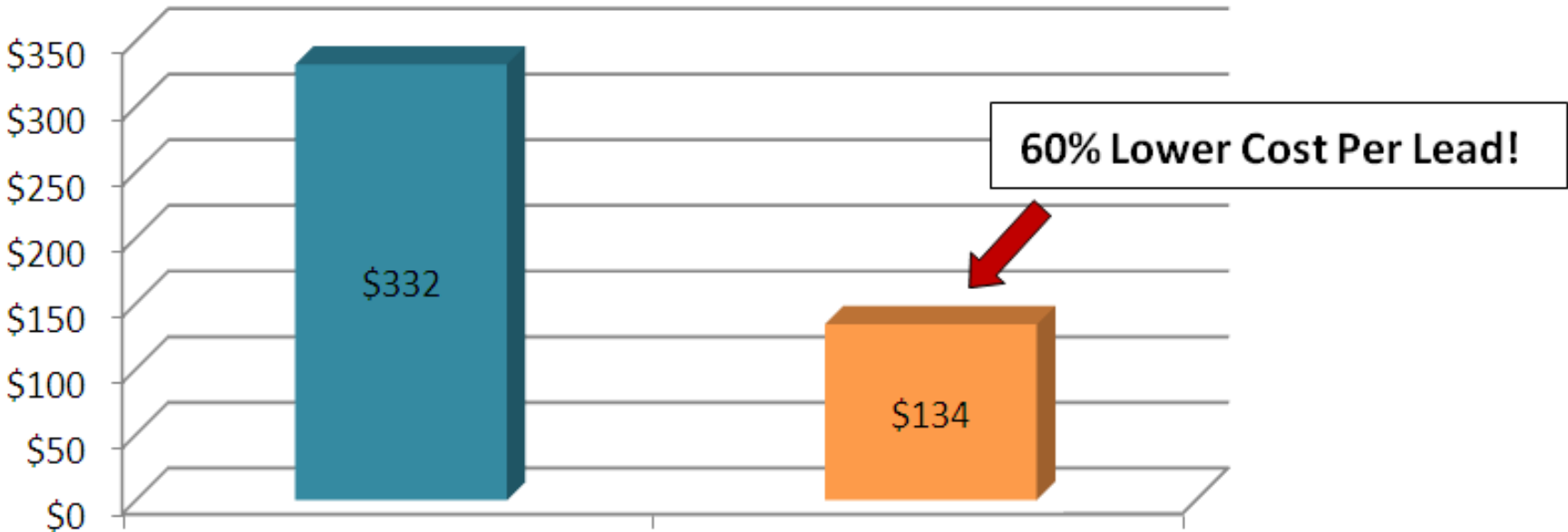


Blogging Brings Traffic to Your Doorstep



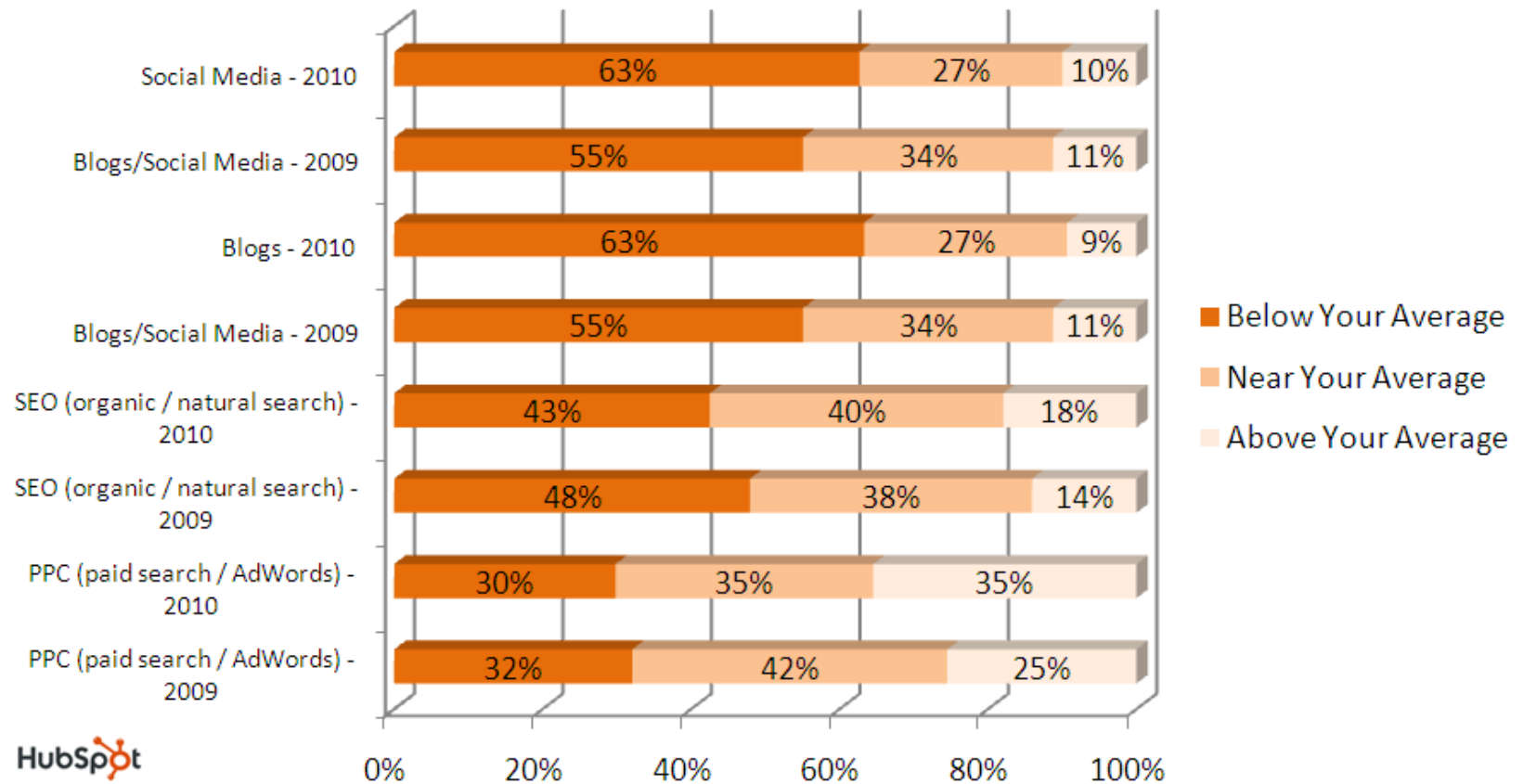
