



Blogging For Business

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Big to small businesses need customers and want to keep them. A blog can be an introduction and a continued connection to your business that can be strong, educational and personal while reaching an unlimited audience. These 6 laminated pages will show you everything you need to know to start, grow, maintain and measure your customer connections through this powerful business tool.

Suggested uses:

- o Small Business – generate sales and build your customer base from the ground up by sharing your expertise
- o Big Business – add this virtual sales person that can offer expertise and help to the customer while being the face of your company that builds relationships
- o Marketing Firms – great tool for your employees and even better tool as a giveaway to clients
- o Business Majors – learn real world skills like these before an internship or job so you can excel at interviews and hit the ground running

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