



BUSINESS BLOGGING 101

*The Ultimate Guide to Business
Blogging and 25 Reasons Why
you should start it Today*

WRITTEN BY LEMONHOOK

*"In-depth and informative Guide on why every Business
needs to Blog." - Mike Steller*

LEMONHOOK DIGITAL AGENCY

Passionate Responsive Perfection

In today's Digital Age, markets have become more saturated and competitive than ever before.

According to the U.S. Bureau of Labor Statistics (BLS), only 25% of new businesses make it to 15 years, the rest can't keep up with the market's change and just goes bankrupt.

So the question is, How do you make sure to stand out from your competition and grab a market piece that will allow your business to grow and won't be eaten by the bigger market players?

At **LemonHook** we strive to help businesses share their story and create something great and meaningful. We're a full-service Digital Agency that helps your brand to grow online.

Our Services

- Certified PPC advertising
- Marketing Strategy Development
- Email Marketing
- Web Design

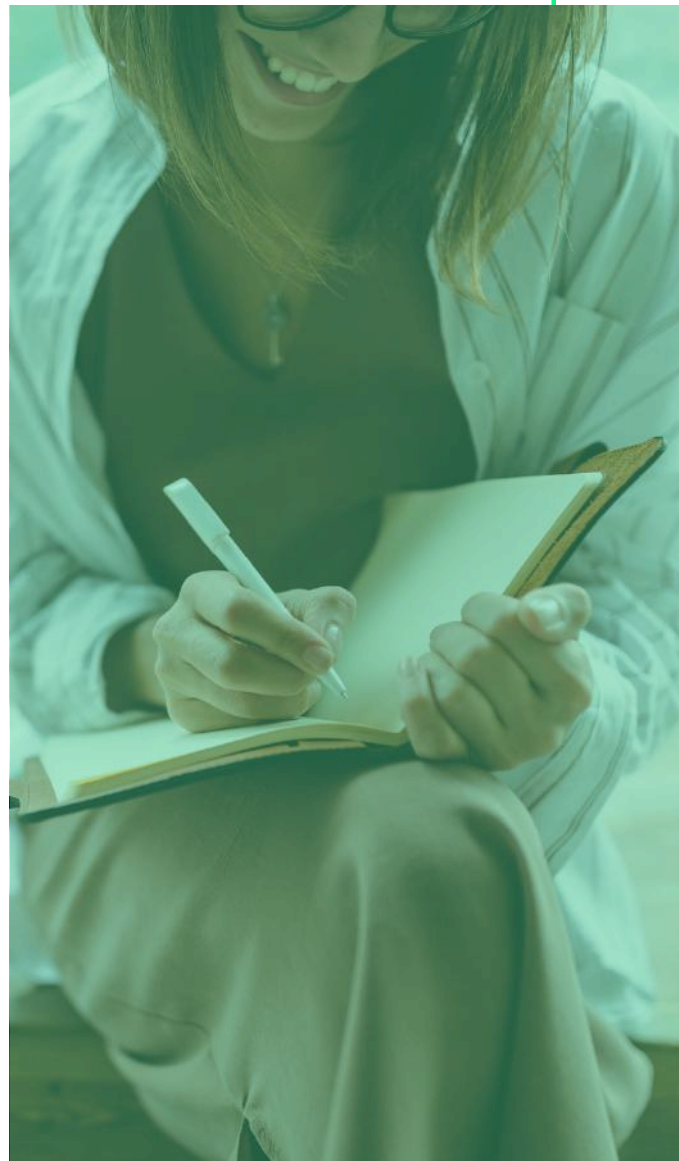




TABLE OF CONTENTS

4 INTRODUCTION
The Importance of Business Blogging in Today's Digital DNA

5 UNDERSTAND YOUR AUDIANCE

6 12 BUSINESS BLOGGING BENEFITS

13 7 TIPS TO SUPERSTAR BLOG

17 6 WAYS TO PROMOTE YOUR BLOG

22 CLOSING
Why you should Start Business Blogging Today

INTRODUCTION

BUSINESS BLOGGING Statistics

Marketing business in today's digital DNA becomes harder and harder every year. New social media channels show up and go every quarter, though there's one media channel that can't be ignored and must be considered.

