Importance of Blogs in Online Marketing by IRFAN

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Blogging started as a tool to express personal thoughts and opinions about products, services or any social or political event. Later on gradually it became a tool for stars and celebrities to express themselves communicate and interact with their fans and finally corporate sector stepped in.

Once blogs came into the lime light, entrepreneurs of this world took notice and used blogs as a tool for marketing. Blogs can be a cheaper and easier tool for marketing products, services and anything else, even personalities.

Blogs started as simple web pages with text and now have come a long way with dynamic and sorted pages with text, videos, images, templates, lists and what not present on them. This is what makes blogs the best tool for online marketing. You can not only write to your heartâ€™s content, but you can post videos and pictures alongside the content you write for and use these images as a tool for explaining people.

Blog writing jobs are in abundance these days and corporate sector is employing talented writers to review and blog about their products online. Companies such as Apple, Microsoft etc... Have even created their own blogs where they have bloggers tasked to review the latest products and interact with people on a daily basis by using the comment section and let people know about the newest products.

Blogging is not only a cheap and easy marketing tool but it is also a two way marketing tool for many, as for every blog has a comment section where people can comment about the bloggers opinions and interact. This gives the companies an opportunity to get feedback.

So, if you are looking for a writing job and you think that writing is the field for you, you should consider blog writing and start a blog yourself first with so many free blog services available to know how good you are before stepping into a writing job or a blog writing job.

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