Average Cost Per Lead



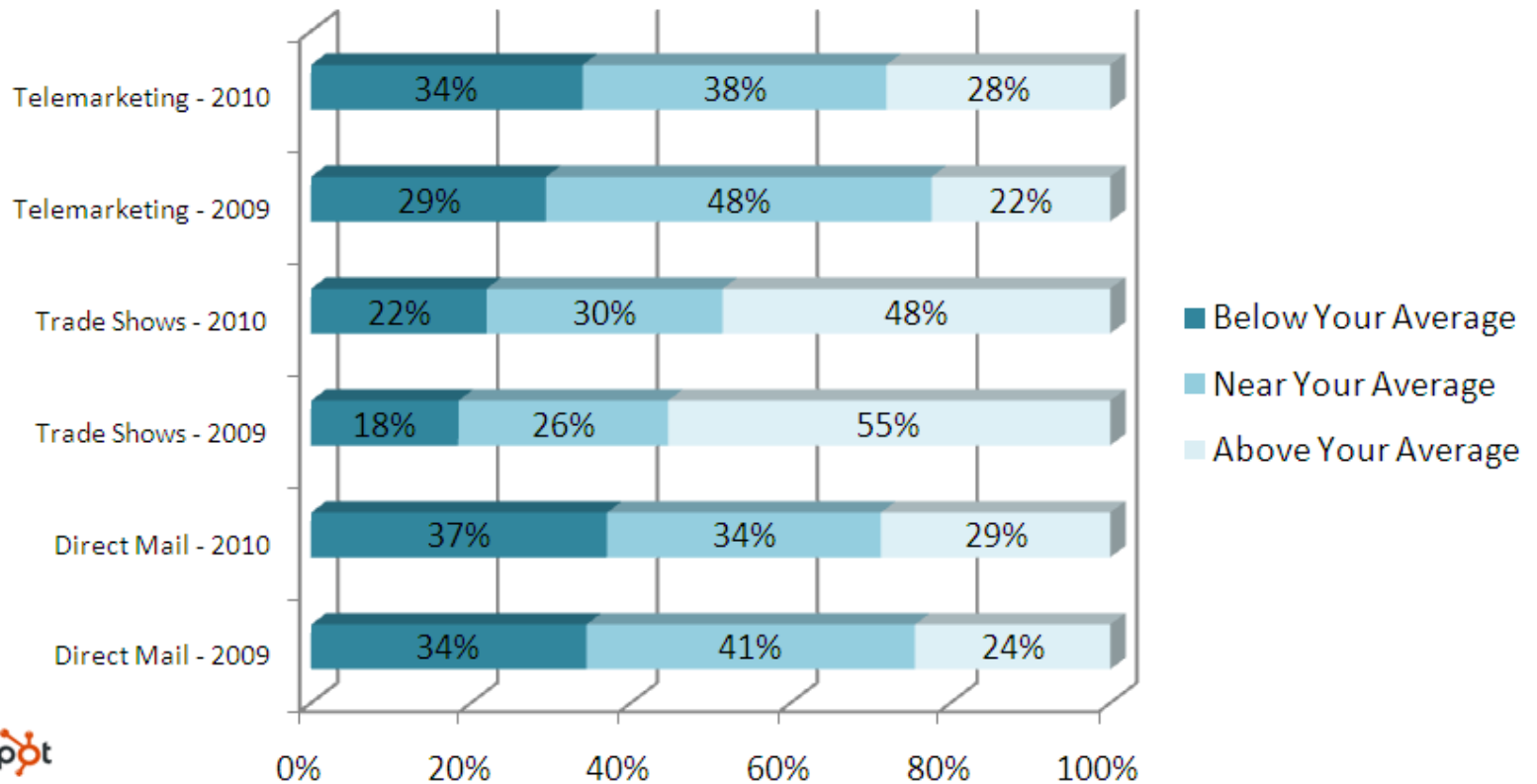
Outbound Marketing Dominated

Inbound Marketing Dominated

