

Blogging – A Completely Free Internet Marketing Technique

<https://billlensis.home.blog/2019/01/23/blogging-a-completely-free-internet-marketing-technique/>

Blogging is not a new phenomenon, but over the years this term has become compelling, enthralling, riveting and gripping. It has now mesmerized the people world over.

Managing a blog and running it successfully, has been in continuous use since many years. Around half a century ago, the concept of running a blog was almost non-existent. But now, there are millions of people out there who are running their own blog and who have even become famous not only at personal level but also at the national and international forums. Only recently has this blog running become a compulsive sort of fashion, obsession and fascination. Blogging has become a preoccupation and passion for millions and billions around the world. A vast majority of these bloggers is the teenage lot. Many teenagers have actually fallen back on and have recourse to this online blogging as a medium for the expression of their feelings and emotions. They find it as a forum and an apparatus for the outlet of their emotions. For most of the teens, it is a medium through which they can ejaculate and divulge whatever there is, that vexes them, annoys them, antagonizes them and makes them feel irritated. On the contrary the youngsters, most of whom are the teenagers, also use blogging to share their excitement about their personal lives or about some upcoming event. Many personal blogs focus on a particular topic- the topics may range from sports to domestic issues. The blog may be related to new mothers or may encompass the problems faced by the teachers or stuff like that.

### **1. Definition Of Blog**

A blog is predominantly defined as a website or more precisely a web page which is usually run and managed by an individual person or in some cases by a tiny group of people that is usually scribbled in unpretentious, unceremonious and intimate style. More specifically, we can say that it is an online memoir or a weblog. Blog is the abbreviation of the term weblog. A blogger is a person who runs and maintains a particular blog. The blogger usually maintains the blog by posting articles, pictures, by sharing the useful information and other related stuff.

Anybody interested in writing a blog can just initiate it without any money. In other words we can say that the blog can be started without any investment in hand. It just takes around 30 minutes to start the blog and absolutely no money is needed to start it. It can be used for entertainment and can also be used for business purposes. A lot of research is needed on the part of the blogger to find a topic that has the capability of attracting a wide range of followers. A blogger should have the stamina and strength to tolerate and bear the criticism that he/she is likely to face once the blog has been launched. Furthermore, the blogger has to keep in mind the fact that these followers and their comments and suggestions are very vital and he/she has to ameliorate, refine, enhance and polish up his/her products in the light of the feedback of the followers.

### **2.How Can WWW Merchandizing Be Escalated Via Blog**

Now a days, online business i.e. that is selling and purchasing the items online, is getting into the trend. It not only helps in money making but also reduces the physical energy consumed in going to different places for the business purpose. Blogging can be used as an important tool to merchandize the product. Blogging helps the people advertise their product to a vast majority of people.

Different methods are being employed to use internet as a source or merchandizing the product via blog. Some of the methods of promoting the products through the use of internet are discussed below:

The first and foremost method is to make the expected customers acquainted with the changes that you make on your website. Blog can also be used as a medium to promote and introduce

the new products. Other amalgamated websites can also be introduced through the blog. Use open writing to keep a track of the aims and objectives of your profession or business. Feel free to express your views. Don't hesitate to give vent to your thoughts about a particular product. Give your reviews about certain services that are being provided to the customers. Give honest guidance to the customers about the products interrelated to your own merchandize. Publishing is an important tool that is being associated with the blogging. Subsume and assimilate different web links. Doing this will add more volume to your rating on the internet and will help you in getting adds for your blog. Adding divergent articles on your blog will further aid in increasing the flow of cash and will provide you with better monetary opportunities.

Always encourage the visitors to post their feedback on your blog. Keeping in mind the feedback of the visitors you can easily make amendments in your business plans and can also increase the quality of your products.

Incorporate, integrate and develop a rapport with the other people who are actively running their own blog. Hooking up with them will provide you with a chance to enter their list of favorites. Once the other bloggers will come to know that you have some uniqueness in your blog they are more likely to add you up. By integrating with the bloggers, a blogger can get in contact with many people who can help him/ her in one way or the other.

### **3. Method Of Setting Up A Blog**

Any person who is interested in initiating a blog has a number of choices in front of him/her. The first step is to choose a blog platform. An individual might download blogging software or may consult any blogging hosting service, there are multiple host services which include Live Journal, Blogger.com and WordPress.com. All the afore-mentioned host services are famous and trustworthy in this field.

In the nutshell we can say that blogging is not only beneficial in marketing the products for free but is also a tool to earn money.

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January 23, 2019 at 12:29AM