

# Blog99

## The affordable way to get your brand noticed

If you have a website, but don't have time to keep it up to date, you are missing out on one of the most affordable ways to engage with your audience and raise awareness of your brand.

### Why Blog?

If you leave your website content lying dormant for too long, the search engines, and your customers, will start to ignore it.

Constantly refreshing your web content provides **5 key marketing benefits** - and blogging is the best way to achieve them:

- 1. BOOST SEO** to maximise your chances of being found in online searches.
- 2. ENGAGE** with your customers in a more conversational, less corporate way.
- 3. BUILD A REPUTATION** by offering comment and opinion on issues affecting your field.
- 4. RAISE AWARENESS** of your brand by making it human and relatable.
- 5. SHARE** the blogs in your social media and email campaigns, for maximum ROI.

### Why Blog99?

**Blog99** is a monthly package, which guarantees you a continuous stream of fresh, professionally written web content.

#### HOW IT WORKS:

Before we start, we'll plan our subject-matter for the coming months.

For each blog, all you'll need to do, is send me a few links to related info, so I can do some research.

I'll then write 2 blogs per month for you, and you can concentrate on running your business. **THAT'S IT.**

**THE RESULT:** Your once inactive website, is now updated fortnightly. Google loves you. Your customers won't abandon you. And you build up a bank of great marketing material that can be used in lots of other ways too.



Fortnightly blogs for just **£99** a month