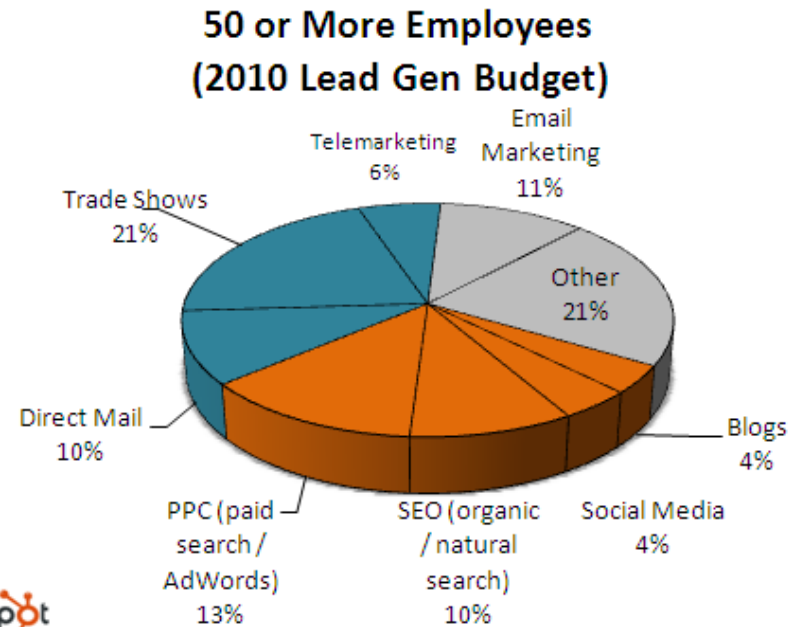
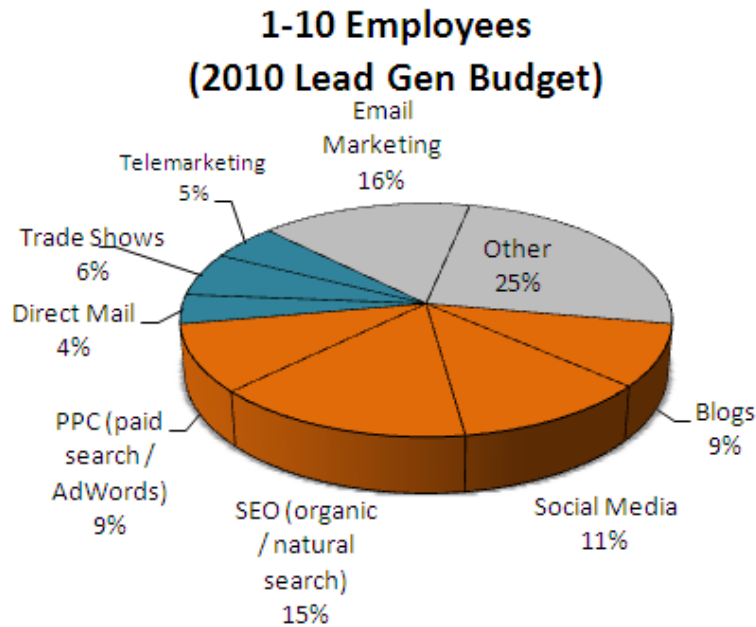
Inbound Marketing more effective



