

BLOGS ARE VITAL FOR CONTENT MARKETING

WHAT ARE THE ESSENTIALS OF A BLOG? THEY ATTRACT VISITORS, PROMOTE SALES AND IMPROVE YOUR SEO

-Your brand needs to be on point each and every day, and blogs are a key component in the process. Forget all of your preconceptions about blogs. Understand the importance of the tools that breathe life into your brand.

BLOGS ARE THE FUTURE

FACT #1



RESPECT THE POWER OF THE BLOG

An estimated 204 million blogs live on the Internet and readership is up over 30% in the last 3 years. Your business has content that needs to be read. NOW.

FACT #2



BLOG POSTS ARE EVERYWHERE - MAKE YOURS STAND OUT

There are over 106 million blog posts for the consumer to read. A properly crafted and executed post will bring your business a loyal following. Maintain a high standard.

FACT #3



TIME IS MONEY

The blog is a major aspect of digital strategy and time MUST be dedicated to execute your business plan. Gone are the days of "I'm too busy" - make it happen and you will reap the rewards.

CHERISH THE BLOG. BLOGS ARE CRUCIAL.

The simple truth is that blogs enhance SEO and bring traffic to your site. 60% of consumers feel more positive about a brand after checking out their blog. 70% learn more through blog posts than ads. Over 82% of consumers learn about companies through...blog posts. It's all about the blog. Cherish your blog.

BLOGS BY THE NUMBERS

WHAT'S NEW BLOGGERS?

Most people check out their favorite blog more than once a day. In fact, most people read between 5-10 blogs. US companies heavily rely on the blog for marketing.

60% VISITS



21% SALES



BLOGS CONNECT THE WORLD

Each and every day someone is reading a blog for the first time. The content of your blog helps connect people with companies, and the possibilities are endless. Over 80% of companies that blog once or twice a day see new business. Fact!

MARKETING DNA BEGINS WITH THE BLOG

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ATTENTION!

IT'S MODERN BLOG SCIENCE!

Do yourself a favor and enjoy the benefits of more than one blog. OneBigBroadcast constructs blog engines that not only work together to improve your SEO, but allow you to integrate social media through an easy-to-use dashboard.

MARKETING BEGINS WITH BLOGS

OBB FEATURES

60%

OF PEOPLE SAY BLOGS SAVE TIME

70%

OF PEOPLE SAY BLOGS INVENT TIME

70%

OF PEOPLE SAY BLOGS CREATE TIME

MEDIA CALENDAR

A visual calendar brings everything together and saves time. Analytics confirm.

SCHEDULE & SOCIAL INTEGRATION

Easily schedule your blogs with over 100 social and data points.

BLOG KERNEL

Single or multiple bloggers. Simple interface. Do it!

OBB BENEFITS

50%

ULTIMATE MEDIA SCHEDULER

80%

HELPFUL WITH SCHEDULING

90%

CAN'T BELIEVE HOW SIMPLE IT IS

BLOGS ARE THE LIFEFORCE OF YOUR BUSINESS

HOW DO YOU GET STARTED?

Build up your community by understanding the essentials of a blog. Take the time to do it right.



BE ORIGINAL

Make it your own:

You are the expert in your domain and have loyal customers that will listen to what you have to say.



BE REAL

Facts & Education Attract Readers:

Write about things you take for granted. If you have a favourite travel destination write about the local markets and your recommendations.



HIRE PROS

Writers Rule:

Not everyone is a writer. As your blog gains readership, your readers will grow hungry for more content. At OBB we have some of the best writers around who will feed your readers hunger for fresh content.



MEDIA PLAN

Master Your Content:

Our blog engines allow you to schedule, survey, and analyze your efforts. See more time plotting and analyzing your strategy.

Sources:

Onebigbroadcast.com - We build blog engines and create valuable content for our clients
<http://socialmediatoday.com/mikevelocity/1698201/bloggin-stats-2013-infographic>
<http://www.impactbnd.com/bloggin-statistics-55-reasons-blogging-creates-55-more-traffic>