

5 Reasons Your Business Should Be Blogging

By [Marcus Sheridan](#)

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Does your business blog?

Have you been thinking it might be time to consider a blog, but aren't sure (a) you can pull it off and (b) it will provide value?

Keep reading. This article will help you (or someone you know) understand the value of a business blog.



Is Google the Only Reason to Blog?

I have a question for you, and it's a serious one: **If you never garnered another single visitor to your company blog through search engine optimization (SEO), would you still have one?**

For many, especially execs who don't necessarily "get it" when it comes to content marketing, the answer would be, "No way!"

But for those persons and companies that have watched the magic of [blogging](#) and its effect beyond [SEO](#), the answer would be a resounding, "Of course!"

That's what this article is all about. **There's much more to having a [company blog](#) than just getting more visitors to your website because Google decided to send them there.**

In fact, here are **5 other powerful reasons why you should be blogging**, and I look forward to hearing what you would add in the comments section at the end.

#1: The Power of Team

Ever heard of *HubSpot*? The Boston-based company and all-in-one social media platform for small- and medium-sized businesses is one of the fastest-growing in the world, and considering Google just invested \$32 million in the company, they seem to be on solid ground.

Although there are many reasons [HubSpot](#) is rocketing up the charts of the business world, one of the core components to their success model is the "team" feel of the company. Ranked two straight years as the *#1 Best Place to Work* by the Boston Business Journal, **HubSpot allows EVERY single person in the company to [produce content for the company blog](#)**. With over 300 employees, you can see why it's nothing for them to post 3-5 articles on most days.

3 Steps to Create an Effective Local Franchise Marketing Strategy

This is a guest article written by Chris Anderson, co-founder at *Empowerkit*, a software platform specializing in the creation and easy management of franchise local websites. Chris regularly blogs about how franchises can leverage online marketing to drive local lead generation and sales.



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Posted by [Allison Savery](#)

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Google+ Finally Launches Business Pages

The day we've all been waiting for in anticipation is finally here (kind of). Earlier today, Google announced the launch of Google+ Pages, or business pages for Google+. While Pages have only been released to a select few businesses, Google+ indicates that organizations will be able to create their own pages at <http://plus.google.com/pages/create> soon. (Visit *HubSpot's Google+ Page* and add it to your Circles here!)



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5 Genius Ways to Leverage Exclusive Video Content

Inbound marketers love to share content. Many love producing videos even more. And why wouldn't they? Videos serve as entertainment, as little breaks during the workday, as tutorials for learning, and, of course, as great internet marketing tools. In fact, the average YouTube user is on the video-sharing site for 15 to 30 minutes per day.



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By allowing all employees to create content, companies like HubSpot have a constant flow of new names and ideas on their blog.

When it comes down to it, we, as humans, like to be part of a movement. We want to be part of a team. **When all hands are on deck and each person is contributing to building the company's content base, magic and momentum can truly happen, and all benefit together.**

And keep in mind, this principle isn't just for large companies. Whether you're an army of 1, 5 or 500, working as a

team to produce content can have a powerful effect on any company or organization.


#2: Blogging Sharpens Your Sword

Before I started teaching people about business and marketing, I was (and still partially am) a “pool guy.” That’s right, I own a company that builds in-ground swimming pools throughout Virginia and Maryland. Over the last 10 years I’ve had over 1000 in-home sales appointments.

10 Reasons Why Fiberglass Pools Are Better Than Concrete

Posted by Marcus Sheridan

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Yes, that's right, fiberglass pools are better than concrete pools, at least in most applications. Are there exceptions? Sure, no doubt, fiberglass pools are not for everyone due to some of their size and shape limitations, but the fact that they are exploding in popularity all over the world, especially in the US and Canada, one must no longer see fiberglass as a distant 3rd to concrete and vinyl in the swimming pool industry. But the main question is why? Why so much growth in popularity? Here's the short answer:

10 Reasons why Fiberglass Pools are quickly becoming more popular than Concrete Pools in the US

- 1. Less Maintenance:** This is an accepted fact in 2011, no longer up for debate. Fiberglass pools (FP) have reinvented the paradigm that 'pools are a lot of work'. In fact, most FP owners spend less than 30 minutes a week in total maintenance.
- 2. Work Great w/ Salt:** As anyone who understands science will tell you, Salt Chlorinated water, for all its wonders, is abrasive to concrete surfaces. What's this mean to you? Well, it simply means you're going to have to resurface your concrete pool much sooner. But as for a FP, salt is not a deterrent on the surface.
- 3. Less Cost:** Yes, fiberglass and concrete may cost the same initially, but long term, due to the chemical and maintenance/resurfacing differences, a FP is much less.

