

How To Get Your Company Blog Up And Running



In today's digital world, a company blog is an essential marketing tool. A blog can help you build relationships with customers, generate leads, and drive traffic to your website. However, getting your company blog up and running can be a daunting task. There are many different platforms to choose from, and you need to create engaging content that will appeal to your target audience. In this comprehensive guide, we will provide you with step-by-step instructions on how to get your company blog up and running.

How to Get your Company Blog Up and Running!: 4 actions to build an awareness-generating company



blog by Colleen Hanahan

★★★★☆ 4.5 out of 5

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Step 1: Choose the Right Platform

The first step is to choose the right platform for your blog. There are many different blogging platforms available, each with its own strengths and weaknesses. Some of the most popular platforms include:

- **WordPress** is a free and open-source blogging platform that is used by over 35% of all websites. It is a powerful platform that offers a wide range of features and plugins.
- **Blogger** is a free blogging platform that is owned by Google. It is a simple and easy-to-use platform that is ideal for beginners.
- **Medium** is a blogging platform that allows you to publish your content on its own website or on your own domain. It is a great platform for reaching a wider audience.

When choosing a blogging platform, you should consider your needs and goals. If you are new to blogging, you may want to choose a platform that is

easy to use. If you need a more powerful platform with more features, you may want to choose WordPress.

Step 2: Create Engaging Content

Once you have chosen your blogging platform, you need to start creating engaging content. Your content should be interesting, informative, and relevant to your target audience. Here are a few tips for creating engaging content:

- **Write about topics that your audience cares about.** Do some research to find out what your target audience is interested in. You can use tools like Google Trends and BuzzSumo to find popular topics.
- **Use strong headlines that will grab attention.** Your headlines should be short, catchy, and descriptive.
- **Write in a clear and concise style.** Your content should be easy to read and understand. Avoid using jargon and technical terms.
- **Use images and videos to break up your text.** Images and videos can help to make your content more visually appealing and engaging.
- **Proofread your content before you publish it.** Make sure there are no errors in grammar or spelling.

Step 3: Promote Your Blog

Once you have created some great content, you need to start promoting your blog. There are many different ways to promote your blog, including:

- **Social media.** Share your blog posts on social media platforms like Facebook, Twitter, and LinkedIn.

- **Email marketing.** Send out an email newsletter to your subscribers with links to your latest blog posts.
- **Guest blogging.** Write guest posts for other blogs in your industry.
- **Paid advertising.** You can use paid advertising to promote your blog posts to a wider audience.

By following these steps, you can get your company blog up and running and start generating results. A blog can be a valuable asset for your business, so don't wait any longer to get started.



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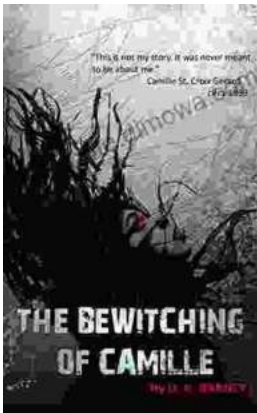
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