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The Write Words

Business Blogging Concise Copywriting

What can a blog do for your business?

An up-to-date, informative blog can transform your website from a static brochure into a forum for interaction and relationship building:

Start an online dialogue with your marketplace.

Develop relationships with potential customers.

Build trust and confidence in your expertise.

Maintain contact with existing customers.

Improve your search engine ranking.

Position yourself as a knowledge provider for your field.

Gain feedback and conduct free market research.

Reach global marketplaces with niche products.

Marketing your business online is changing

The Internet is a resource for information and interaction. People can now discuss products and services in forums and newsgroups strewn all over the web. If your website is merely a static brochure then you can't interact with your marketplace and can't join the online conversation.

The Internet is about information not advertising

Bombarding people with one way marketing messages won't endear them to trade with you. Selling your business has to be done by wrapping it in your news and articles. By providing information of value you can build trust and confidence in your businesses credibility. A blog will harness your information as part of your marketing strategy, and use it to build relationships with potential customers.

Blogs are a tool for interaction and relationship building

Static brochure style websites cannot build relationships or encourage return visits. If you can't capture a visitor's email address then you have missed the opportunity to develop a potential sale.

Blogs build relationships with customers long after they have left your site. By harnessing captured email addresses and RSS they automatically deliver your content to your customers every time a new article is posted. This means you can create the conditions for making a sale by building trust and confidence in your business over time.

How can people trade with you if they can't find you?

Visibility is crucial if your business is to succeed online. A high search engine ranking is an intrinsic part of your online marketing strategy.

A blog is the single best way of optimising your website for search. By regularly posting articles rich in keywords your site will be indexed as having the most up-to-date information. *Google* and *Yahoo* now push sites with the most updated, relevant info to the top of their rankings.

Pay-per-click advertising and paid directory submissions can gain you visibility in the short term. But why pay long term for something you can achieve for free whilst enriching your content and marketing your business?

It has never been easier for niche enterprises to reach a global marketplace

By interacting with your customer base and networking with other sites you can develop global exposure in a very short space of time. Providing up-to-date information of value can position yourself as the ...

knowledge provider for your field. The online presence a blog can provide means that even the smallest enterprise can reach a global audience.

Stormhoek are a South African winery who started blogging to reach new customers and broaden the appeal of their product.

They are competing with hundreds of thousands of other wineries and multinationals with huge marketing budgets.

Within a year of starting the blog their sales had doubled. This equates to selling tens of thousands of more cases of wine. They are now expanding into Europe and the US, and attribute their success squarely to the exposure created by their blog.



Stormhoek won first prize for their consumer campaign in the 2006 Drinks Business Awards.
The cost of the campaign? \$288.53.

Join the blogging revolution

In the US business blogs are booming. There is no secret that they are an excellent way to build relationships with customers, market your business and improve your search engine ranking.

Small businesses now have an opportunity to engage with their marketplace, and reach a global audience quicker and easier than ever before.

As with any new marketing method, the first businesses to start blogging will be the ones to receive the most exposure.

Start blogging **now** and you have the opportunity to position yourself as the knowledge provider for your field, and gain the most targeted traffic as a result.

The answer to all your web writing needs

Maintaining an up-to-date, informative blog will be another commitment to add to your marketing mix. You need to ensure you assign enough time to research and write your posts, respond to readers' comments and network with other sites.

In order to attract readership and subscribers your articles will need to be well written and engaging. They also need to be informative and sell your business without appearing like an advert. To achieve this you will need to apply web copywriting techniques.

How long would it take you to research and write a five hundred word article? One you would be happy to distribute to customers? Probably a day if you don't write regularly. Half a day if you hammer it out and run a quick spell check.

Allow me to write your news and articles and I will provide high quality content for your marketing campaign, and allow you to concentrate on running your business. I will conduct all my own research, and know how to write engaging copy optimised for the web.

It would probably cost you more in time to write the articles yourself. At only £150 for 1000 words I am the convenient and cost effective solution to all your web content needs. I can empower you to utilise your news and information as part of your online marketing strategy, and to start turning more clicks into sales.



The words are the most important element of your website as only they will sell your business. Allow me to write them for you and I will ensure they are *The Write Words*.

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