Sales professionals constantly answer the same questions again and again. By writing out these answers, their ability to communicate with prospects and clients goes up exponentially.

Three years ago, when I embraced [the power of content](#) and started our company blog, I noticed many benefits. One of which was the fact that my sales presentations became much, much better. How so?

By creating 2 to 3 articles a week for my blog:

- I was forced to **stay up to date** with every new technology in the industry.
- I became much better at explaining things in a way the consumer could clearly understand. (In other words, I learned how to **become a better teacher**.)
- I found that I seemed to **have an answer for every question** a customer could throw at me.

Simply put, **writing a blog post is like practicing for a game**. The more one practices, the better their skills, timing and overall play—which ultimately leads to more victories, or in this case, *sales*.

#3: You Become the Trust Agent

When it comes to blogging, the process of making sales is not nearly as complicated as we sometimes make it. Look at it this way:

Helpful Content = Trust

Trust = Leads

Leads = Sales

Do you remember your kindergarten teacher? (Yes, I know that was a long time ago, but try.)

How did he or she make you feel? Did you trust him/her?

Although there are many reasons why most of us love our earliest teachers, the biggest reason we respect and appreciate them so much is because they took the time to **patiently teach us things** in a way we could actually understand.

That's right; they weren't there to impress anyone, as their only goal was helping us understand.

When a company's blog takes on this "*kindergarten content*" approach, they do everything in their power to **answer consumer questions by seeing the world from the consumer's point of view, *not* their own.**

Once this occurs, walls of doubt are torn down and the trust level between the customer and the company immediately starts to go up.

10 Things You Must Know BEFORE Signing a Fiberglass Pool Contract

Posted by Marcus Sheridan

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Although we've written [similar articles](#) to this one on the blog before, the following letter prompted me to come up with a list of things fiberglass pool consumers must check on/know before they agree to any work from a contractor. As you will see from the following letter I received a few days ago(I've withheld all names involved), such a list can save a homeowner from many potential problems

Marcus,

I have run across you "Blog" while in the process of getting a pool installed and checking to make sure the installation was proper and have discovered that as I had thought I am looking to a future of extreme problems with my pool. My installer (name withheld) has set the pool on dirt and backfilled with dirt. (Name withheld), who runs the company, had told me due to the high sand content of the dirt in my yard this was acceptable. He is due back this week to finish the Job. The pool thus far is only sitting in the hole and has been filled and partially emptied twice. It currently has had no finish done on the deck (which I was doing myself) or the plumbing. What advice would you have to offer to fix this situation? I understand the pool needs to be pulled and reinstalled but my question is more on the side of what does one do to address the contractor and the money aspect....

Genuinely helpful articles, like this one above, will generate huge amounts of trust from consumers wanting to spend their money wisely.

And as I mentioned above, this **trust will lead to more phone calls to your office, more forms filled out on your web page and eventually many more sales.**



#4: Content is the Great Qualifier

Has your company ever gotten a lead that wasn't exactly qualified or ready for your product/service? Chances are, if you've been in business for longer than a day, this has happened many, many times.

And when it comes to sales, **the more time a sales department spends with unqualified leads, the less time they spend with qualified ones**, which is obviously a very bad thing.

There are generally two types of consumers:

- **Price Shoppers:** someone only focused on lowest price to make their buying decision
- **Value Shoppers:** someone looking for a combination of product quality, customer service and reasonable pricing to make their buying decision

Ask any sales and marketing department which client they'd rather have and they'll tell you "value."

I mention this because with the advancement of the Internet, companies can now track behaviors of their leads when it comes to the content customers are viewing on their website.

For example, here are two leads my company has gotten in the last week. Which appears more prepared for a sales appointment?

100 out of 100 will say the first one, as that particular person has shown not only are they a serious shopper, but they're also very, very informed as to the company's teachings and product doctrine. (BTW, if you're not blogging, there's a good chance your company website doesn't even *have* 55 pages, so let's get busy!)

Remember, the more pages a visitor reads on your website, the closer they are to making a buying decision with your company, so **integrate your blog's content into every aspect of your sales approach**.

Also, if you're not currently using a technology that allows you to [track lead analytics](#), I'd strongly recommend it, as it can save your company thousands and thousands in saved time alone.

