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Blogging as a Marketing Tool for Your Online Business by IRFAN

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Ever wondered why multi-nationals have started blogs on their websites inviting visitors to comment on the blogs written? In very simple terms it is due to the fact that blogs have become a market in their own in the recent years. A lot of people use them to make or break their opinions about a range of things, from current affairs and politics to exercise and make up techniques.

Blogs are the newest tool in town for marketing. If properly written and promoted they can serve the purpose very well for an online audience and the expense is way below what a normal marketing campaign will cost you.

It works in a very simple way. If you are starting a writing job and you are good at it, companies will pay you to blog on their website about their products. For example Appleâ€™s website hosts blogs. Those blogs are about the products that Apple offers, ranging from iPods and iPhones to iMacâ€™s. The bloggers write about their specifications and what can these products do for you and if you should buy them or not. People reading the blog will comment and discuss the specifics of the product being offered. This will not only promote the product with visitors but the product will also be discussed offline when the visitors discuss with their friends and family.

If you go and look at the statistics, the popularity of blogs is increasing day by day. People who are good with expressing their thoughts and can produce good content prefer to work for themselves by writing blogs. Companies are contacting bloggers to blog for them or even mention their services and products in their blogs so they can have a bigger footprint on the internet and more people can know about them.

Create a blog for sharing useful information all over the world is a nice habbit but if you want to start a free blog than U blog is the best option for you.

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