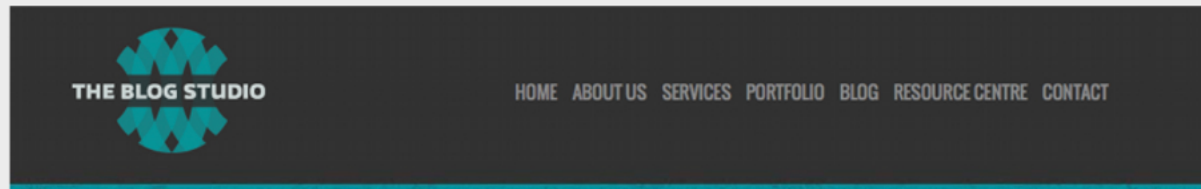


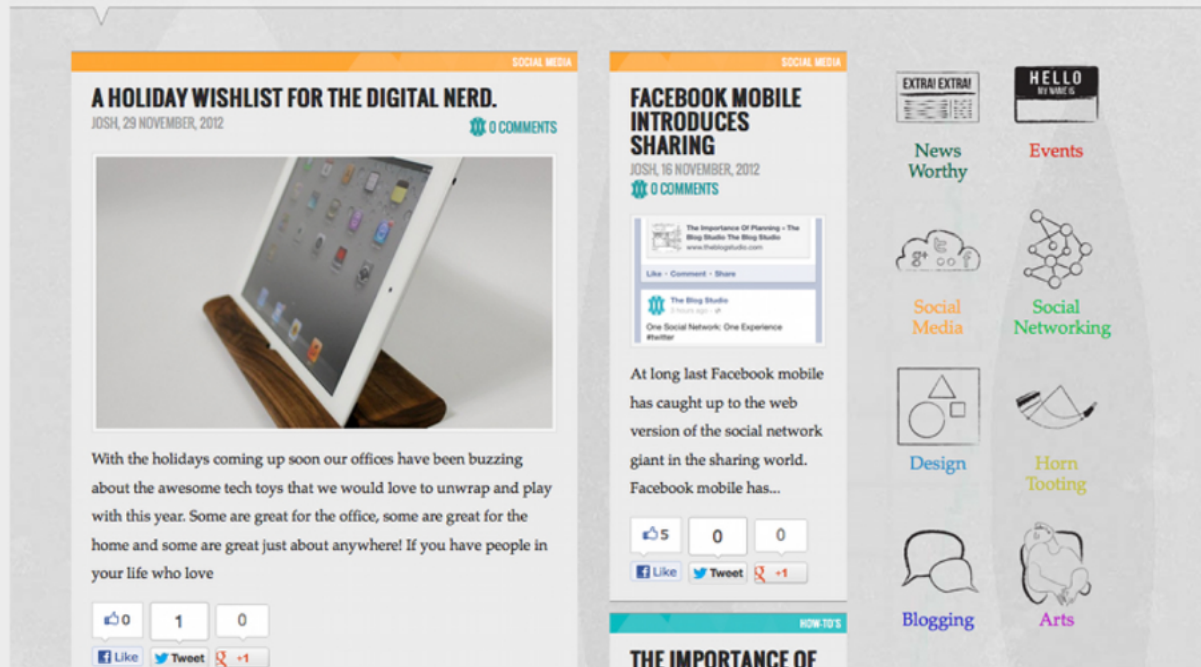
Why You Should Still Blog

Josh, 10 December, 2012

0 Comments



BLOG



Our friends over at Sysomos posted a blog recently with some great reasons why blogging is still important in a world where Facebook updates and Tweets are the most prevalent forms of online information sharing.

The post says that blogging is important ([read it here](#)) and we agree!

Using a blog on your own website gives you and your brand the opportunity to talk about what is important to you and your community without worrying about restricting character limits or complicated sharing algorithms. A blog is a place to share thoughts and ideas and announcements that deserve explanation and expanded thoughts.

When you're writing for your blog remember a few things that can help with your success moving forward.

Be Consistent:

Consistency is key. Not only in posting frequency, but in voice as well. Just like in your marketing materials and social media, the voice that you use in your blog posts should be part of the same plan and execution.

Say Something:

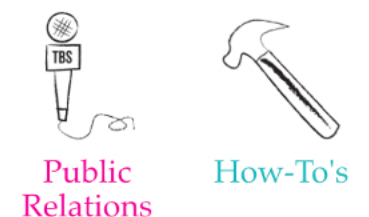
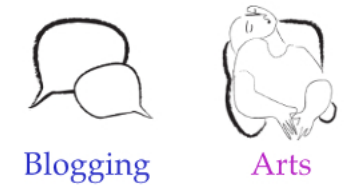
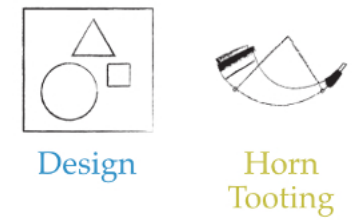
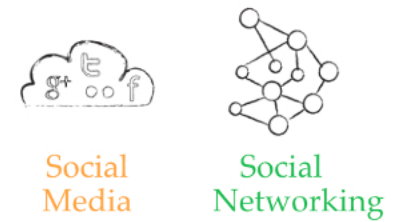
This may be the hardest part of blogging for your brand. While it's important to be consistent with your posts and hit the publish button often, posting something without any relevance to your company or community should be avoided.

Say It Well:

We know that not everyone is a writer. And we know that writing doesn't come easily to some people. But if you are going to write a blog it is important to make sure that you aren't posting with spelling errors, typos, overlooked grammatical issues and other easily remediable mistakes.

Blogging is still a great option for brands to say what they want to say, how they want to say it. It's also a great way to get people on your website where they can find more information about your brand and what you do and what you have to offer!

So, if you think you've still got something to say – keep blogging! We can't wait to read it!



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