Outbound Less Effective

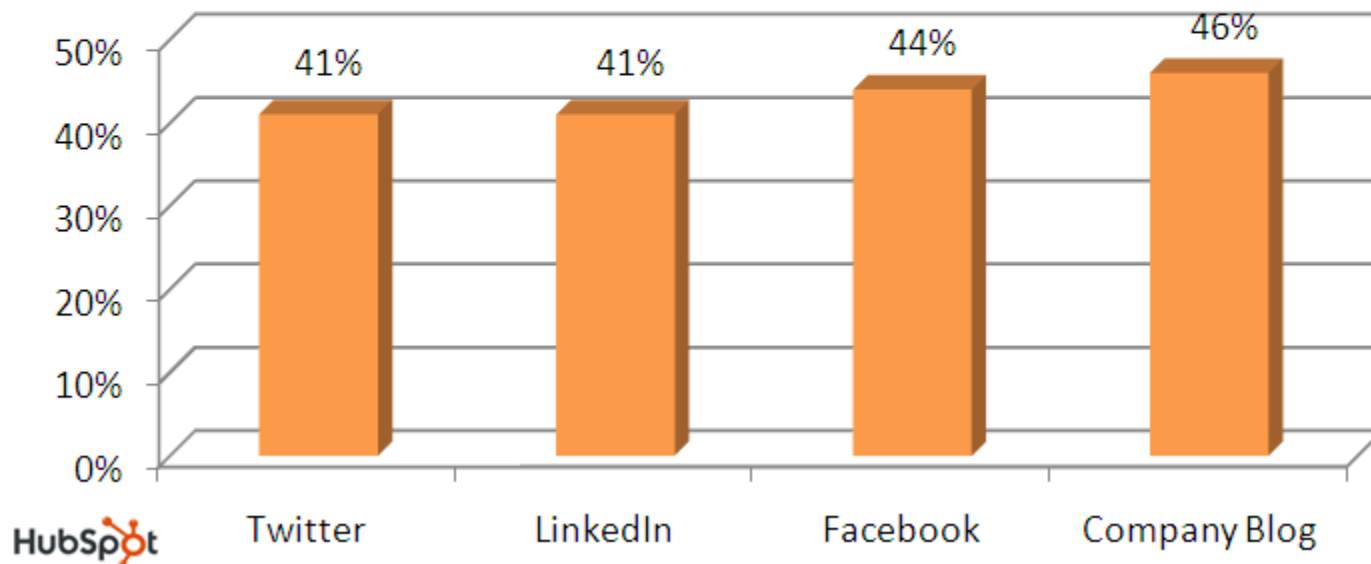


Small companies do more inbound marketing



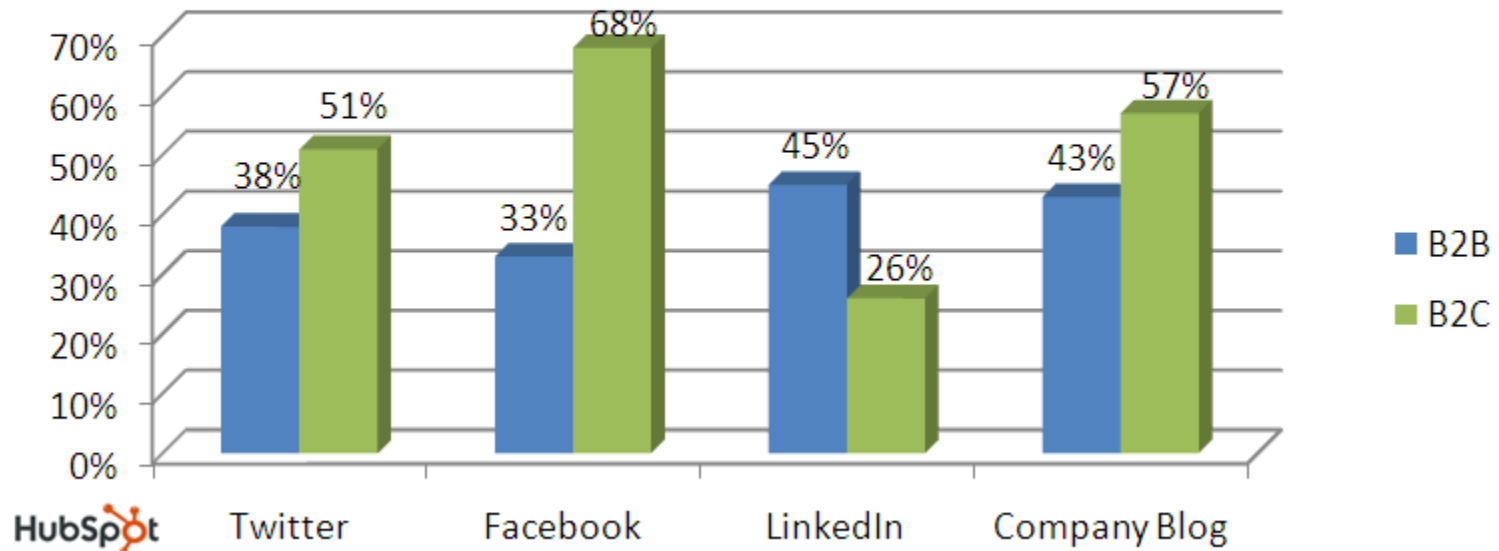