Companies that blog have **55%** more visitors

5% Of Americans trust information and advice from blog posts

Companies that blog have **97%** more inbound links

Companies that blog 1-2 times per month have **67%** a higher chance of making a sale

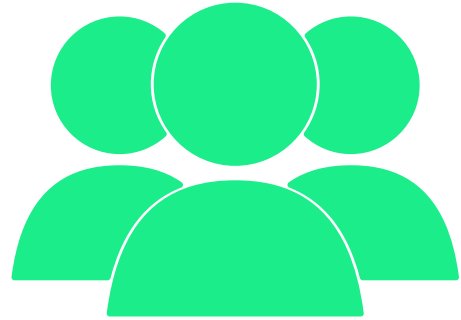
Brand awareness boosts **28%** when consumers are exposed to high-quality content

That's business blogging. Yes, now more than ever before each business needs to share their story and educate their audience via blog to remain competitive and rank at higher positions in search engines.

But ranking at the higher positions isn't the only blogging benefit and there are more of them. Therefore in this piece, we share the top 12 benefits, 7 tips on creating more attractive content, and how to promote your blog to generate more traffic?

UNDERSTAND Your audience

Make sure you know exactly who your target audience is before you begin writing your blog post. Follow these procedures to accomplish this.



Ask yourself exploratory questions.

Consider these inquiries to learn more about your audience:

Who are they? Do I know someone like them, or are they similar to me? What information are they seeking? What will appeal to them?

Record your notes in a document or notepad. Now is the moment to introduce new traits for the audience, regardless of how bizarre they may seem. At this point, you should also consider the age, background, ambitions, and obstacles of your audience.



BENEFITS OF UNDERSTANDING Your audience

Understanding your target audience for your blog posts offers several benefits

Increased Engagement: When you speak directly to your target audience, you're more likely to grab their attention and keep them engaged. This can lead to higher levels of interaction, such as likes, comments, shares, and click-throughs.

Relevance: Knowing your audience allows you to tailor your content to their interests, needs, and preferences. This makes your blog posts more relevant and engaging, increasing the likelihood of them resonating with your audience.



Audience Growth: When your content resonates with your target audience, they're more likely to share it with others who have similar interests. This can help you expand your audience reach and attract new followers or readers.



BUSINESS Blogging

It's a marketing technique used to raise brand awareness organically and it's inevitable in today's digital age.

On the other hand, a business blog can act as a separate marketing channel, similar to a social media channel, though in this situation you are the only one who controls how often to communicate to your audience and no other algorithm has influence over it.

12 BLOGGING BENEFITS

1

Generates Traffic

To begin with, one of the key benefits of business blogging is to attract new traffic to your site. Nothing affects your business more than getting new visitors to your blog.

You can't sell anything online without first getting people on your site. Through blogging, you can stimulate the generation of new leads which will turn into customers if marketed properly.

While blogging you have to face some challenges like how to keep your audience engaged so they continuously come back for more content, how to handle spam comments, create a clean, and trusty-looking blog.



2 It's Reusable

Now more than ever before there are many more different media channels with their unique content types.

Though, there's one single problem, that each of us has the same 24h within the day. That's why we can't be everywhere and now more than ever before we need to choose wisely which channels we want to be part of and tunnel-focus on growing them.



And blogging is a great content type to spend your energy on. Because it's reusable, you can always go omnichannel and re-use your content on other media channels.



3 Be the Expert

Writing a business blog can be essential to ground yourself as an expert within the industry. Throughout these years of working in the field, you've must have gained valuable experience and know-how secrets.

So don't be selfish, share this all experience with your community, and educate them about what your business does the best.

4 Answer the Questions

During all these years in the industry, your people asked you various questions related to your business.

