

# IS BLOGGING STILL EFFECTIVE IN 2024?



## MARKETING TIPS

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The short answer is yes. The long answer is still yes – but with more caveats. Blogging is still a powerful tool for businesses in 2024, so long as you aren't just posting for the sake of posting. Forget short, generic content. Today's writers need to create quality content that provides real value to readers. The new rule for success is *quality over quantity*.

### Why Long-Form Content?

Long-form content is gaining popularity for the same reason everything does online – the algorithm. As these programs get more advanced and change, the content strategy your company develops has to change with it. Long-form often finds a foothold because of what it provides for readers:

**Expertise:** Establish yourself as a thought leader by delving deep into industry topics.

**Value:** Provide actionable insights and solutions to your audience's problems.

**Engagement:** In-depth content keeps readers engaged longer, fostering stronger brand connections.

### Quality Over Quantity

Length, however, is just one piece of the puzzle. Your content must also be valuable for readers and resonate with your audience.

**Know Your Audience:** Tailor content to your audience. There's no reason to use professional language if you're speaking to teens, but homeowners will appreciate it.

**Problem-Solving Focus:** Identify, address, and solve your audience's pain points.

**Stories Matter:** Stories automatically resonate with people. Weave stories and case studies to illustrate your points.

**Readability Matters:** Use subheadings, bullet points, and clear formatting for a user-friendly experience.

### Shifting Focus for Blogs in 2024

Blogging is still a powerful marketing tool in 2024, but the focus has shifted. By prioritizing long-form, valuable content, you can use your blog to establish thought leadership, attract new customers, and drive traffic and growth.

*Ready to unlock your blog's potential?* Reach out to beMarketing. Our content creators draft engaging blog posts that resonate with your audience, provide relevant value to readers, and deliver measurable results. Contact us at 484.246.8504 and let's discuss your SEO strategy.

## WILL OMLOR

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### What Is EOS?

The Entrepreneurial Operating System (EOS) is designed to help owners, leaders, and managers of entrepreneurial companies address these common frustrations:

- **Lack of control** — over time, markets, or the company
- **People** — who don't listen, understand, or follow through
- **Profit** — there's not enough of it
- **Growth** — they can't seem to break through to the next level

Using a simple set of powerful, practical tools, leaders learn to run their businesses more efficiently and effectively to experience more consistent growth — and have freedom to pursue other passions!

### THE EOS MODEL®



### 2 Ways to Learn About EOS

**1 Request a free copy of *Traction* by Gino Wickman**  
Contact me to request a free copy of the book that started it all, *Traction* by Gino Wickman, creator of EOS.

**2 Schedule a free 90-minute overview of EOS**  
This session is designed for the leadership team of an entrepreneurial company. During the meeting I will paint a clear picture of the system to help the team decide whether to move forward with EOS.



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