Social Media is for Leads and Sales

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



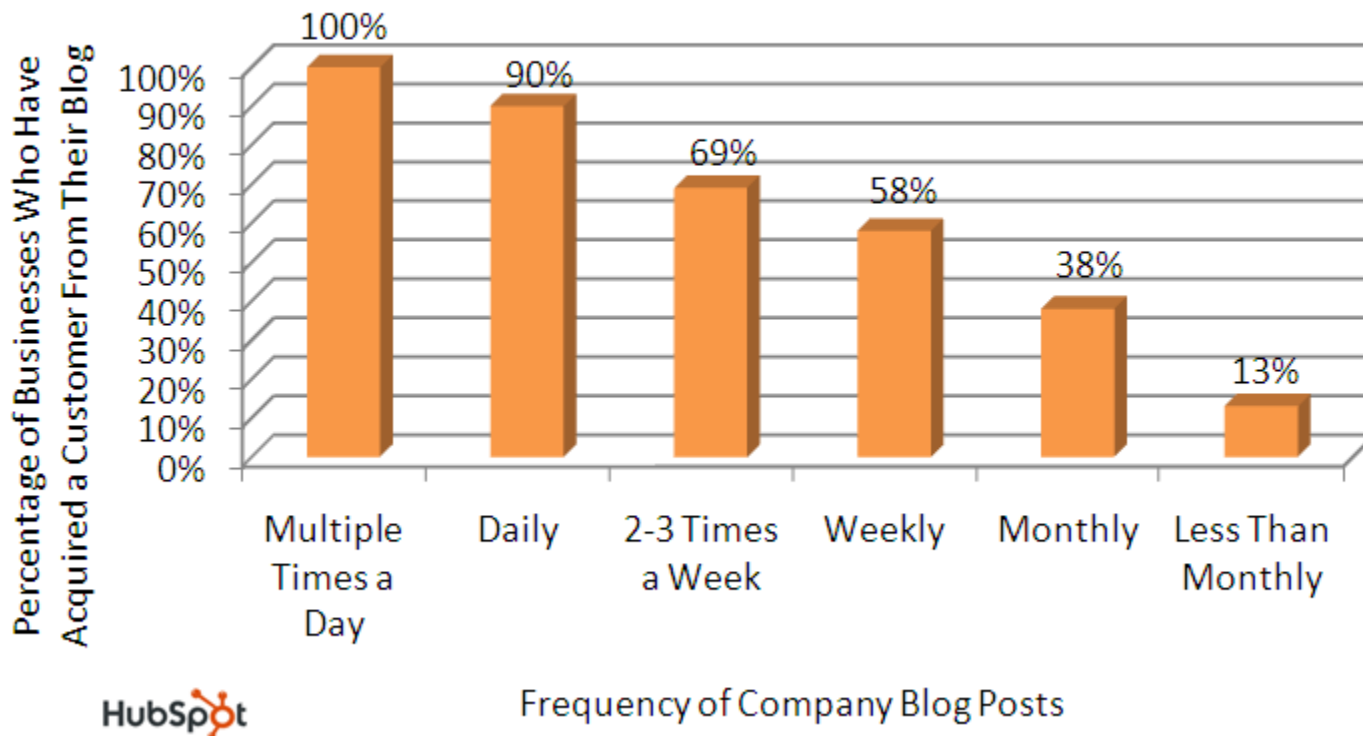
Social Media is for B2C & B2B

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel

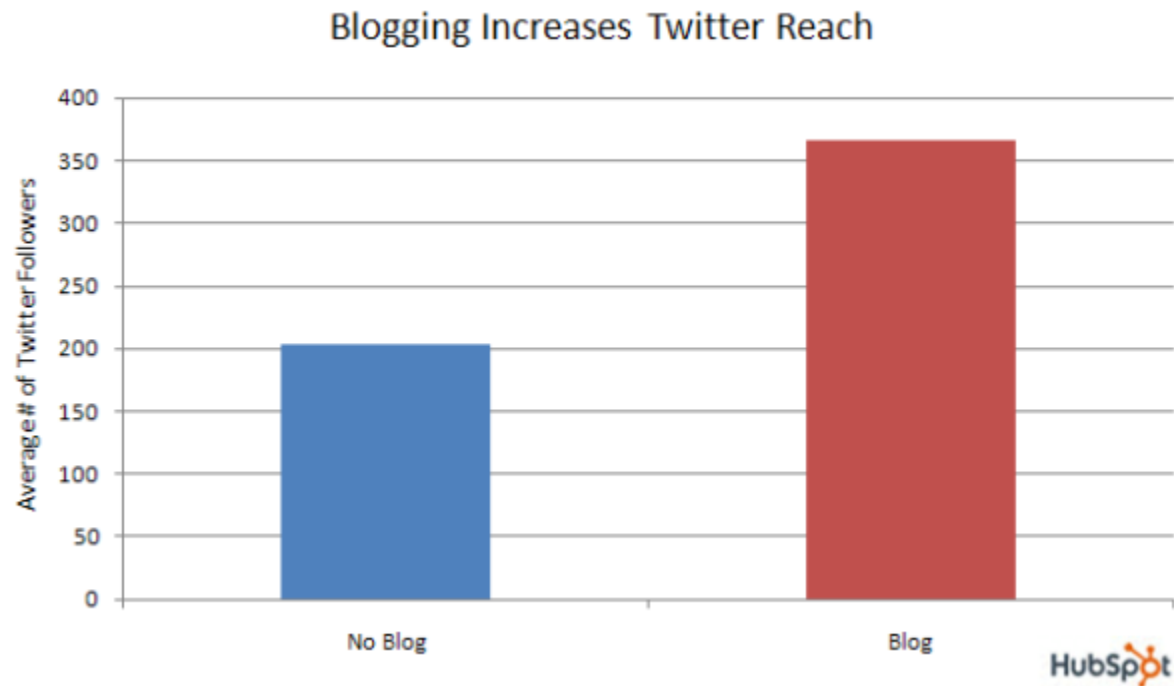


