

# Blogging for Business

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# AGENDA

- In the beginning...
- Why is blogging important?
- Case studies of best practice

In the beginning...



# Why **blog** ?

- Provides value
- Showcases personality
- SEO success

# Why **blog** ?

- Builds trust & expertise
- Open forums for feedback
- Blogs close sales

# Why **blog** ?

- 55% more visitors
- B2C = 88% more leads
- B2B = 67% more leads

# Case Studies – River Pools





# Case Studies – Magenta Cakes





# Thank You!

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