Rather than keeping all these questions to yourself, use them to your advantage and answer all these questions via the blog.

Write articles that would answer their questions and build an FAQs page on your site. This will ease your customer's support and the sales team's workload.

Rather than answering the same questions over and over again, they'll have a directory to send people having problems with your product.

BLOGGING BENEFITS

5 Play long-term

Do you still remember the times when Myspace was on top of social media platforms?

Well, that's okay if don't, because today the internet is just crowded with new social media every quarter. Some of them show up, other disappear in the infinite pages of Google.

And It can be so that your hard years of work to raising brand awareness on the platform can just disappear over the night if it would suddenly shut down.

However, that's not the case if you do blogging. And it's a long-term strategy for your business, that compounds results over time.





6,041,908

That's how many
Blog articles are
posted daily

6 Generate Backlinks

Many SEO experts say that link-building is one of the top techniques you should use to gain better ranking positions on search engines.

After all, even Google confirms that backlinks are among one of their 200 ranking factors used to position your website on search engines.

7 Email Marketing Ideas

Sometimes it might be challenging to come up with creative ideas on how to launch email marketing campaigns.

However, not if you do blogging.

Generally speaking, blog posts are ideal content to share in your email marketing campaigns and generate more traffic to your site.

8 Humanize your Business

It's a no-brainer that lots of massive corporations where the leadership team isn't clearly visible can feel quite cold.

On the other hand, “About Us” and “Team” pages are usually the first few places where your audience meets you and learns about your business and values.

So to speak, writing a blog is a great way that helps to humanize your company and share your business ideas in a personal, unique, passionate, and trustworthy way.



9 Company News

From time to time, every business has something new to share, and a blog is a great place to do that.

Have you recently hired a new Senior Growth Marketer, share it! Or have you just passed another big milestone, celebrate that!

A business blog is a great place to share the latest company news and planned future products releases.

82%

of consumers reading blog feels more connected towards the Brand

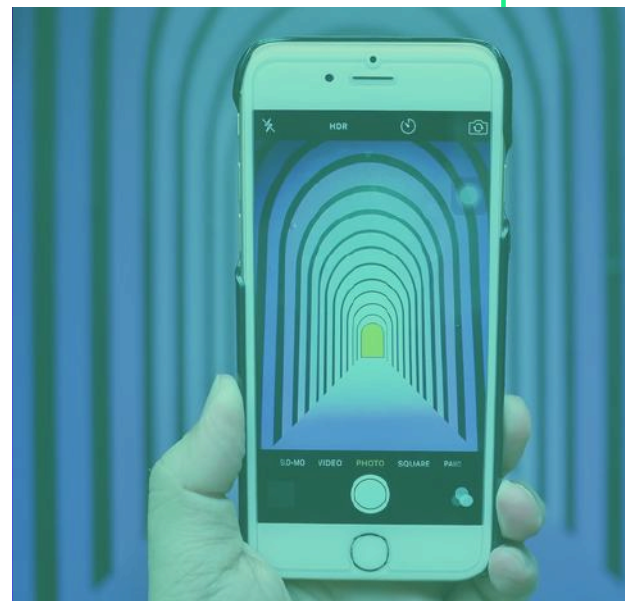
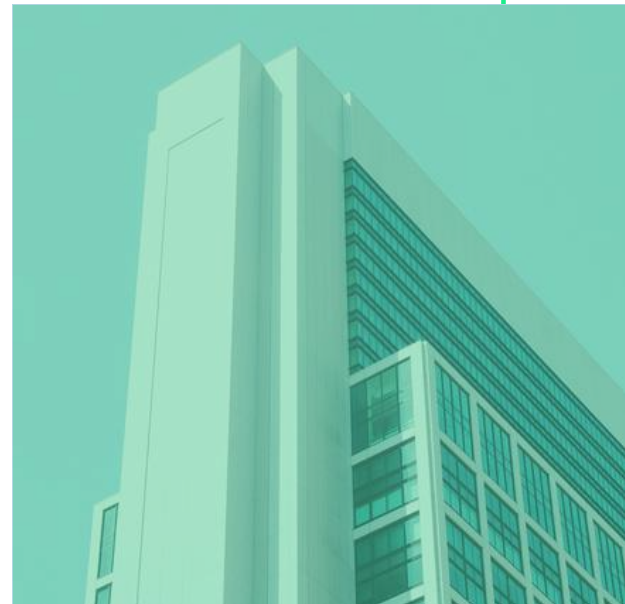
10 Marketing Ideas Playground

