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DRIVING SALES WITH TARGETED BLOG CONTENT



MARKETING TIPS
By Julie Huff, Copywriter,
beMarketing

Google is trying to make sure your website is one thing: useful. By offering helpful insights and groundbreaking news, and addressing concerns your clients and customers come across, you can position yourself as a trustworthy thought leader in the industry.

Building a Targeted Content Strategy:

The first thing you need is a content strategy. Plan your content around established client profiles and your goals. Develop a content calendar to ensure consistent posting and a mix of content types. This keeps your blog diverse and engaging while also addressing different stages of the buyer's journey, from awareness to decision.

Establishing Your Expertise:

Once you have a plan, you can start developing content. When you consistently produce high-quality, insightful posts on relevant topics, you demonstrate your expertise and knowledge. Over time, this translates into increased trust and loyalty from your audience, both crucial factors for sales.

Enhancing Your Digital Presence: Incorporating keywords into your blog content is

how you signal to the algorithm that your blog is related to those terms and increases your ranking. This lets you attract more visitors searching for related information. Try to avoid being too "salesy" in your content. Readers can be turned off if they feel a blog is trying to sell them something. Instead, provide information and solutions to the problems your audience faces.

Driving Sales Through Engaged Readership:

Regular readers of your blog are more likely to become loyal customers. Targeted blogs let you showcase customer testimonials, case studies, and real-world applications of your products or services. These elements act as social proof, reinforcing the effectiveness and value of what you offer.

The Power of Words: Blogs are a critical component of any digital marketing strategy. This is a perfect way to build your reputation and drive sales.

At beMarketing, our team keeps up with trending topics to position your business as an industry leader. Whether you need comprehensive blog writing services or strategic advice, we're here to help you reach your goals. Let's work together to create content that helps your clients and eventually leads to increased sales. Contact us today to get started.

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beMarketing Honored as a Philadelphia Business Journal Fast 50 Award Winner for Fourth Time

beMarketing, a leading full-service marketing agency based in Plymouth Meeting, is proud to announce its recognition as a Philadelphia Business Journal Fast 50 Award Winner for 2024. This marks the fourth time beMarketing has received this prestigious accolade, previously being named to the Soaring 76 List in 2019, 2020, and 2023.

The Fast 50 Award, which evolved and rebranded from the Soaring 76 List, highlights the region's fastest-growing companies that have demonstrated consistent revenue growth over the years. For the 2024 edition, companies were evaluated based on their revenue performance from 2021 through 2023. To qualify, businesses must have achieved a minimum revenue of \$750,000 in the first year of the considered timeframe and show a steady increase in revenue each subsequent year.

beMarketing's success is a testament to its unwavering commitment to a results-driven culture. The agency's philosophy emphasizes not just the output, but the impact and outcomes of its work, a principle that has clearly resonated in its performance and client satisfaction. Founded on a relationship-driven mentality, beMarketing continues to maintain strong, long-term relationships with clients, many of whom have been with the firm since its inception.

"Being named to the Fast 50 list for the fourth time is an incredible honor for our

team," said Brandon Rost, Founder & CEO of beMarketing. "This recognition is a reflection of our dedication to delivering exceptional results and our focus on building lasting relationships with our clients. We are grateful to our clients and our talented team who have made this achievement possible."

The Fast 50 list, as presented by the Philadelphia Business Journal and vetted with the accounting expertise of CLA, recognizes companies that have demonstrated impressive growth and sustained success. beMarketing's inclusion on this year's list underscores its outstanding performance and continued impact in the marketing industry.

To learn more about how beMarketing can support your business, contact us today!

About beMarketing: Since 2010, beMarketing has been building brands and helping businesses succeed through integrated marketing communications, advertising, and a complete array of other marketing services. The beMarketing team provides a unique blend of cutting-edge tactics and personal service to a broad range of industrial and consumer clients. beMarketing currently works with many local and regional brands on managing their advertising efforts and building their presence through their integrated marketing solutions. For more information, visit <https://bemarketing.com/>.

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