Blogging Drives Results

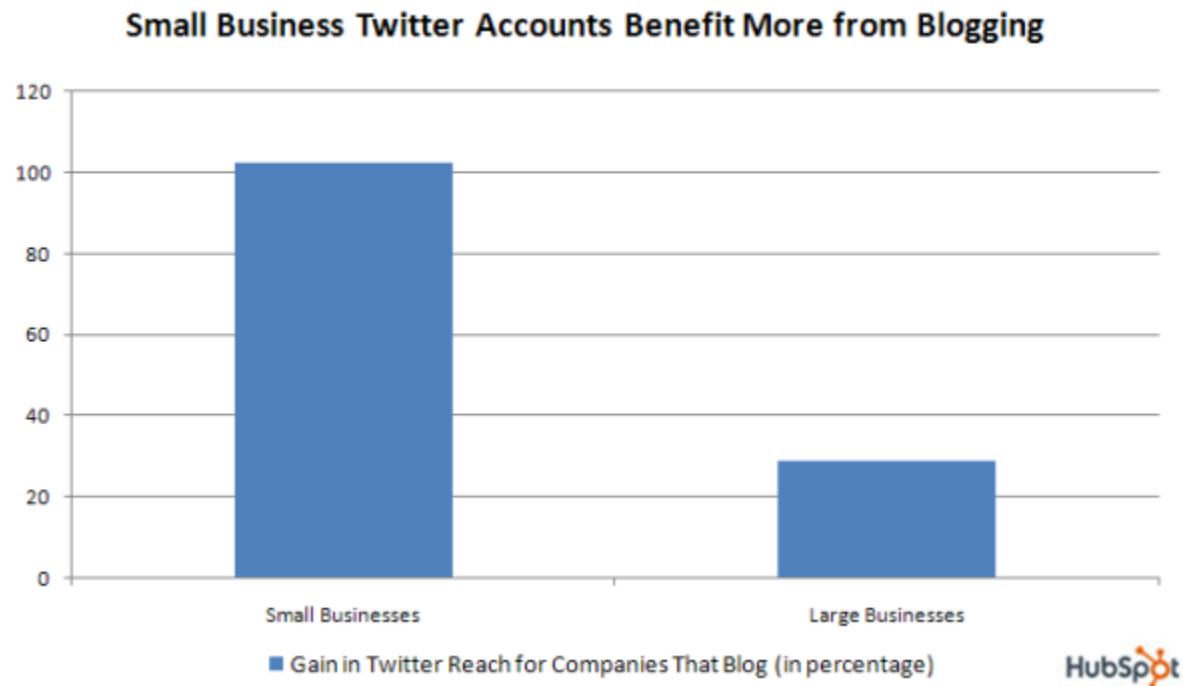
Blog Post Frequency vs. Customer Acquisition



