



How Your Company Can Benefit from Having a Company Blog

provided by Society Insurance

Over the past 7 years at Society Insurance, we have published over 400 blogs on our website blog.societyinsurance.com. We've touched on a variety of topics that affect the businesses we work with from "Clearing Confusion with Snow Removal Contracts" to "Four Benefits of Encouraging Movement Throughout the Day to Improve Employee Well-Being" to "Safeguarding Your Outdoor Dining Area."

However, having a company blog is not a secret weapon anymore. According to Zoominfo, 33% of B2B companies use blogs. Content is (still) king. Company blogs that publish timely, valuable and strategic content can support long-term growth for a business by establishing thought leadership, growing website traffic, increasing sales leads and keeping potential customers intrigued.

Below we delve into the four main benefits of having a company blog that will earn you respect, leads and, ultimately, customers.

1. Establish Thought Leadership

Ideally, you want your business to be viewed as an expert in its respective industry. Addressing all possible industry questions and specific tangents, which is made possible through blogging, will establish your credibility with your audience. Leave the comment section open so you can engage with your audience, further building a relationship. "The Seven Habits of Highly Effective People" author Stephen R. Covey sums up why thought leadership is so important: "When the trust is high, communication is easy, instant and effective."

2. Grow Website Traffic

Blogging will also establish credibility via search engine optimization, defined as the process of improving the quality and quantity of website traffic. If your content is good enough, others might reshare it - like online magazines, other blogs, social media channels, etc. One of the most important ranking factors from Google involves backlinks. The more high-quality backlinks (i.e. links from reputable sites pointing back to yours), the more your site is viewed as credible. The result is a higher ranking when someone searches for "Minnesota insurance agent," for example. Additionally, these backlinks can also be seen as free advertising, bringing in referral traffic from other websites to yours.

3. Increase Leads, Sales and Engagement

According to Zoominfo, 47% of buyers view three to five pieces of content before engaging with a sales rep. Once you've created your blog posts, post links where your audience hangs out to bring them to your blog. Embed opt-in freebies within your blog content. Opt-in freebies, or "lead generation" pieces, are downloadable content collateral that you can give your audience in exchange for providing their email – pushing them further down the sales funnel.

4. Develop Relationship with Potential, Future Customers

By offering a blog, you are offering users an additional chance to get to know your company and what you offer. For example, if a person isn't ready to commit to a purchase, they may sign up to receive your blog in their inbox and continue to consume your white papers, delve into your thought leadership pieces and learn about your community involvement through your blog. Congratulations – you've now further developed a deeper sales funnel.

When done right, blog posts can generate significant traffic over the course of months and will continue to push even more traffic to the website years after the post is first published. The time and effort you invest in a company blog up front can result in thousands of visitors to your website and new sales in the future. A blog is an easy way to build trust with your audience, increase traffic to your website, and is a part of a long-term strategy to increase company growth.

If you agree that small details like this make a big difference, give us a call at 888.5.SOCIETY or visit societyinsurance.com.

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