

## **A Study on the Importance of Blog in Digital Marketing**

### **Abstract :**

Digital Marketing is one of the emerging trends in today's business environment. Many strategies are discussed in this field which will increase the business of an organization. But among these strategies one of the most important is Business Blogging. This Digital marketing strategy can increase the company's leads by 67 percent and make it 13 times more likely to enjoy a positive ROI for the company's effort and help receive 97% more link to the company's website. Until now companies were vary of business blogging but now companies are embracing it with open arms as blogs are important for SEO's also. This paper mainly focuses on understanding the meaning of business blogging and its importance in digital marketing.

**Keywords:** *Blog marketing, business strategy, Digital marketing, ROI, SEO*

## **A Study on the Importance of Blog in Digital Marketing**

### **INTRODUCTION**

A weblog, also called a blog, is a journal that is maintained by a blogger and contains information that is instantly published to their blog website. Blogging is a very popular activity. The number of online users creating and maintaining blogs has increased dramatically over the past year. The number Internet users who read these blogs has also shot up, with some blogs boasting thousands, even millions of daily dedicated readers. Blog marketing is any process that publicizes or advertises a website, business, brand or service via the medium of blogs. This includes, but is not limited to marketing via ads placed on blogs, recommendations and reviews by the blogger, promotion via entries on third party blogs and cross-syndication of information across multiple blogs.

At a time when many brands are pivoting toward more video and social media marketing, blogging is still important. For businesses just starting to flesh out a marketing strategy, blogging is a marketing tool with a low barrier to entry and a tangible payoff. For more established brands, a blog is an ideal anchor for a multi-faceted marketing strategy. A consistently updated, the highquality blog remains the ideal way to drive traffic and grow the company brand. When a blog is managed well, it boosts the company's inbound leads in a major way. It's well known that

Google loves a meaty, frequently updated blog, rewarding great content with higher search engine rankings as an overall trend.

Blogging is also the perfect way to establish a brand voice, becoming recognizable to customers and growing loyalty. A great blog shows that your brand has its own unique personality, has tons of interesting information to knowledge-drop, and is worth spending time with.

A blog is defined as “A regularly updated website or webpage typically one run by an individual or a small group that is written in an informal or conversational style”.

Just having a blog is not enough; we need to keep the following points in mind when we are writing a blog

- ✓ First and most important task is to understand your audience
- ✓ Start the blog with a topic and working title
- ✓ Write an introduction and make it captivating
- ✓ Organize your content ✓ WRITE!!!
- ✓ Edit or proof read your post and fix your formatting/featured image/visual appearance/topics/tags
- ✓ Insert a CTA – call-to-action at the end
- ✓ Optimize for on-page SEO ✓ Pick a catchy title.

## **HOW BLOGGING IMPROVES DIGITAL MARKETING EFFORTS**

If you have embraced digital marketing as a way to reach more of your B2B clients, you know that your website is vitally important to the process. Blogging helps in the following ways:

1. **SEO and Traffic:** First, think about the way a client searches for your website. In most cases, the client may not be aware of your business name. He or she is simply typing a question or search query into a search engine box somewhere. For instance, if the name of your company is XYZ Inc. and you sell shoes, your potential client is more likely to type in "shoe sales" than "XYZ Inc." So, in order for your client to find you, your website needs to be ranking with search engines.

By posting regular, high-quality blogs on your website filled with relevant content about the appropriate keywords and search phrases your client will be using to find you; you will acquire a higher page rank with search engines. The higher your rank, the more likely your website is to be seen and the more traffic you will have. So, business blogging helps with SEO. The more consistent a person blogs then the more frequent the search engine spiders will come and crawl your site. When they come and crawl your site and see new content, they will determine that your site is active, is being managed and typically more relevant than static websites

2.       **Lead Generation, Nurturing, and Conversion:** Once you have all that traffic coming to your site, a good blog will keep your clients interested in interacting with you. By providing content via your blog that answers client questions, addresses issues your clients have, and offer real solutions, you will turn traffic into qualified leads. As leads come back again and again to read your latest blog post, you are building a relationship with those leads, nurturing them through the customer journey. You are building trust and establishing your brand. The result is that when it is time for your leads to make a purchasing decision, your brand will be top of mind for them.

3.       **Insight into Your Audience:** Blogging also helps you develop your detective skills in two important ways. First, coming up with topics for a regular blog makes you have to think like your target audience thinks. When writing a good business blog, you are constantly asking yourself what the reader wants to know, how to best impart that knowledge, and how to move the reader to take action. Secondly, capturing analytics for your blog reveals much about the way your web visitors think and feel. Blog analytics allow you to figure out what topics are most popular among your readers, which content they share on social media, and even what time of day they read your content. The more you know about your leads, the more empowered you are to nurture them and get them all the way through the sales funnel.

4.       **The Hang-up:** When new clients approach us, especially those that are in the B2B space, the first item of push back is content generation.

