

What can we do to help?

Setting up and running a **Company Blog**

A **Company Blog** has become an essential part of internet marketing for organisations of all sizes. Think of it like a “news and views” section of your website which can work alongside an existing, more formal one. A blog, however, has a much broader remit, and enables you to include everything from corporate and product announcements to user stories, technical tips and the views of individuals on industry topics. If you aim to position your company as an **authority** or a **thought leader** in your field, it’s quite simply the best way to set about this challenge. There’s no better way to demonstrate the knowledge within your organisation and to get over your opinions on technology, trends and the industry in general. A blog is also very easy to run and the bulk of the ongoing work can be subcontracted if you wish.

More than ever before, prospects and customers want to receive information in different ways, of their own choosing. It might be by email, or on an RSS newsfeed, through Twitter or even on a company Facebook or LinkedIn page. With a blog set up by BMON, you get **all of these** covered. Whenever you post a new article on your blog, the information is sent out automatically to these streams without any additional involvement from you.

We recommend using **Wordpress** for a corporate blog, as it’s widely regarded as the best blogging platform despite being completely free. Once set up and the blog designed, adding an article is as easy as writing it in Microsoft Word – then you just hit the “publish” button. The only ongoing costs would be hosting the website (typically £5 a month if you want it to be separate from your main company site) and a separate domain name if you wish (typically £5 a year). BMON’s standard charge to complete the whole project is £1000, subject to the design requirements not being too onerous.

Many clients also choose BMON to provide some bedrock content for the blog. It’s typical for companies to publish on their blogs perhaps half a dozen times a month, but not necessarily at regular intervals. BMON can provide a steady core number of articles (e.g 2-4) each month, to which you can add your own articles as and when you have the time or resources. BMON can generate the ideas, and any articles would be placed into “draft” on the blog for you to simply read and approve. We have a number of top technical writers available, most former or current trade magazine editors. Articles can cost as little as £500/month.



"Chris Rand (of Business Marketing Online) has proven experience in B2B industrial marketing, both as a founder of the hugely successful Pro-Talk web sites and associated e-newsletters, and as a former editor of one of the UK's most respected industrial design magazines. He therefore understands the industry and the challenges faced by B2B marketers, who do not have the large resources enjoyed by other sectors. This coupled with a practical approach and ability to actually listen to our challenges, makes him a great partner in the fast moving world of e-marketing"

Chris Pockett, Group Marketing Services Manager at metrology specialist **Renishaw plc**