

## 5 REASONS WHY BUSINESS BLOGGING IS A GOOD IDEA

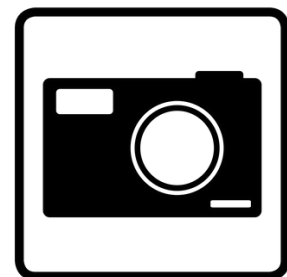


### 67% MORE LEADS

According to [blog.hubspot.com](http://blog.hubspot.com), B2B marketers that use blogs get 67% more leads than those that don't. The more you blog, the more leads you could acquire.

### INCLUDING IMAGES CAN INCREASE VIEWS BY 94%

Adding an image to your content makes it more visually appealing, more shareable on social channels and positively impacts image search engine results. Source: [jeffbullas.com](http://jeffbullas.com)

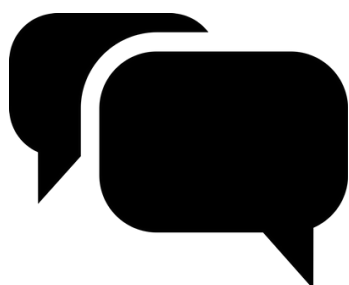


### 97% MORE LINKS TO YOUR WEBSITE

Not only does including links to other websites in your blogs make them more credible, but your company will also reap the SEO benefits. Source: [blog.hubspot.com](http://blog.hubspot.com)

### 5TH MOST TRUSTED SOURCE

According to [searchenginepeople.com](http://searchenginepeople.com), blogs have been rated as the 5th most trusted source for accurate online information.



### 86% OF B2B COMPANIES ARE BLOGGING

The virtues of blogging are clear so let us help you to achieve results too. Get in touch and let's get started!  
Source: Content Marketing Institute