A business blog is a great place to test out all your new marketing ideas.

Would you like to try several link-building ideas you've heard last week on the marketing podcast?

Your blog page is a great place to do so. Create those juicy infographics and see how people will be linking back to your page.

Test your marketing ideas on the blog page



1 1 Timeless Evergreen Content

It's a known fact that some topics generate more traffic than others. That's much to do that some of them are seasonal topics and get traffic spikes only during the holidays. On the other hand, other ones generate consistent traffic over the years.

Therefore, focus on creating evergreen content, write rich and informative blog posts about topics that have proven traffic records over time.



It's important to focus on this content type because it tends to stay relevant for years to come. And the amount of traffic doesn't decay that quick such as seasonal topics.

Lastly, focusing on evergreen content provides valuable data to your business. If the content attracts a good amount of traffic, you know that it's a promising topic and you could capitalize on that further creating other assets.

1 2 Embedded Videos

A business blog is a great place to embed other content to your pages, such as videos. By doing so, your content becomes easier to find and it's more sharable on other channels.

7 TIPS TO CREATE SUPERSTAR BLOG

After discussing over 12 benefits to business blogging, you might be wondering how to maximize the effort and create articles that everyone wants to share?

In the upcoming section, we share the top 7 tips on how to create superstar content that everyone wants to share and what DO's and DONT's you should consider each time you publish.



SUPERSTAR BLOG

1 Catchy Headlines

Writing appealing and entertaining headlines is probably one of the most important steps to create great content.

Therefore, don't rush through this step and spend enough time to craft a perfect headline that converts.

Research your competitor's titles on similar content and test your headlines with other people. Spend enough time here, because a catchy headline is very important and it defines if the potential readers will click on your article to learn more or skip to another one.

According to research data, a superstar headline:

- Includes numbers
- Is clear and direct
- It's a question
- Includes your SEO keywords
- Use strong adjectives and verbs.

2 Include Images & Videos

It's a known fact, that we, human beings, are visual creatures. It's said that our brains absorb visual content 60,000x faster than text, therefore don't ignore it, add videos and images to your blog.



Other benefits:

- People share blog posts with images more than without
- Blogs with images are much more visually appealing
- Adding images to your post helps to break up chunks of text walls into smaller bits

3 Formatting is Key

We have to admit that nobody likes to read a massive wall of text, especially when the paragraphs don't have a clear structure and are mixed.

On the other hand, formatting text helps to better deliver the message, stimulates interest, and has a chance to get higher ranking positions on search engines.

To better the importance of formatting, read the following paragraphs and decide for yourself which one was more clear and easier to read.

Before

For today's Lemon Cheesecake we will need 250g Arnott's Nice biscuits, 125g melted butter, 500g cream cheese, 1/3 cup of lemon juice, 1 cup of whipped cream, 1 cup of sweetened condensed milk, 2 tsp of white vinegar, and 1 cup of extra whipped cup cream.

After

For today's Lemon Cheesecake we will need:

- 250g Arnott's Nice biscuits
- 125g melted butter
- 500g cream cheese
- 1/3 cup of lemon juice
- 1 cup of whipped cream
- 1 cup of sweetened condensed milk
- 2 tsp of white vinegar
- 1 cup of extra whipped cup cream.

4 Make it Sharable

Most of the content creator's goals are that our published pieces would generate noise on the internet and go viral.

