

5 REASONS WHY BUSINESS BLOGGING IS A GOOD IDEA

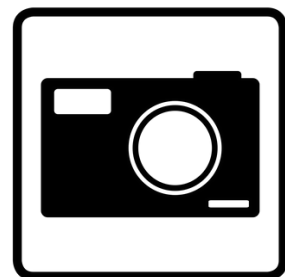


67% MORE LEADS

According to 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

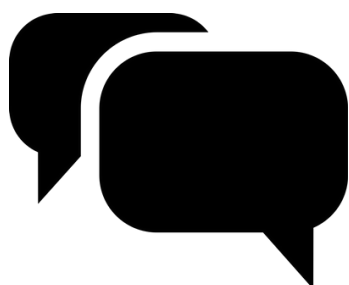


97% MORE LINKS TO YOUR WEBSITE

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

5TH MOST TRUSTED SOURCE

According to 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