

## Great Balls of Fire Marketing Strategies B2B B2C

by J. Warholic - Article last updated on: Saturday, March 05, 2011

<http://pwebs.net/2007/04/great-balls-of-fire-marketing-strategies-b2b-b2c/>

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### What do we have here?

Powerful Internet marketing forces for your B2B or B2C business.

In today's high-tech world of Internet communications, in which information travels at light speed on the Web, a B2C or B2B business can make a huge impression online with customer centric Professional Web Services communications tools.

There are many good Internet marketing tools that a business can use to significantly help establish a brand image on the Internet. One of those items is the company's website. The website is one of the key foundation items for marketing and advertising a business online. A [professional website](#) can also be a source for online new customer lead generation as well as a tool for [sales and marketing](#) to use on a daily basis. Investing in the integration of the corporate website into all aspects of a strategic marketing plan can pay loads of dividends in a short amount of time.

Another significant tool for businesses today is the corporate Web blog. Corporate America is starting to adopt the professional blog as much more than a personal website. Furthermore, a blog may actually be a more powerful tool than the corporate website itself. Very few of the companies on the Web understand how these blogs can be utilized as powerful customer centric communications tools. The companies that have embraced the blog as an online communications tool are jumping ahead of the competition in each of their respective fields. The longer a company has been writing and publishing information online, the more likely they are being found on the Internet for various aspects and market segments for their business.

Companies that cover a wide area of OEM support for parts and services in the way of: manufacturing, assembly, technology, engineering, and software support services, have a particularly difficult position in reaching their targeted market segments online. Technically speaking, the reasons have to do mainly with the sheer numbers of publications in the form of websites, web pages, and other published items on the Internet. Each and every website, and web page that uses your company's keywords are in direct competition with your business. College term papers, research papers, essay papers, news media reports, and other unrelated websites are a form of competition online. Some of those web pages and web sites are more competition than others. Never the less, keyword phrases used by even the news media outlets and off topic websites can affect a company that is trying to establish themselves for a particular market segment. Hence, it really comes down to establishing a theme for a particular website. The stronger the overall theme, the greater the chance others will want to link to it for additional information. However, a company that chooses to somewhat dilute their main topics, runs the risk of what I would refer to as "out of context" content dilution and subsequently getting lost in the mounds of publicized data.

Search algorithms have to crunch huge amounts of data from each and every website on the Internet. These algorithms look at more than just the keywords in the website itself. There are hundreds of variables that search engine algorithms look at when evaluating each and every page on the Web. Taking just two of the factors that are within complete control of a company; content on the corporate website and content on the corporate blog, or I should say corporate blogs, are very significant for establishing corporate brand identity on the Web.

### Why does having both a corporate website and a blog make a strategic marketing difference?

Each and every published posting can be a key source of information for your company on the Internet. New customers are more likely to find your company online by doing searches on what it is that your company builds, manufactures, or produces. Company postings are a way of expanding your market reach online.

Yes, it does take a fair amount of time to write, edit, and publish good content, online information that will ultimately result in new links to your corporate website. Once someone else finds information helpful and informative, they are much more likely to link to specific posted pages of a blog.

**Feed the blog, and the blog will feed you.** This has more than one meaning. Having a basic understanding of how a blog works is beneficial in this area. When a blog is published, a ping is sent out to various services online that monitor when new postings are published. This ping provides a means for special search engines to log in the information to their database. At these search engines, a blog becomes searchable or can be seen in the current results as soon as it is registered and published. Additionally, there are also RSS and ATOM feeds from a blog that people can automatically subscribe to. The new article is quickly and automatically picked up by everyone that is on the subscription list, and can be read with their online news readers. This has the convenience of providing the information directly to the end user, without the user having to check back daily to see if any new information has been published.

Blogs are ideally suited to be customer centric. This is because the blog has the feature of allowing comments or no comments (if you choose the no comments option). But, by allowing comments from users, readers, and subscribers; a corporation can gain valuable insight from those that are reading the information online. All comment feedback has the potential to being valuable from a strategic marketing and online advertising perspective. While the concerns over having comments that are off color or of a spam nature are justified, there are excellent controls for monitoring or filtering the comments before they are posted.

All of these items provide a major Internet marketing and online advertising impact for your company online.

Get started today with professional blogging services by Professional Web Services. We can get you set up with your professional branded image that will reach out and touch new customers on the Internet. Contact us for the [professional business solution](#).

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