One of the ways to do this is to add sharable social media buttons to your blog.

Include the most popular platforms such as Facebook, Twitter, and LinkedIn.

This way it will be much easier for your readers to share it on their networks

237 minutes

That's how long on average takes to write a Blog post

5 Include CTA

Sign Up. Subscribe. Try for free. Get Started. Learn More. Join Us.

These are just some of many call-to-action phrases you can use.

Once you build industry reputation and expertise, it's time start thinking over how to convert your daily site's traffic to future clients.

For this, consider adding clear and direct Call-to-Actions in your text, or the sidebars.



6 Storytelling is King

It doesn't matter in what industry you are in or what content do you create. Are you only selling some cheap chemicals or the most refined wine from the greatest grapes in Italy?

Every business needs to be entertaining and charismatic, especially in today's overcrowded markets.

Great storytelling is the key strategy that helps your business to stand out from the competition. In addition, it is one of the most powerful techniques that can transform even the most boring content pieces into some truly unique and memorable masterpieces.



7 Make it actionable

Most of the time people come to your blog driven by some problem and seek an answer to it.

Maybe they're looking at how to start a Youtube channel, or where to begin when buying your first house?

Make your blog page actionable and concise, you want to be the expert here and the. Provide your readers with clear and actionable how-to's and how they can solve their problems.

6 WAYS TO PROMOTE BLOG

Likewise, once we understand the benefits of blogging and how to make your content juicier, it's time to broaden the reach and promote your content.

It doesn't mean just doing that through paid ads and there're many other ways how you can do it free of cost.

As the result, we provide our top 6 ways to get the ball rolling.

BLOG PROMOTION

1 Email List

Growing your business lists can be challenging, though at the same time very powerful growth technique.

And we can't stress more the importance of having one, that we've even dedicated an entire article only to [growing an email list](#).

In short, growing your business email list can be a very powerful growth technique. Because you're the one having full control over the communication with your audience, and no other media giant can take it from you.



2 Social Media Exposure

Promote your business blog on all your social media channels. As it was earlier discussed, social media plays a huge role in your content exposure and can bring new people coming to your site.

Once your content is Live. Post it on all your business channels, including Facebook, Twitter, LinkedIn, and Pinterest.



3 Influencers Outreach

Now it's time to build new relationships and business blogging is a great way to get started. Once your article is live, reach out to influencers within your field, ask them if they would be willing to connect with you, and share your content on their channels.

And you will be surprised how many people will respond back to you with positive answers.

This way you'll get new traffic coming to your site, and your audience will check the influencer's content. So in the end it's a win-win strategy.

4 Create Video

Another one is a big one and we've already briefly discussed it in our **Embedded Videos** section. In short, humans are visual creatures and we tend to consume visual content much faster than plain text.

Therefore, it shouldn't be ignored, and once your blog post is live, re-use it and create several short videos explaining the concepts you discussed in the post.

By doing this, you'll reach new people interested in your services.

In addition, you'll build valuable link connections that will help your site to rank higher on search engines positions.

BLOG PROMOTION

5 Site Banners

Have you ever Subscribed to the Newsletter in one of the site's pages?

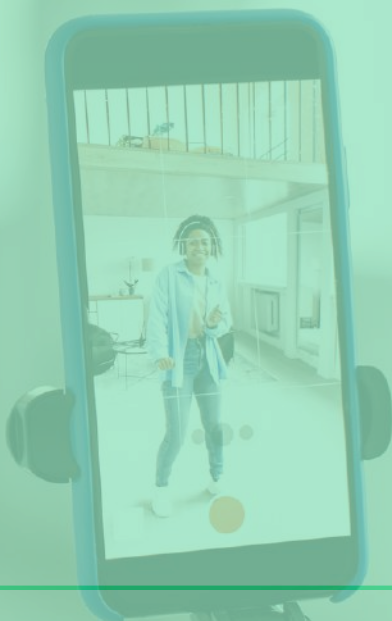
Well, we couldn't stress more that site banners is great technique to promote your blog.

