



By [Dave Rubin](#)

## What's a Blog and Is It Really Part of Marketing?

Blogs are getting more and more exposure in the media these days. If you don't know about them, you probably should. Recently, *The Portland Business Journal* had several articles about **Blogs** and how some businesses are using them to their advantage.

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By increasing traffic to their websites, business owners are driving more customers into their "showrooms", thusly creating new business and increasing revenue. And, that's what's marketing is all about, isn't it?

Here are some basics that you need to know: (full article links listed below)

### What is a Blog?

**Blogs** -- the term is short for Web logs -- are changing the dynamics of Internet communications. They are easy-to-develop, simple-to-use Web sites. The learning curve is fast. You can edit, update and maintain content without ever knowing an HTML code. If you can write in Microsoft Word, you can **Blog**.

### How Can It Help My Business?

**Blogs** deliver a marketing bonus that you can't duplicate elsewhere. **Blog** software allows visitors to post comments about content right on the site. **Blogs** present an opportunity for people inside an organization to tell their stories and for customers and stakeholders to join in on the conversation.

To read the article about a local business using a **Blog** to help stimulate business traffic click below:

<http://www.bizjournals.com/portland/stories/2005/05/02/focus5.html?GP=OTC-MJ1752087487>

To read the full column: "**Blogs** restore personal element to marketing" please click below: <http://portland.bizjournals.com/portland/stories/2005/05/02/focus4.html>