Article Side

Blogging for Contractor Leads by Kevin Beamer

Article published on March 23rd 2012 | Marketing

In the past, people wrote on anything that looked and felt like paper; but today, they look at their monitors and watch letters appear as they type. The flight of information is now taking off for a round trip to the Internet from a personâ€™s thoughts and vice versa. The blog is the instrument to do so.

It goes without saying that, business or no business, information is as essential as eight glasses of water a day. Many people practically feed on raw facts and the current trends the world has to offer. If a business fails to give their customers the â€œwhatâ€• and â€œhowâ€• of what the former does, it is as a goner. When information gets molded into an orderly arrangement of thoughts, it becomes something people can read â€“ a blog.

Today, many people donâ€™t like reading lengthy text for hours in front of their monitors or tablets. This seems to be the case with the results of a survey back in 2008: around one in four people bothered to read blogs since Obama and McCainâ€™s presidential tug-of-war. If less people read blogs, then why use blogs for business?

The magic word for that is â€œinteresting,â€• that is, make the blog as interesting as possible. While you still have to be straight to the point, add some humor or simple words to explain something like what your business does. It also helps if you can reduce the word count to a reader-friendly number.

You donâ€™t need to graduate from a creative writing course to write a blog, although having done so can be a bonus. Blogging is a privilege open to anyone no matter what his story in life is. Websites of law firms, roofing contractors, dental offices, and other firms have their own blogs, complete with contractor leads. For the most part, blogging is about providing visitors with what they need to know about.

Informative and interesting blogs account for heavy traffic and likeliness of the content being shared. The next thing you know, your well-written blog is attracting contractor leads from every corner of the Internet. Blogs may not be as brief as status updates or tweets, but they contain information worth hundreds of updates or tweets.

Overall, blogs can still be a valuable asset for your business â€“ at least, that is what Bloomberg says. Check out the article at Bloomberg Businessweek at Businessweek.com for more info. In attracting as many contractor leads as possible, you will need every word you can think of.

Article Source:
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Article Keywords:
contractor leads

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