Place call-to-action banners on other pages, such as "About Us" or "Our Projects".

However, be careful and craft your language well. You don't want to sound too pushy, but you still want people to click on it and join to your Newsletter.

Carefully craft your CTA's, and consider using the social proof communication technique to get people on your Newsletter list:

"Join our constantly Growing Newsletter List of more than 100k Subscribers and never miss the latest Digital Marketing Trends."





2,250 words
That's an average Blog Post length

6 Paid Campaigns

Lastly, once you build reputation in your industry and grow your domain authority, consider boosting it through paid ads.

And the possibilities are endless here.

Starting from Google Ads, Facebook, Instagram, Pinterest, or even pushing it LinkedIn to promote your latest content and get sine fresh traffic.

Just don't forget to monitor your results and adjust them based Analytics data.



CLOSING

Business blogging drives organic traffic to your site and cannot be ignored for several reasons

To craft an attractive content make your headlines as catchy as possible, spend some time polishing them, and attractive to click.

- 1)** It generates traffic to your site
- 2)** It's re-usable Content
- 3)** Makes you an industry Expert
- 4)** Answers your Customers Questions
- 5)** It's a long-term marketing strategy
- 6)** Generates Backlinks
- 7)** Gives Email Marketing Ideas
- 8)** Humanizes your Business
- 9)** Great place to share Company's News
- 10)** It's your Marketing Ideas Playground
- 11)** Evergreen Content compounds traffic over time
- 12)** Allows to Embed other content

Include images and videos in your content. Spend some time formatting it don't leave it plain text wall. Include CTAs to your text and sidebars, make your content sharable by adding social media share buttons.

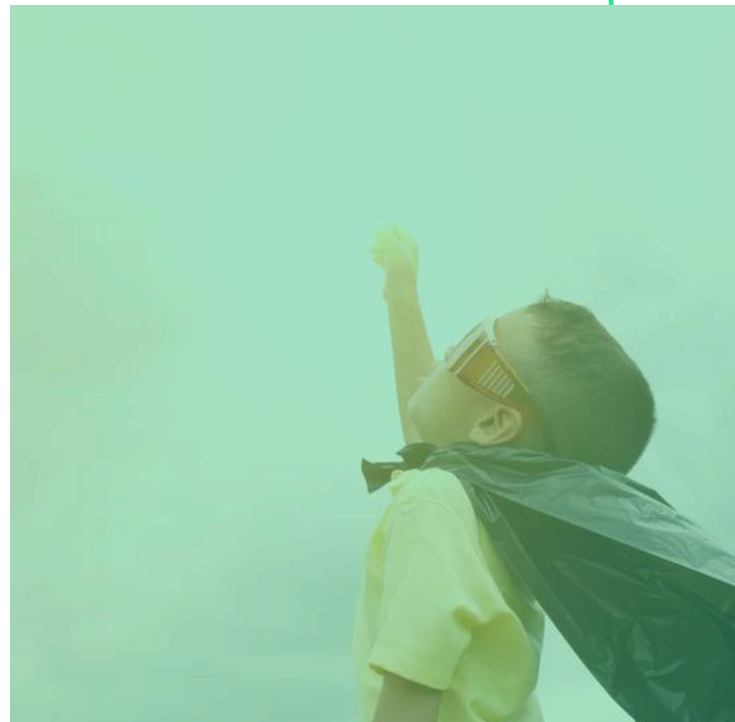
Lastly, once you craft an attractive piece, you want to share it with the world, so post it on all your business channels you have.

CLOSING

PROMOTE PROMOTE PROMOTE

- 1) Send to Email List
- 2) Promote it on Social Media
- 3) Outreach to Influencers
- 4) Create video out of it
- 5) Push it via Site Banners
- 6) Run Paid campaigns

But that's enough of talking and it's time for Action. Now it's your time to shine, and start your Business Blog Today!



DID YOU LIKE WHAT YOU READ?

