

# "The Pros & Cons of Blogging to Promote Your Business"

Bloggging has been around for more than 20 years! Some business owners attribute their audience size - and commercial success - to the art and craft of publishing short, regular articles. But does bloggging still work? Is it worth starting a blogg from scratch in 2020? Could your time be better spent elsewhere?

In this presentation, lifestyle blogg April Harris and website designer Pauline Wiles offer an informative and balanced exposé of the pros and cons of bloggging. You'll learn how to evaluate whether bloggging is a smart strategy for you and your business, or whether you should seek to grow your audience elsewhere. Whatever you decide, you'll leave with clarity on the next steps you should take.



## Preview: Pros

- Connect with your audience
- Explore your passions
- Fresh content for SEO
- Work with brands
- Build "know, like, and trust"
- Monetize your traffic

## Preview: Cons

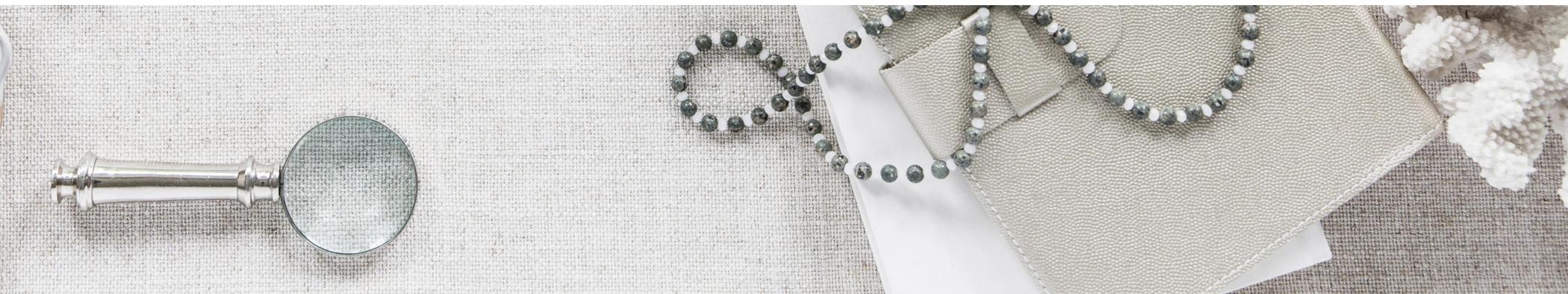
- Harder to get traction now
- Engagement is falling
- Doesn't reach new audience
- "Busy work"
- 3.5 hours average per post
- Tough if you don't love writing

## Learning objectives

- Understand why blogging is a powerful marketing strategy and what results you can *realistically* expect.
- Learn what you can do, *instead* of blogging, to promote your business.
- Make an informed decision whether you will use a blog for your marketing efforts.
- List 2-3 next steps for either starting/improving your blog, or for expanding your reach without one.



Pauline Wiles  
WEBSITE DESIGN





April J. Harris  
[apriljharris.com](http://apriljharris.com)



April J. Harris is an award-winning lifestyle blogger who launched her first website in 2002. Since then, she has built her traffic to 25,000 visits per month, and worked with brands including Expedia, Hello Fresh, and John Lewis. By sharing recipes, travel inspiration, style advice and home tips, April aims to encourage and empower modern women. In today's busy, social media obsessed world, she believes we need community more than ever. Her mission is to help create it, both online and in real life. April grew up in Canada and now lives in England.

Pauline Wiles  
[paulinewiles.com](http://paulinewiles.com)



Pauline Wiles is a website designer who helps solo entrepreneurs create an online home they'll love. She coaches her clients towards websites that are low on clutter and high on impact... and she enjoys dispelling the myths around how difficult a web project should be. British by birth, Pauline is now a contented resident of California, although she admits to an occasional yearning for afternoon tea and historic houses.