, property and construction, sustainability, not for profit, food and nutrition and retail.

Get in touch at www.consciouscomms.com

Would you like to get involved with our Communications Sector? Do you have ideas for future events or expertise to share in a guide like this?

Please get in touch with Helen Bosett, Sector Co-ordinator at Cambridgeshire Chambers of Commerce on 01733 370809 or email h.bosett@cambscci.co.uk

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Blogging for Business

A blog can be hugely beneficial to your business as a marketing tool.

The definition of a blog describes it as: “a regularly updated website or web page, typically one run by an individual or small group that is written in an informal or conversational style”.

Oxford Dictionaries

Blogging is one of the most cost-effective ways of promoting your business. Usually the blog can be managed using in-house resource so no external outlay is incurred.

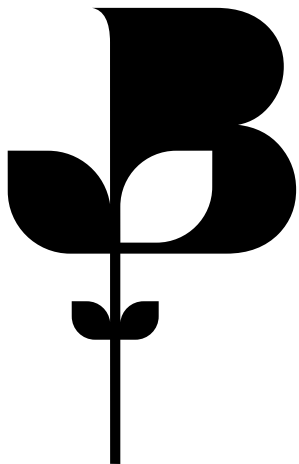
Blogs should initiate conversation and engage users; choose a topic that you have an opinion on and is relevant to your industry.

Having a successful blog can help your business in a number of ways by:

1. Driving traffic to your website
2. Converting web traffic into leads
3. Establishing authority in your industry

Generating a constant stream of blog posts provides you with valuable fresh content to push out via your social media channels and e-marketing platforms.

A blog hosted directly on your business' website is advisable so you are not pushing readers away from your website. If, however, this is not possible then sites like WordPress or Tumblr are extremely easy to use and you can link to them from your own website.



Top tips for an engaging blog

1 **Layout**
How easy your blog is to read is as important as the subject you're writing about. Make sure content is written in a conversational style and split up into small paragraphs so they're easier to digest. Include images or video content to break up the text. The eye tends to be drawn to pictures so they will make a blog more engaging.

2 **Length**
Blogs are not supposed to be long essays – the optimum length is 400 words. If you have a lengthy article on one topic then break it up into several instalments. This will have the advantage of motivating readers to return to the blog.

3 **Self-publicity**
Avoid using your sales pitch in your blog as this will turn people off. An expert blog is meant to establish expertise through examples.

4 **Topics**
Your blog should have a clear focus and be topical. Set up Google Alerts that are relevant to your business and industry so you can stay up to date with the latest news - you can then reference this in your blog.

5 **Your audience**
Your blog, just like your website, isn't for you, it is for your customers and prospective customers, so keep your audience in mind when choosing your next blog topic.

6 **Keywords**
Place keywords related to the topic and your business' key messaging throughout your blog to optimise your website for search engines.

7 **Frequency**
Updating your blog frequently doesn't mean blogs should be written for the sake of it. You don't need to update your blog religiously every week but you should aim for a stream of new content without long absences.

8 **Competitors**
Bad mouthing other companies should be avoided at all costs. Any form of defamation, strong language, criticism, or critical opinion of a competitor, partner, and/or co-worker or peer is not appropriate, will reflect poorly on your company and could even lead to legal action. Keep it professional at all times.

9 **Comments**
Open your blog posts up to comments from readers if the platform you choose to host it on enables you to. This allows users to interact and offer differing opinions, as well as giving you a chance to engage with your readers. People appreciate an interesting and civil debate.

