



Passnotes

Best Practice in PR and Marketing



THE HENLEY GROUP INTERNATIONAL

Why Blog?: Finding your voice and sharing your vision

The blog is a useful tool in the PR and marketing toolkit and is well suited to business-to-business organisations that wish to demonstrate expertise, influence a debate and establish themselves as leaders in their chosen field. However, examples of blogs that actually add to a debate, generate sustained interest amongst readers and still serve to promote a business - even indirectly - are rare.

In order to be meaningful a blog cannot simply serve as a corporate mouthpiece. Equally, too much personal opinion and the blog will not fully support the organisation it is meant to promote. The best blogs address business topics head-on, are rich with links to informative content and don't simply point their readers to the organisation's own website.

BUSINESS BLOGGING

Good blogs encourage comments from readers - even if those comments contest the opinions expressed by the blogger. Monitoring and responding to readers' comments can take time, but ensures that a true discussion emerges - making for a more interesting read. Search engine optimisation (SEO) and blogs are effective bedfellows as both thrive off fresh content, backlinking, keywords and social media.

THE BENEFITS

Specifically, a business blog can be particularly beneficial in:

- **Appealing** to prospects and individuals within your industry
- **Developing** new communication channels to your market
- **Distinguishing** your business, products and services from the competitors
- **Enhancing** brand awareness and visibility
- **Supporting** search engine optimisation and social media activities
- **Reaching** new markets and audiences in the UK and worldwide
- **Establishing** yourself as an industry expert

A business blog is a flexible yet powerful marketing tool for any company, and provides a large range of benefits.

FIVE REASONS WHY YOUR BUSINESS NEEDS A BLOG

1. Boosting search engine optimisation

By actively blogging you give search engines opportunities to plug in those all-important keywords to improve your ranking on search engine pages (SERPs).

2. Developing relationships with potential and existing customers

By building a forum where readers can comment and provide feedback you can build a community with your readers.

3. Establishing your business as an industry leader

No matter the size of your company, you can create a 'voice' to provide helpful and informative content and make so readers want to come back again and again.

4. Connecting people to your brand

Blogs allow you to show an aspect of the business that gives the reader an 'insider's' view of the company. In the long-term, readers will feel better connected to the company.

5. Creating opportunities for third-party sharing

What better recommendation from someone than the fact that they have read and shared your blog with others?

Case Study

The Henley Group helped Corps Security set up a blog in order to stimulate debate across the security industry and, in so doing, help establish the company as a leader in its particular field. The blog presents the CEO's thoughts and opinions in an open and conversational style and doesn't shy away from addressing the tough issues that the industry sometimes has to deal with. As proof of its success, the blog has been merchandised by a number of security trade media. Last year the blog received 25,000 organic visitors.

Copies of other Passnotes, the Henley Group's guides to best practice in PR and marketing, can be downloaded at www.henley.co.uk



The Henley Group is a specialist PR agency with over thirty years' experience helping mainly B2B organisations realise their PR and marketing goals. Client experience includes work for some of the best known technology and industrial brands, as well as high-tech start-ups, not-for-profits and businesses seeking to secure a foothold in the UK.

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