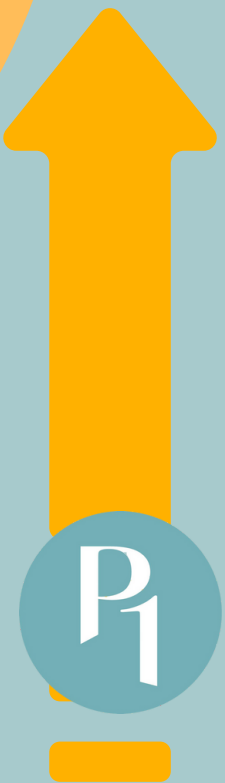
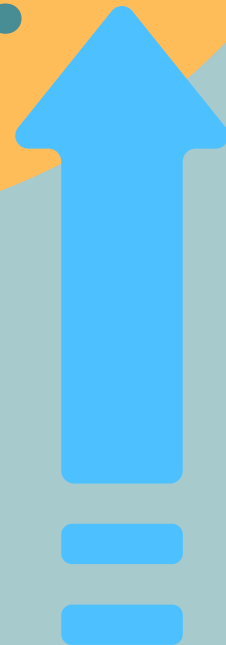
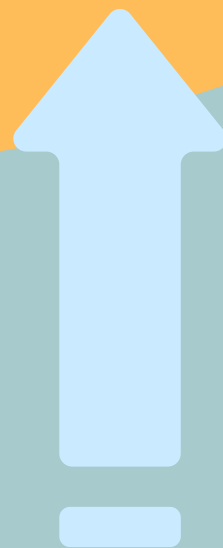


How can blogs

BOOST

your online
presence?



Did you know?

Companies with a successfully-run blog generate



more leads on a monthly basis, than those that do not have one.

P1

Source: Marketpath

**There are several
reasons for this:**



**Blogs help you establish yourself
as an authority in your industry
which gives you credibility**



**68.5% of buyers
say a blog makes
a website more
credible**

Source: Orbit Media

Blog posts help more potential clients find **YOU**, bringing more opportunities than companies without blogs

Companies with blogs generate **55%** more website visits than companies without blogs

Source: Mediapath



**Especially
as...**



95%

**of businesses with a blog
report higher SEO rankings
than those without a blog**



Source: Marketpath

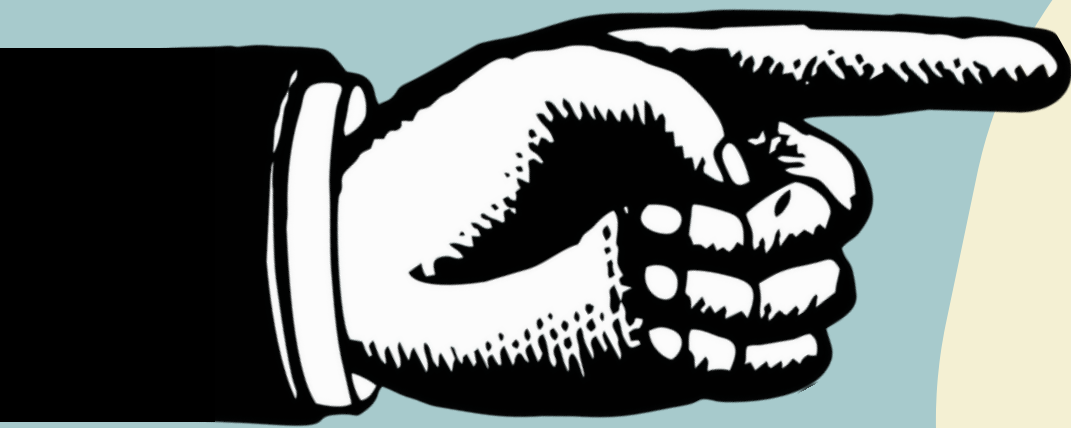
Blogs give readers a chance to share **YOUR** content to **THEIR** own network, widening your reach with limited effort

