

Business Blogging For Profit

Remember the old ways of keeping in touch with your clients? You usually patch them through telephone; fax machines, direct mail marketing, and even personal meetings.

But now, entrepreneurs are just smart enough to use the existing Internet technology to be regularly updated of the latest trends in business and at the same time keeping in touch with their clients. There is now text and voice chat, exchanges of e-mail, website forums, and others.

One of the most online business innovation ever made is the transformation of the regular blog posting into an online business tool. Before, blogging is just used for showing different thoughts and ideas. Some are just for fun, while others are for promotion of something that others think is beneficial to other Internet users. In other words, it is just a bunch of personal diaries and bulletin board for those people who want to share their knowledge and thoughts to others.

But think again, it is not just for diary writing or whatever. It is now a promotion tool you can use to boost your business. You can set up blogs in your website and have it with an associated RSS feed. In other words, you can constantly keep in touch with your clients and potential customers as well. In addition, you do not have to e-mail them—your blogs will be responsible in getting the latest news without actually having to visit your website.

From Regular Blogs to Business Blogs

From regular blogs that you post for nothing, now it is called the business blog that can help you save thousands of dollar and providing you great business opportunity with just one click. Not only it is free to use but also it is user-friendly, can be customized, and can be a flexible medium for circulating useful information for effective positioning of your products in the market.

There are some noted advantages of entrepreneurs who engage in business blogging. Here are some of these advantages:

- There are more than hundred thousands of blogs posted in the Internet. Statistics shows that there are currently 14 million blogs posted in the Internet with an estimated 80,000 more being added everyday. In addition, 30 percent of 50 million Internet users are blog readers. Just think of the number of possible audiences you can attract if you will advertise your product through blogs.
- Through blogs, you allow your clients to post their comments with regards to the product that you are offering. It can be of great help in improving your product through the suggestions that they will be posting. In addition, you can take immediate actions to your client's concerns.
- Since blogs are quite popular to most Internet users, it can be of easy access to your customers. All they have to do is to access to a blogging community, and they can read your latest product offering. Remember that these customers are just willing to create "blogosphere" of comments regarding your product.

How to make your business blogs as effective as other means of Internet advertising? You can submit your blogs to any blog search sites and directories. It will be a wise move especially if your site is just newly-constructed.

Never forget to paste in your blogs the URL back to your site. Your blogs must contain not only the information with regards to your product but only but also exclusive background information. Remember that your customers do not want to see pure figures—they also want context information.

Business blogs provides you marketing possibilities of your product. Maybe your potential clients are just around the corner waiting for you to post your business blog.

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