The following
publication was written
by LemonHook team.

WANT TO KNOW HOW WE CAN HELP TO **GROW** YOUR BUSINESS?

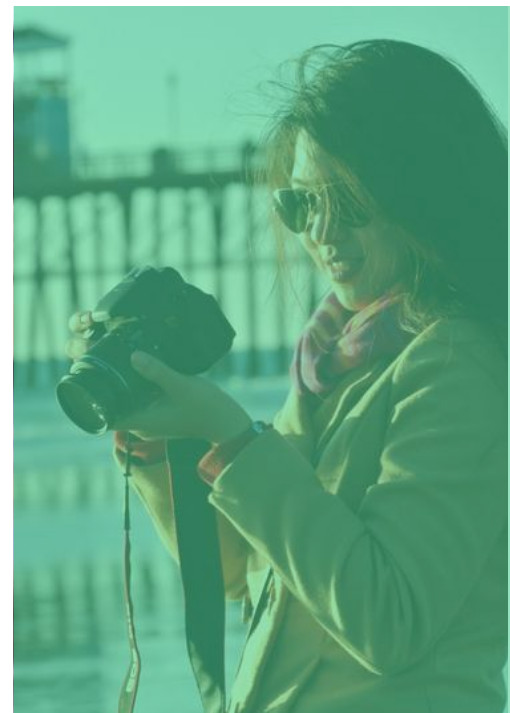
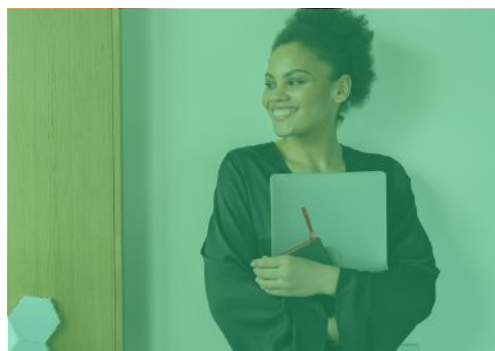
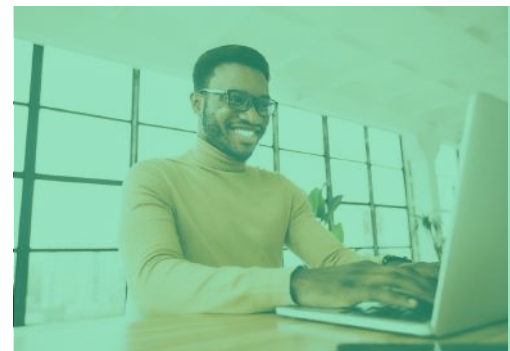
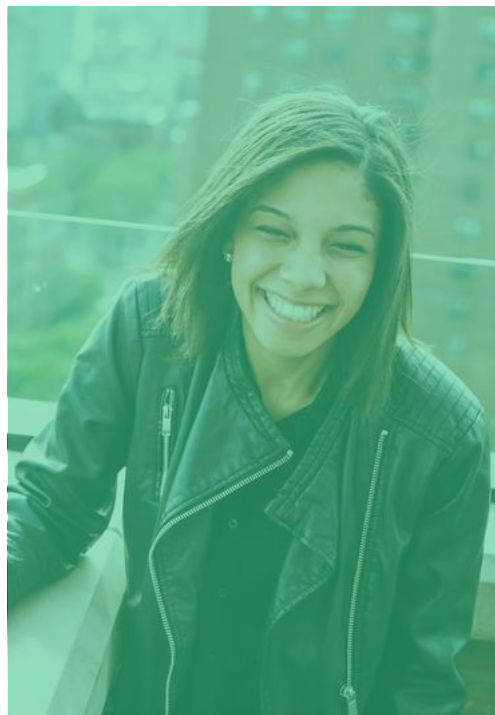


Book your Free
Consultation Call at
LemonHook

hello@lemonhook.com

SUBSCRIBE

Follow Us on Social Media



WRITTEN BY LEMONHOOK