

Good example of benefits of blogging essay

[Business](#), [Company](#)



Low cost of Marketing: The cost of marketing through blogging is relatively very cheap. In other cases, blogging is even free. Most blogs get maintained in hosting sites across the web for affordable costs as little as \$ 100 yearly or even in some cases free. However, for a company like BMW there is needed to create a personal blog for brand awareness purposes for a more professional outlook (Kidong & Hak-Hee, 2009).

Blogging creates an outstanding avenue to build a network.

Characteristically, every business requires a network; i. e. an internal network that links the divisions, as well as, an external network with its customers and other companies. Arguably, staying in contact with diverse parties of concern requires enormous investment of time (Nick, n. d.).

Nonetheless, a regular blog of time is quickly drafted. Blogs reach thousands of targeted persons at any given moment and place.

BMW would find blogging to be the best way to educate its customers about their company. Through blogging, it is possible to keep the customers up to date with new inventions and most importantly to exploit self-appraisal.

These can get done by teaching its followers about their products and the benefits of using their products. Where a company has no people to blog hiring a product blogger is easy and well advised. Karr, & Flannery, (2010) states by paying high-quality bloggers to review the company comes with many benefits as these bloggers link the company to blogging networks that have millions of followers.

Communications: Blogging removes the stiffness surrounding a company making the company more approachable in appearance Weil (2009).

Blogging makes it possible for consumers or enthusiast to respond to current

issues, about the system, the car designs the blog acting more like the company mirror.

Cheap Marketing Channel: In most cases blogging are free and can be easily put on an already existing website. Thewlis et al. (2011) argue that blogging can easily be maintained as dedicating hosting site in the web at a considerably low cost or not charges at all. The MWB Company should be recommended to create their blog domain of the purposes of their brand awareness.

Enhancing Company Visibility: in keeping with Thewlis et al. (2011) blog marketing benefits a business by keeping it perceptible. Anytime an interested party requires the company's products or services the business clicks first into their minds. Noticeably, a major benefit of blogging visibility is creating links. Esalesguru (n. d.) indicates that on-site blogs link numerous areas within your site; however, off-site blogs can link directly to it. It is recommended that as one builds a blog, they eventually channel links directly to the website and back.

Creating product exposure: according to Bly (2009) blog marketing is an exceptionally valuable channel for mainstream visibility of a company's product. Arguably, the product line remains as the focal subject on any company's blog, and a place where MWB can use to educate its clientele or prospective customers on product features, where to access them and how to use the products. According to the article Blog for Business, product advertising is not limited to company's blogs. MWB may opt to pay professional bloggers to avail information about the company. More so, there are other networks like sponsoredreviews.com and loudlaunch.com where

one can easily tap to a network of bloggers that charge as an effective way of blogging.

Enhanced Company Persona: Kidong and Hak-Hee (2011) indicate that blog marketing remains as the major way of coming down to personal level with the clients. Necessarily, the voice and style of a blog gives the customers a string connection with the company and its products. When a particular individual is responsible of maintaining a blog, the customers get to know them on a personal level. The result is more trustworthiness and a relationship that help to market the company's products.

In conclusion, blogging has increasingly become recognized as an essential wave in a progressive web company's future. Arguably, blogging requirements are minimum both financial and time-wise, and has unlimited potential for exposure, as well as, connection that make business blogging a tight proposition.

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