

September | 2020

2 Timothy 2:15 Give diligence to present thyself approved unto God, a workman that needeth not to be ashamed, handling aright the word of truth



BACK TO SCHOOL: A MARKETING OVERVIEW

Don't be late for your next class! Spectrum Net Designs is taking you back to school to refresh your marketing skills. You should never stop learning, regardless of your age or industry! Pull out your pencil and paper and get ready to take notes on the ever-changing world of marketing!

Subject of The Day: Content Writing & Blog Management

Blogging has changed dramatically over the past few years. While it started as a way for individuals to express themselves, most businesses and organizations today have a blog! Content writing is one of the best ways to increase your website health, provide value to your customers, and keep your brand in front of your audience. Having a consistent flow of content helps to show search engines that your website is healthy and should be offered up to people looking for your product or service. Customers will love your blog because it gives them a way to learn more about your company while finding additional ways to interact with your product. Plus, the more content you push out, the more your brand and product/service shows up in front of your followers, helping with brand recognition. Make sure to remember these tips

when working on your content:



Have A Consistent Posting Schedule



Look At Common Customer Questions For Inspiration



Provide Value - Don't Just Push Your Products

[Learn More About Our Content Writing Services](#)

Struggling With Your Content Writing?

WE'RE YOUR BLOGGING GURUS

Blogs You Can Use As Blogging Study Guides:



How Often Should You Post To Your Blog?

Blogs are a great way to



Are You Promoting Your Products And Services On Your Blog?

increase traffic to your website while providing valuable information to your customers about your company, products, or industry in general. One thing that is commonly discussed when it comes to blogging is how often you should be posting. You want to optimize for maximum exposure and traffic in order to get the most out of your content marketing.

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Blogs are an effective way to draw in new traffic, keep your SEO up to par, and provide valuable information to your readers. They are particularly helpful when you own a business that has a set line of products or services that aren't constantly changing. Blogs allow you to refresh your website content and highlight products while creating additional value for your customers.

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