

## **BUILDING BLOGS OF FUTURE MARKETING**

Start off by visiting the Blogs of other companies to find out what you like and dislike. Do some Blogs seem to “work” while others don’t?

Decide what objectives you want your Blog to meet and what strategy you will take. Do you want it to be fun, funny, educational, “cool,” professional or all of those things?

Consider your corporate culture and your company image. Your blog should support both.

Remember that Blogging is an on-going commitment that will build your reputation on the Internet forever.

Design your Blog to meet your objectives. It’s very easy once you understand the basics. Attend Steve’s “Dead Men Have White Collars” one-day course for all the information you need to get going. Visit: <http://deadmenhavewhitecollars.wordpress.com> for contact details.

Get feedback from others. Ask customers how your Blog can be made more useful to them, and keep making improvements.

Constantly look out for any topical or educational information that you can add to your Blog. Information is power and therefore “reputation” on the Internet.

Adopt the attitude that you are always on duty, constantly adding information and strengthening your Blog.

Remember that your Website is a more static base of information that clients can view regarding your business. Changes can be made, but it is more a virtual advertisement of your company. A Blog on the other hand, is a daily or weekly communication, which you have with your database. It is available for them to read at any time and they can even comment on your articles, updates, feedback, topical news etc.

Blogs can look just like a regular website, with a colourful banner, links, profile page, contact page, about us page, photo gallery, archive section, video uploads and so much more.

It’s time to get Blogging, as you build your business online and have huge fun in the process.