#5: The Power of the Blog Comment

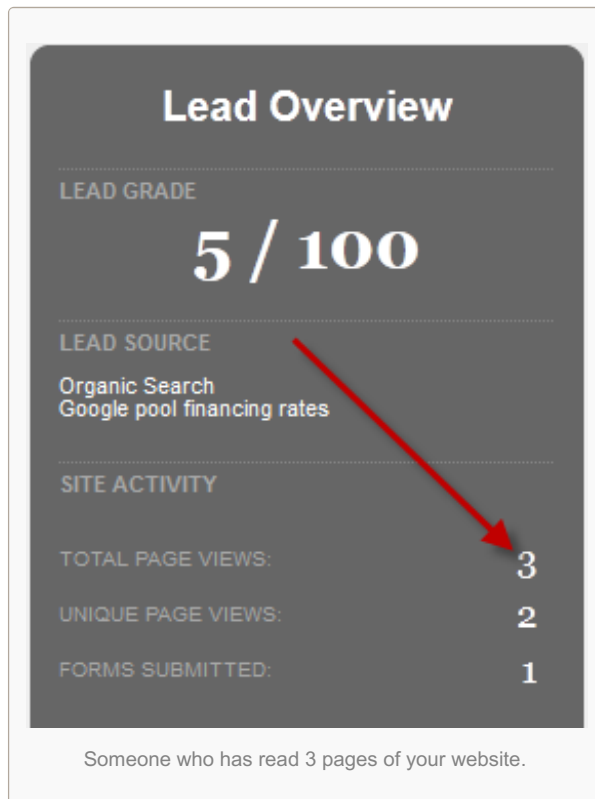
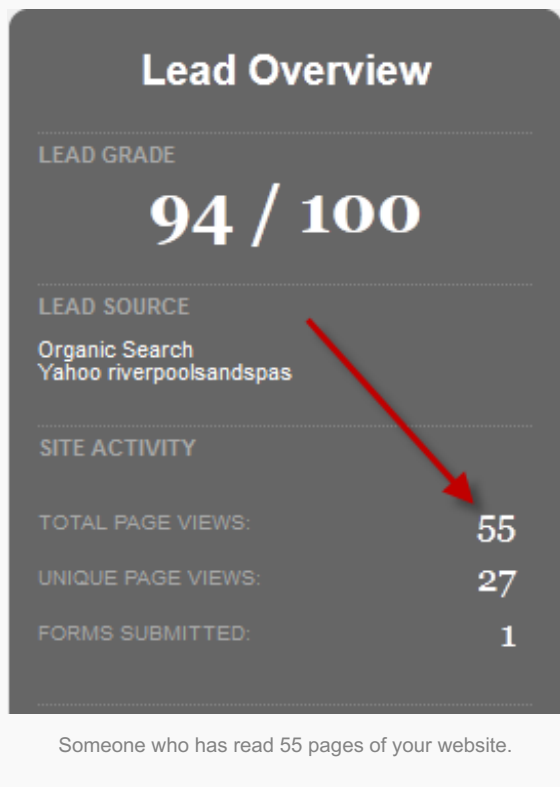
Does your company blog allow for [comments and promote discussion](#)? If not, you're missing out on a [golden opportunity](#) to learn from readers and allow them to tell you exactly what they're interested in.

Often businesses approach blogging from a very myopic and limited point of view, and simply don't do a good job of seeing the world through the eyes of the consumer.

By promoting active discussion on your company blog and then truly listening to what is said, you will constantly **get questions from individuals wanting to find out more**, much of which can then be turned into another blog post.

As you might imagine, this cycle of "*teach then listen*" can become an ever-flowing content factory for any company that takes the time to do this the right way.

Also, the comment section of a blog is your great opportunity to **build a community of passionate individuals who appreciate your company's brand and mission**, thereby becoming your greatest advocates, on- and offline.



Showing 79 comments

Sort by

 **John Nemo** 2 months ago

This post is so good and so important and so spot on that I'm going to e-mail it to all my bosses! I preach this all the time but often see folks who don't understand Social Media well enough panic and pull down negative posts, not respond, etc.

I went through this in 2010 with our Labor Union's Facebook page. After the biggest RN strike in U.S. history ended with a sudden and (to many) controversial agreement, I was ordered by my then-bosses to go dark and silent as fans on our FB page went crazy. Our lack of response/silence was deafening. Painful lesson learned.

 Frank J. Kenny and 3 more liked this

Comments + Conversation = Passionate Community

Now It's Your Turn

I've shown you 5 reasons (beyond SEO) why your company should have a blog. But I've also intentionally left out many others because I'd love to hear your thoughts on the matter as well.

What do you think? Have you seen these 5 benefits within your company? Which one has made the most impact? Also, **what would you add to the list?**

Jump in, everyone! I love nothing more than discussing the power of great content, so please **leave your thoughts and questions in the comments box below.**

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