Blog posts are
3.5x more
likely to get
shared on
social media

Source: DemandMetric

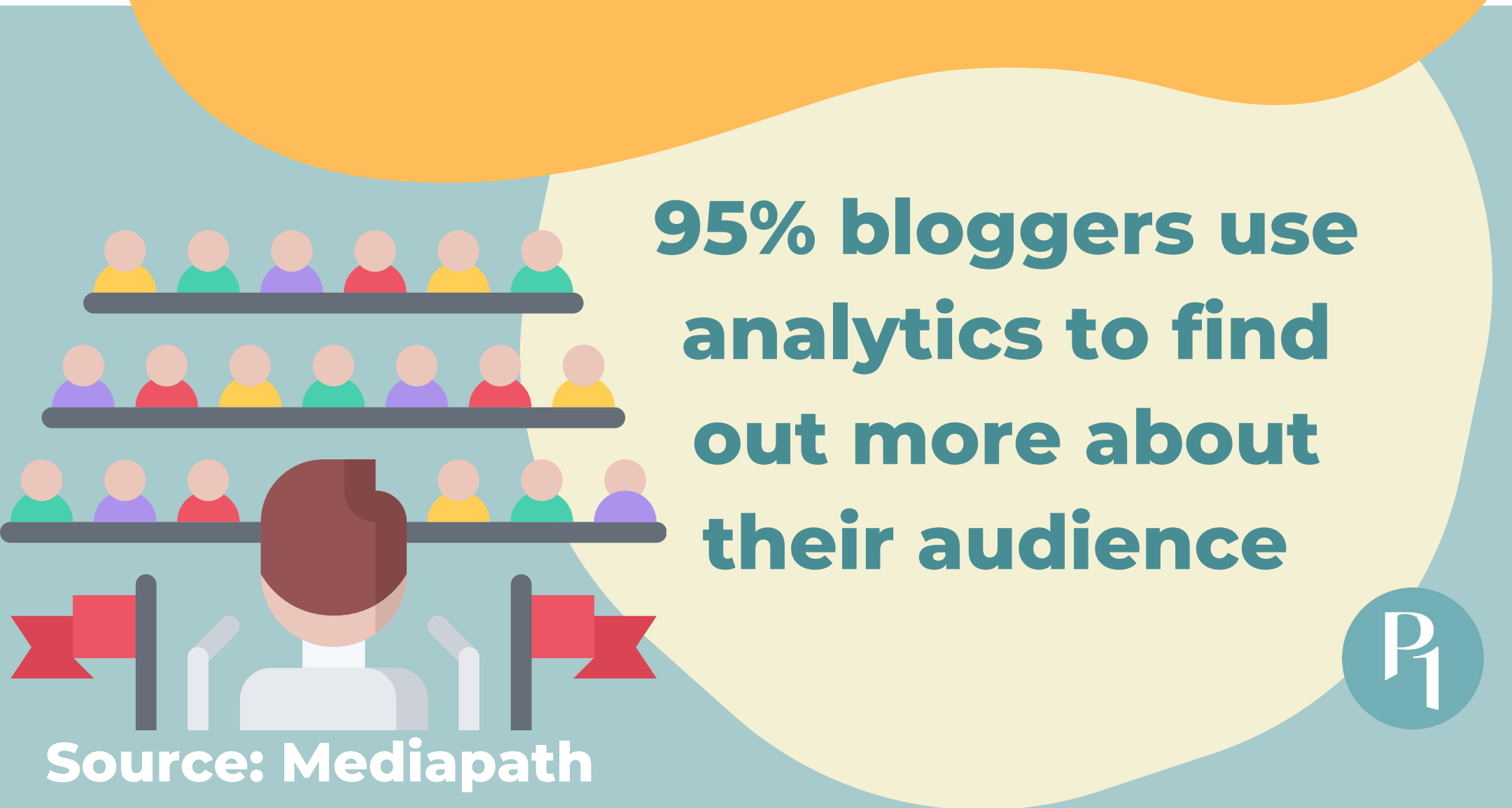


**Blogs provide value to
your customers,
increasing their trust in
you and helping you build
a relationship with them**



**Blogs have been
rated as the **5th**
most trusted
source for
accurate online
information.**

Blogs can help you understand your **audience better, by keeping a track on who reads your posts, when, and the content that interests them the most**



95% bloggers use analytics to find out more about their audience

Source: Mediapath

P

Source: Mediapath

**Blog content can then be re-used
for other communications,
such as:**



Newsletters

Social Media

Mailouts



Source: Mediapath

**Interested to explore how blogs
can help you expand your brand
and increase sales?**

**Get in touch with us at
info@p1communications.com
and we will be happy to discuss.**

