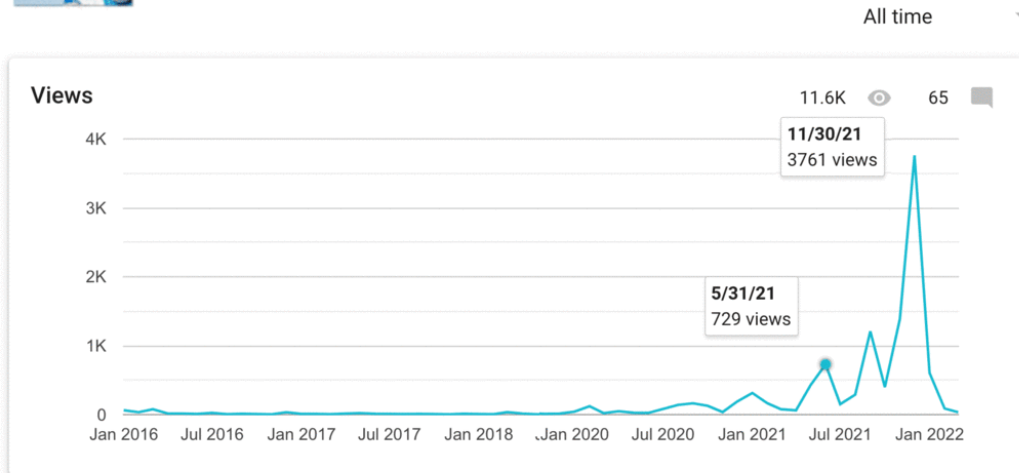




Animated Email Marketing Messages

Posted by Oevae Marketing Consultants on May 14, 2017

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Gibrón,

You've probably heard the terms blog, blogging, and blog post, but the truth is you probably already have plenty to do.

The problem is by not having a blog, your competitors who do will constantly be pulling further ahead in the minds of consumers than your brand is. You can counter your businesses competitors, but you will need to: think of a compelling topic, set the tone and voice, find a supporting photograph, edit the copy, make a list of reference links, add a few tags for Google search, publish, share on social media, and finally add the blog post to your website.

Yuck! Who wants to blog? In a word, Oevae. Yes! That's because this is one of the areas we thrive and have talented authors, creative and technical writers who are passionate about doing these types of tasks. But first, you should understand what a blog is and why they matter for growing your business.

What should small business owners do?

The research behind blogs and what a well-written blog can do to help a business grow is no mystery. The reality is the vast number of small business owners have no clue or no experience at leveraging best practices that yield legitimate results.

The blog for a business is often on the company website, shared on social media, linked from Google business profile, delivered in an email newsletter, sent via text messages, and scanned from QR codes. Each one can maximize the potential for a growing number of website visitors over time.

The best time to start a business blog was the day you started your business, the second-best time to start a business blog is now.

Read → [Blog for Business: What They Are and Why They Matter](#)

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