

September 15, 2009

5th insight™

Want to set your company apart from the competition? We'll show you how. Your business will never be the same.

How to Create Blog Content with Impact

Are blogs more trouble than they're worth? Not necessarily. If you have a blog, or have considered creating one, you know they require commitment. Costs may be minimal, but they demand time, unless you know the smart way to find and present the original content your customers and prospects look for.

1. Don't Go it Alone

Blogs need frequent, sustained content to stay relevant. Web-savvy customers expect daily posts, which can be daunting for a single team member. How can you avoid blog-overload? Select three or four employees to collectively manage content, each adding a post per week. Not only will your blog stay current, readers will have access to the diverse knowledge of your entire team, which will help your blog stand out.



How to Create Blog Content with Impact

2. Keep it Short

Blog posts are not feature articles –a few hundred words are plenty. Between 250 and 400 words is ideal, excluding topics that are complex, with graphics and pictures as applicable. Don't put off posting a blog entry simply because it isn't as long as you

think it should be - shorter is better! The plus sides of shorter posts? Readers won't be bored and you'll find them easier to maintain.

3. Organize to Optimize

Maximize reader attention and engagement with focused posts that contain only one thought or idea. Posts that attempt to cover too many topics tend to lose readers, so each time you switch topics, switch posts too. Not only will this keep readers on track, it also exploits the volume of information by increasing the number of unique blog entries.

4. Find a Voice and Use it

Ensure loyal readership with content that sticks to a central theme, voice, or message. Topics that vary too greatly or posts that contradict each other confuse readers and prevent them from identifying your specialty and relevance. Position your company, and your team, as experts: express opinion, insight and knowledge, and do it consistently! Once you define the focus, generating content is simple and readers are satisfied.

The internet is a powerful tool for making a connection, and blogs are a smart way to stay in front of customers while building brand credibility. Harness the power of the Internet and contact 5th business to learn more about online opportunities to grow your business today!



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Region



5th business, a leading Canadian marketing and communications company based in Mississauga, has been secured to brand an exciting new social services initiative to be launched in Peel Region.

The Human Services Centre (HSC) initiative will bring together social service and not-for-profit organizations in Peel Region into central locations to offer more accessible and robust services to the community. This concept has been successfully implemented in various cities across North America, and is widely recognized as the future of social service delivery.

"Our team is proud to be involved with the HSC initiative, and is looking forward to bringing our expertise in the not-for-profit sector to this new facility. We will be working to define a solid brand image and communications plan to ensure that the community is aware of the benefits of the HSC," says Margo Hunnisett, Vice President, Client Services at 5th business.

The HSC concept allows organizations to access greater resources collectively than would be possible working independently, including improved client access, coordinated program and service delivery, vendor/supplier efficiencies, shared common space, and enhanced public profile. Plans for the HSC will begin with a central location, with additional facilities to be located throughout the region in the future.

"By working to build a Human Services Centre in Peel Region, we are hoping to enhance the services being offered to those in the community that need support.

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Like just about everyone else who's forked over a fair sized chunk of their year's marketing budget to achieve a killer online presence, you're looking forward to a rush of new sales, right?

Bad news: it isn't going to happen. And that doesn't mean your website isn't good - it's more likely because your website's been left to go it alone.

The simple truth is that for most businesses, a website is a sales tool, not a sales vehicle. So if you want to dramatically boost sales and see your website as an ideal place to find new prospects, you need to incorporate the same techniques used in face-to-face selling to make them convert. That, of course, begins with prospect follow up.

About 80% of the sales initiated through website contact are made after several contacts have been made. Why? Because people rarely visit a website and immediately buy (unless it's an e-commerce site), so if you don't maintain ongoing contact you'll miss out on a significant amount of potential new business. Don't let that happen - make the most of every selling opportunity by offering your site visitors information of value so they will tell you who they are in order to get it. Case studies, white papers, check lists, guides and e-publications encourage visitors to come back regularly looking for fresh content - ask them to identify themselves and you can actually notify them when that new content becomes available, along with whatever else you'd care to promote. Once you've established the contact, follow up with more of the information they're looking for and your chances of getting them to buy will be far greater.

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