



YOUR **COMPLETE** PROSPECTING SOLUTION

GET MORE **LEADS**
BOOK MORE **MEETINGS**
SO YOU CAN MAKE **MORE SALES**

(Now, isn't that exactly what you were looking for?)

LEVERAGING A BLOG TO ATTRACT CUSTOMERS

With Vine Social Media Marketing

**EVERYTHING YOUR BUSINESS NEEDS
TO MARKET AND BUILD YOUR INCOME ONLINE!**

Lead Generation | SEO | Sales Funnels | High-Performing Websites

Leveraging a Blog to Attract Customers

Attracting local business using a blog could be among the most effective strategies currently available. Potential customers can utilize a blog to initiate contact with a company. With constant changes to Google's methods, blogging can also enhance rankings by making your site more relevant to the local market.

Here are some tips to get you started putting a blog to work bringing in more leads.

Local Audience Targeting

Products or services can be featured in a blog from the local audience's perspective, making them more appealing to customers in the area. Writing from a potential customer's point of view is a good way of engaging their interest in doing business with a company. Articles could be written about charities that serve the area, services offered that help the local community in some way, or local events around the city.

Interviews with local business owners or experts could also be used to provide customers insight into company goals, values, and what the business has to offer, in addition to issues that are important to the community. A news blog would keep your readers informed of sales, celebrations, current events, and other happenings.

Focusing on the Customer

A customer's special day or milestone could be acknowledged and featured, with their permission of course. This would demonstrate to the person, and other readers, that you value and appreciate those who do business with you. It also shows that you genuinely care about them, not just from a business standpoint.

Some of the creative or unique ways someone has used your product or service could be reported. This could include a video or audio clip of an interview or demonstration of the way the product or service was used. Readers will be able to relate to local residents and their solutions to issues they might also face.

A genuine or creative way to relate information about the local weather and how it affects your community in a blog post could also be used to engage the interest of your readers. You might offer suggestions for weatherizing, advice about storing items for the winter, or tips for when is the best time to plant.

Improving Search Rankings

Keeping your site constantly updated with new information is a good way to improve Google search rankings. A daily blog will demonstrate that your site is a valuable resource for information. It is important to do so in an authentic way, however. A well-known authority on the topic should write the blogs, for example, and thorough research should be conducted to ensure accurate information is included.

Making your site more relevant locally is a key component in attracting customers through Google searches. Keeping your focus on the customer when

using a blog can help with not only getting attention but also driving new leads and sales. There are many more options available for using blogs in creative ways. Hopefully the material presented here will spark some inspiration for your own ideas.

It is important to note that a blog will not always be effective, but if done correctly, it can be a powerful tool in connecting with potential customers.

LEARN A LITTLE ABOUT US

Vine Social Media Marketing is a US and UK-based full-service email marketing, content creation and SEO agency, that has been active in the digital marketing world since 2006. Our clients know that more leads mean more meetings mean more customers mean more revenue, and they bring us on board to supplement their existing marketing and lead generation efforts.

Vine Social Media Marketing helps companies to expand and grow by:

- ***Getting more leads – through email/video/social media campaigns***
- ***Initiating more meetings with decision-makers – through calls, LinkedIn and Facebook***

At Vine Social Media Marketing we create structured, B2B, pre-call lead generation campaigns, that are supported by cutting-edge digital tools, social media traffic funnels, and laser-focused marketing resources.

With our help you can stop cold-calling, and still bring in a steady stream of leads, ready for your sales team members to begin converting!

You'll even be able to track prospects who visit your website to identify those who are most interested in your solutions, capturing those overlooked sales opportunities. Show your investors, your management, and most importantly of all, your prospective clients, just how amazing your products and services are! The team at Vine Social Media Marketing helps businesses attract new leads and buyers, using blogs, social media platforms, promotional videos and some of the most modern, incredibly cutting-edge, online marketing software available, we assess the best and most effective ways to find your ideal leads, engage them, and convert them into paying clients.

We use a huge range of cutting-edge tools and techniques to mine data about your industry and the competition that exists in your geographical area. We then use this to create a marketing plan that promotes your services across your website and blog and email, and add multiple press releases into the mix. At the same time we drip-feed client-engaging comments and personalized videos through multiple social sites such as Facebook, LinkedIn, YouTube and Pinterest.

Stop cold calling. Get in touch with us now, and start bringing in more leads!

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CEO and Founder

Call +1 (305) 600-2299 or view [My Calendar](#) to schedule a consult today!

www.VineSocialMedia.com