

B2B BRANDING THAT SELLS



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Build Your Brand and Your Business with Blogging

B2B Blogging offers many benefits in building your brand. B2B blogging can help you generate more leads, convert more prospects and customers than business that don't blog. The B2B blogging trends are clearly on your side. It's a win-win proposition.

B2B Branding That Sells

BUILD YOUR BRAND AND YOUR BUSINESS WITH BLOGGING

B2B marketing is changing. Social media has grown like a wildfire. And social media shows no signs of dying out soon. Coincidentally, corporate blogging works well in the B2B world.

Your challenge is to develop an effective B2B marketing blog that increases your company's credibility, increases your sales, and grows your business.

Surveys Confirm B2B Branding with Blogs Achieves Results

According to *HubSpot*, **57%** of businesses have gained a customer through blogging. In another survey, executives rated **B2B blogs as the most effective** social network tool for B2B prospecting. (Association of National Advertisers, 2010 (ANA.))

In addition, a *McKinsey* study revealed that branding accounts for **18%** of buying decisions. And according to *Wishpond*, companies that blog realize **67% more leads per month**.

B2B marketing blogs help attract customers, build trust, and develop long-term relationships. It's the perfect tool. It gives customers what they need and want.

More importantly, while satisfying your prospects and customers' needs, you're also building your company's long-term good will. That translates in to increased conversions, sales and profits. Here are several ways you to achieve that.



Build Your B2B Brand with Consistency

B2B blogging offers you a chance to give prospects consistency in several ways. There's no rule on how often you should blog but deliver great content two to three times a week is about right. Another way to achieve consistency is through look and feel. Visiting a blog that has a familiar look and feel breeds trust.

Beyond that, you can deliver consistency with your view point. Well-written blogs take a position on an issue and stick with that stance. They don't waver. In short, consistency helps build trust which builds connections over time.

Refine Your B2B Brand by Listening

B2B blogs have built-in two-way communication. Customers can leave comments about their thoughts and feelings about your products and services. This serves as an invaluable source of information. Yet **only 7% of brands listen to customers**. It's a massively underexploited area.

This also gives you an opportunity to respond. You shouldn't address all issues because that becomes customer service. But you can customize your responses and develop more useful content. Customers love that because 90% of consumers find custom content useful. Exploit this opportunity to grow your online community.

Develop Your B2B Thought Leadership

You can also build your brand through thought leadership. Specifically, publishing innovative information attracts prospects and customers. As you develop industry authority, your customers will associate your business as the source for industry-related issues.



Providing informative content that customers seek gets you to first base. Reputable, expert content builds trust that promotes loyalty. It also stimulates two-way communication, as brand advocates comment on your posts.

Craft a Social Personality for Your B2B Blog

The power of blogging lies in its ability to connect directly with prospects and customers. Your voice plays a big role in what you say and how you say it. Corporate jargon has no place in a blog. You should craft a familiar voice without being boring.

You can easily deliver information in various ways. Your posts can consist of text mixed with photos or infographics. Studies show articles with images get 94% more views than plain text articles. You can also craft your voice with podcasts, and videos. Strive to develop a familiar and informal voice that brings your prospects back.

What B2B Branding with a Blog Can Do for You

Blogging can help you generate more leads, convert more prospects and customers than business that don't blog.

B2B blogging offers you a rich opportunity to build your brand and grow your business. It's an effective and efficient way to reach your prospects and customers.

As you build trust through blogging, you'll deepen your connections more than other social media. You'll develop more compelling content as you focus on your customer's needs.

The B2B blogging trends are clearly on your side as the data suggest. It's a win-win proposition for your customer and your business.

Do you have a B2B marketing blog? Is your business approachable, engaging, and responsive? As you build long-term relationships, you'll increase sales and improve your company's market position.

