



What to think about, when thinking about building a B-to-B blog

While B-to-B blogs are prevalent, a lot of well-intentioned business leaders have yet to take the plunge for one reason or another. If that is the case with you, here are some things to consider when you're ready to create your own B-to-B blog.

1. Choose someone to be responsible for your company blog

Your company blog is not a marketing tool, it's a communications tool. For it to be useful, choose someone to over see it, who understands your brand footprint, your products and or services and has the ability to communicate those company attributes. Let them be responsible for maintaining the blog. A blog is about being timely and current, so choose someone who has the interest to stay on top of what it is that your company is doing. Choose someone who has the same enthusiasm as you do for your company to succeed.

2. A name, is a name, is a name

Wrong, wrong, wrong. Register your own blog domain name, just as you have done with your website. Even if you use a free blog service such as blogspot.com, choose a name that defines or represents who you really are. In the end, your name is about having control over your URL. And remember, once you choose a name, it's hard to change it later.

3. Content versus Design

There are literally dozens and dozens of blog design templates available. Go ahead and choose one if you have to but choose one and be done. The objective here is to get started. Most blogs are essentially functional designs designed to hold information. Content is king when it comes to blogs. Spend your design dollar on your website. Blogs need only be functional and easy to use. What you say and your ability to respond is what really matters.

4. Be prepared to field the positive and the negative

Not everyone is going to fall in love with you. And since blogs are a tool for immediate information about what people are thinking about your company, be prepared to answer and respond to both positive and negative or shall we say constructive information, even if you feel it's unwarranted. Keep in touch with your blog so you know what kind of feedback it's generating.

5. A blog is not a billboard for the Internet

If your intention is to start a blog that will help your business grow, then don't start a blog designed to make money off of Google ads. Keep your blog as free as possible from looking like a billboard. Your company blog is a customer relations tool and not a billboard for Internet ads. Keep it clean.

6. Be timely and give it some time

You want relevant, current information for your readers. But also be patient. Don't expect that just because you are enlightening the world with your insight, products, or services that everyone is going to jump on the bandwagon. It may take some time before you become the B-to-B company more people turn to.

7. Marketing works, so why not market your blog

For starters, the best advertising is word of mouth. So start telling everyone that you work with or come in contact with regarding the sales, promotion, research and any other aspect of your business that you now have a blog. That news alone will generate its own energy force. The world can't beat a path to your door if they don't know you exist. And isn't that why you want a blog in the first place. Here's a secret...don't keep that to yourself.

8. Don't give up as there are too many advantages

A blog is a great way to stay in touch with your customer base. Interaction and feedback become word-of-mouth endorsements. Maintaining a blog is inexpensive and your blog's software can automatically archive older posts by date or by topic, so you don't ever have to spend time updating. Use careful, focused, topic specific language and keywords and your blog stands a very good chance of ranking well with the search engines.

What are you waiting for?