

# 3 Ways Blogging Benefits Your Business

Most business owners implement tried and true marketing methods. It's equally important to use modern strategies to stand out from competitors.

Over the last decade, blogging has become a go-to marketing resource. If your business doesn't have a blog, you're overlooking a valuable tool.

Don't just take this statement at face value. The facts and information below show the benefits of blogging for businesses.

## 1. Statistics Show That Blogging Is Beneficial

Research shows that blogging is an incredibly effective marketing tool for companies. There are plenty of hard facts that explain high-quality blog posts that can help you.

- Marketers who make blogging a priority are [13 times more likely](#) to increase their ROI.
- Companies who blog receive [97% more links](#) to their websites.
- Blogs are considered the [5th most trustworthy source](#) for information online.

As you can see, blogging increases the potential of your business significantly. Post on a consistent basis to keep readers engaged. One post per day is considered ideal.

## 2. Blogging Adds A Personal Touch

When you are promoting a new product or service, there is a major reason why direct marketing and affiliate marketing fail. Seasoned marketers and bloggers hesitate to promote new products.

Write an interesting and unique post, and tie it back to your topic without blatantly advertising it. Blog posts aren't the place for direct sales pitches. Instead, focus on giving your brand an engaging, reader-friendly voice.

## 3. Blogging Increases Trustworthiness

After you have a handful of high-quality blog posts, your readers will view your brand as trustworthy, consistent, and reliable. When consumers feel this way, they are more likely to try your product or services.

It does take some time to build a reputable blog, but it is certainly worthwhile. When you can convert readers into customers, every post you make is essentially earning you money.

## How To Get High-Quality Content For Your Blog

Many business owners simply do not have the time to write posts on a daily basis. They may also lack experience creating truly eye-catching web content.

Fortunately, it's easy to outsource blog posts. Use the services of a reputable Internet marketing agency in order to get the content you need.

As an added benefit, Internet marketing agencies frequently offer blog management and maintenance services. Despite the initial cost for your business, the return on investment can be outstanding.