## **IMPORTANCE OF BLOGGING**

## **1. Blogging improves your Google rankings**

Simply having a blog on your website improves your Google ranking by as much as 434%. Regular blogging with high quality content improves your Google ranking even more dramatically. Simply having a website is not enough. Google rewards sites that publish consistent, informative content that provides actual value to visitors. Freshly updated content is even better. Blogging remains the best way to pull this off.

## **2. Blogging is flexible&complements company'soverall strategy**

Blogging is adaptable and is the perfect complement to a company's marketing strategy.If they have created an e-book on their site then their blogs for the next few months can each focus on a topic covered in their e-book, and link to their e-book landing page.Blogs can be similarly helpful as an anchor for their social media updates. When company publishes a new blog post that they are excited to share, they can do so via their social channels. An organization may find that readers click over to their blog, read a few posts, and then return to the company'sFace book status update to comment with their thoughts. The audience will soon learn that the company is providing useful, fun, unique content across various platforms, allowing them to engage however works best for them.Blogging, creating video content and cool downloadable graphics, and updating Face book or Twitter on a regular basis is all important for an organization.A thoughtful marketing strategy is made up of several moving parts that all help highlight each other. And since blogging is designed to be flexible, company can modify their strategy over time as and when their marketing needs change.

## **3. Blogs are trustworthy & informative**

Company's followers will click on a quick video out of boredom or curiosity. But when they want to dig deeper and learn more, they'll turn to the company's latest blog posts. Bite-sized, shorter blogs are a great way to share a unique take on a specific topic in the industry, quickly explore a new feature or product, or even talk about a book or podcast they know their readers will love. Long-form posts, on the other hand, lets the company goes deeper and become a trusted authority on whatever you are most passionate or knowledgeable about. A well-researched, thoughtful blog post can help the company to become the thought leader in a given area of their niche in a way that social media and other forms of digital marketing are unlikely to accomplish.

#### **4. Blog posts are the ideal home for internal links**

Internal links encourage customers and readers to spend more time on the company's site. A blog is the most intuitive and logical place to work in those links, whether they lead to related blog posts, services, or products. As long as we are linking to relevant pages using anchor text that makes sense to our readers, blogging is the most effective way to get readers to spend more and more time exploring our website.

#### **5. Blogging consistently is important**

It's important to keep in mind that while just having a blog is a great start, it *also* needs to be updated consistently. It's tempting to craft each post with the precision of a literary masterpiece. After all, you want your blog to be a reflection of your company's values. The bottom line is that while the quality of your content matters, how frequently you post and update that content is vitally important, too. Balancing the relationship between quality and frequency is so, so critical.

### **CONTENT MARKETING**

In today's business world content marketing plays an integral role in attracting and retaining customers for every organization. Blog writing is an important type of content writing. The most powerful social networks for content marketing are shown in the following table

LinkedIn	63%
Twitter	55%
YouTube	48%
Facebook	32%
Pinterest	25%
Instagram	24%

The top goals for B2B content marketing are – creating brand awareness, lead generation, user engagement, lead nurturing and the most important – increasing the sales.

### **The Bottom Line**

Effective blogging is an essential part of an overall digital marketing strategy. It drives traffic to your website, generates new leads for your company, helps you nurture those leads, and gives you increased insight into your customer base. Blogging is cost-effective and yields measurable results in terms of positive ROI. It is one of the most effective ways to build brand awareness, while providing relevant and useful content to your target audience is through consistent blogging. In a recent inbound marketing report, nearly 80% of companies use blogging as part of their marketing strategy to acquire customers. Many of the organizations admit that blogging is critical to their business. When a business creates blog posts consistently, they are constantly providing Google, Bing, Yahoo and other s with fresh content to index. Blogging is also an opportunity for businesses to insert those relevant keywords that consumers will use to search for the types of products or services that they offer. Customer engagement is an immensely important element of online marketing and branding.

Blogging provides the opportunity to connect with existing and potential customers in a different and more conservative way. Blogging is also a good way to build trust with target audience through high quality content that the audience finds relevant. With an active comment section, we will also be able to follow the visitor’s responses to our posts and will be able to respond directly to their

comments, which plays a huge role in building trust and developing relationships. By providing content that will be viewed as valuable, expert information, potential customers get to see the knowledge and experience the company has gained in its field.

Overtime, writing regularly helpful and informative blogs will make you the “go to” tool within the industry in your particular niche, leading to more inquiries and higher conversion rates. One of the most powerful benefits of blogging is the opportunity it creates for others to share the link to your blog. This creates the potential for viral traffic and exponential market growth. With so many different sharing platforms available, visitors can share the direct link to the blog, tweet it or email it to a friend. This is the epitome of free marketing.

## **Conclusion**

We can conclude that Blogging is an inexpensive way for small businesses to drive traffic to their site, enhance inbound marketing efforts and attract more perspective customers. Blogging will also give others a lucid sense of the corporate standards, business character, vision and the personality of the company. We can summarize the importance of blog in the following points

- ✓ It drives traffic to your website
- ✓ It increases your SEO/SERP
- ✓ It positions your brand as an industry leader
- ✓ It helps in developing better customer relationships
- ✓ It helps convert traffic into leads

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