

Published based on [The Power Of Blog Marketing.](#)

# **The Power Of Blog Marketing.**

Let me tell you a little secret: People love to blog. The idea of being able to talk about ourselves and record portions of our lives using images, videos, and even music. We also love the feeling that people are following us because they are interested in what we say and we love the fact that they will nudge us if we haven't posted in a few days.

One can get the same results when developing a business blog. It can be very fulfilling to have people reading what you have to say and trusting tips that are inspired by you. Also, when they interact with you and most of all are convinced enough by what you say and your level of expertise that they will trust what you say.

Here are a few ways to make your blog successful:

### Choose the Right Blogging Platform

There are quite a few blogging platforms which you can choose, 2 examples are <http://www.blogger.com> and <http://www.wordpress.com>

There are three main reasons that I like these two blogging sites:

1. They are free. In fact, most platforms are these days
2. They are easy to customize because they have a lot of plug-ins and tools which allow you to add buttons and widgets, as well as integrate other applications with them such as Twitter. They are very friendly with social networking sites and often make it easy to cross-post.
3. They communicate well with search engines like Google. Posts will easily be indexed and be part of the search results page when a relevant search is conducted.

### Keep Your Blog Updated

I know I have a tendency to ignore blogs that don't update at least once a week, I am sure I am not alone in this. You want to make sure you keep visitors interested along with the search engine spiders. To be safe, you should create at least three new blogs per week.

Your blog posts don't have to be all about your business, press releases, accomplishments, reports, etc. You can post suggestions, tips, published news (with your own commentary on the story) or other facts and information related to your chosen niche. A big help for you would be to subscribe to a website for a national association or well-established online journal, news site, or magazine which is dedicated to your niche market.

### Interaction

A good thing about blogging is the ability to increase the level of participation from your readers. One way to accomplish this is to make sure your comment form is working and make sure you turn on any spam filters to avoid spamming in your feedback area.

You can also include polls or surveys: ask questions of your audience and wait for them to respond, engage them in conversation. Post videos, images, and texts that interest you, and see what their opinions are. Most of all, send replies or comments back to your readers as often as possible to let them know that you're listening.

### Don't forget to Market

Be sure to display your landing page on your blog once in a while, since the primary purpose of blogging is to increase sales and production through interest and interaction. Add the link for your landing page in your blog profile and or signature, and make casual reference to it on multiple posts. A very successful marketer recently told me that someone will need to be invited to your landing page no less than seven times, on average, before they will view it. If you don't see dozens of leads after your first mention of your landing page on your blog, don't lose heart, just continue providing people with the opportunity at random intervals but be careful to spread these opportunities out, so as not to bombard your readers.

If you don't have a dynamic landing page and you aren't sure where to get one, check out the great designs available at [Ad2Action](#). These pages are easily customizable according to your preference or marketing ideas and designs are available for any industry.

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