

[PDF] Blogging To Drive Business: Create And Maintain Valuable Customer Connections

Eric Butow, Rebecca Bollwitt - pdf download free book

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Description:

Review

“A great read! If you’re looking to start a blog for your business, this is the book for you. It’s well-written and comprehensive, including case studies and examples of real companies to make the concepts easy to understand.”

-Dee Barizo, performancing.com

"Blogging to Drive Business does an excellent job at educating the market on the critical elements required for success in the digital economy. After all, businesses only gain market share when they communicate in a way that enhances relationships. *Blogging to Drive Business* provides the roadmap for success!"

-**Jay Deragon**, Social Media Strategist

"To connect with today's buyer, you need to stop pushing your message out and start pulling your customers in. And there is no better tool for this than the blog! *Blogging to Drive Business* is an essential guide for any business wishing to use a blog to attract a steady stream of inbound opportunities."

-**Paul Dunay**, Global Managing Director of Services and Social Marketing, Avaya Inc.

"This book provides business owners and entrepreneurs hands-on advice on starting a blog—why planning is important, who should be contributing, what tools are available, and where to find additional resources and content ideas. The authors make good use of case studies to address many of the commonly asked questions about blogging. If you've been on the fence about starting a blog, this book will help you draw an action plan."

-**Valeria Maltoni**, Conversation Agent

"Butow and Bollwitt have assembled a practical guide for any company to follow as they develop a blogging strategy. Their approach is firmly planted in driving business success without overburdening executives with impractical advice or ideological mantras. I highly recommend this book for anyone who wants to take advantage of a blogging strategy to promote their business and connect with prospective and current customers."

-**Jeff Nolan**, Venture Chronicles

"If you are looking for a practical guide to show you exactly how to use a blog to drive business, look no further, you've found it. As a practitioner myself, I know there are some skills that can only be learned by doing. These authors know what they're talking about because they've done it. Save yourself some time and invest in this book."

-**Michelle Price**, CEO, A Third Mind Digital Media

"If you get blogging right, it can be a major benefit for your business. This book helps you get the strategy and planning right upfront, and then talks you through the steps you need to make your blog a success and to grow and develop it."

-**Matt Rhodes**, FreshNetworks

"Blogging to Drive Business is a no-nonsense and practical guide for those who have yet to embark on the road to enhanced corporate communications. It explains why, who, what, and how to start and maintain a valuable connection with your customers via this engaging medium."

-**Hayden Sutherland**, Ideal Interface (UK)

About the Author

Eric Butow is CEO of Butow Communications Group (BCG), a Web design and online marketing firm in Jackson, California. Eric has written a wide variety of computing books since 2000, and his latest titles include *User Interface Design for Mere Mortals*, *How to Succeed in Business Using LinkedIn*, as well as custom For Dummies titles for F5 Networks and Hewlett-Packard. When Eric isn't writing or running his business, you'll catch him reading and enjoying the weather of the Sierra foothills.

Rebecca Bollwitt is the co-founder of sixty4media, which specializes in WordPress design and development as well as social media consulting in Vancouver, British Columbia. Rebecca has been blogging since 2004 on Miss604.com, and podcasting about music and hockey since 2005. Miss604.com was voted “Best Vancouver Blog” of 2009 in *The Georgia Straight* and in 2008, she was listed within the top ten “Most Influential in Canadian Social Media” by Profectio.com. She has organized social media conferences and charity fundraisers, including Blogathon Vancouver, Twestival Local, and the Best of 604 Awards.

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