Blogging Increases Reach

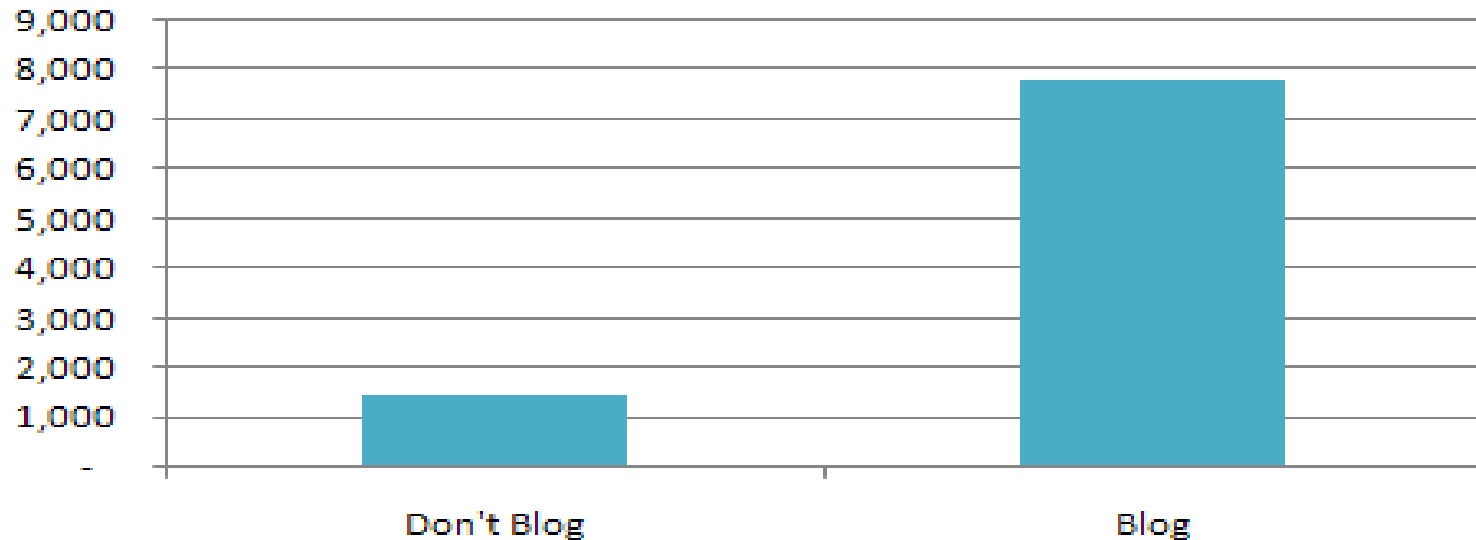


Small Biz Gets More Leverage

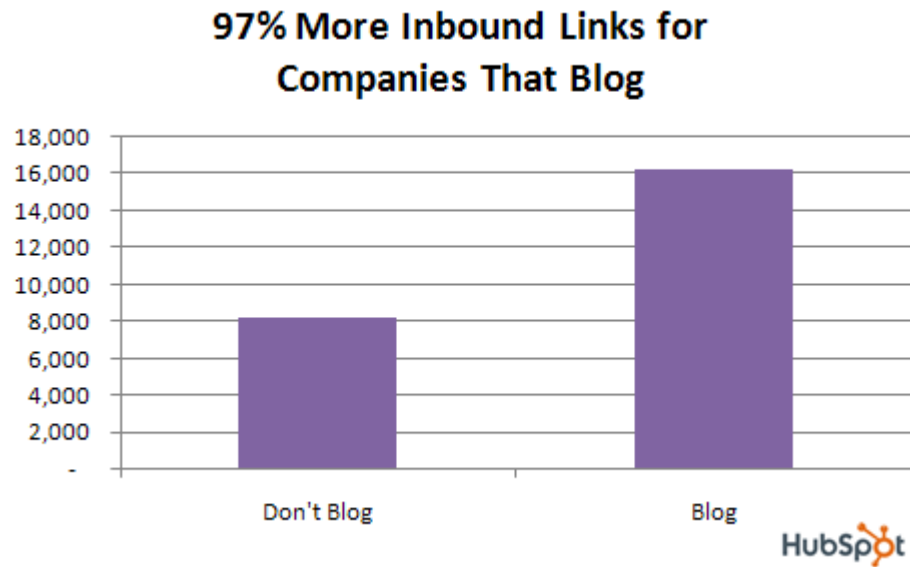


Create Great Content by Blogging

**434% More Indexed Pages for
Companies That Blog**



Blogging Attracts More Links



How To Set up a Blog

- Find a Domain Name
- Decide what you're going to blog about. Keep in mind that there are literally 100s of millions of bloggers worldwide. If you're going to attract the right readers you best know what you're talking about and be passionate about it.
- To host or not to host – You need to decide if you're going to sign up for a freebie blogging site such as blogspot or blogger.com or if you want to set up an independent blog on a web server where you pay for the hosting services. Yearly costs are generally pretty low.
- With a freebie site you have to be prepared for two things: one, you don't own your domain name. Your domain becomes something like this "blogtitle.blogger.com". Should you decide at some point you want to strike out on your own, you will lose all the content you spent perhaps years building up. And you have to let your audience know where you went. Second, you have to put up with their ads. Free doesn't really mean free.
- Host your own – Offers more flexibility because you "own" the turf. You can monetize the site (topic for another time), your content is your own and your audience stays with you (so long as your good). It costs money, but its money well spent.
- The best software when hosting your own blog is WordPress. Many hosting company's set up the site with the software already installed. When inside the admin part of the site you can set a theme and a variety of other configurations.