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## A Case Study on the Value of Business Blogs as a Marketing Tactic and For Business

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### ABSTRACT

Whether it is before or after an economy's unpredictable occurrences, micro, small and medium businesses must blog. This will not only assist the firm to project a positive image, but it will also aid in the promotion of its products and activities, as well as reaching out to present and new customers. Flyers, catalogs, photos, and videos can all be used in business blogs to provide information to clients. This will make it easier for businesses to operate during a pandemic, increase their consumer base, and make it easier for customers to shop from the comfort of their own homes because the information is easily available online.

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**Keywords:** Pandemic, Business Blogs, MSME, Promotion

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### 1. Introduction: Business Blogging

Micro, Small, and Medium Enterprises (MSME) went online for business during the COVID-19 pandemic. Using company blogs for marketing and reaching out to people for sales and revenue generation the companies left no stone untouched during the pandemic. Whether in a developed country or a developing country like Fiji, the majority of micro, small, and medium-sized businesses have gone online to blog and reach out to potential clients. Marketers use business blogging to acquire a very specific audience in order to boost internet presence and for public relations goals.

Business blogs must be maintained to provide tremendous value to readers while also promoting the business. The audience for business blogs expects it, which is why, if set up right, business blogs can provide a very high return in investments. Large corporations are increasingly turning to business blogs to broaden their reach and integrate blogging into their everyday operations. However, this does not imply that business blogs are only for major corporations with substantial marketing resources.

A blog can also be used by small businesses to establish them in the online world. The best part is that beginning a blog does not involve a significant financial investment and, when correctly utilized, may help the company reach a big number of potential consumers.

Businesspeople, on the other hand, understand that new challenges bring new opportunity. It is time to pick up some new skills in order to expand the company. One of them is a business blog.

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### 2. MSME Issues Facing Small Island Nations

Customer service is a difficult profession on any given day, but it has become more difficult during the COVID-19 pandemic. The micro, small, and medium-sized enterprise (MSMEs) sector contributes significantly to the growth of tiny island economies.

During the epidemic, businesses were forced into a state of lockdown, preventing them from selling to customers. People were afraid to move around to buy once there was a little of ease of limitation, or constraints were set on the number of people that could be available in a store at one time. All of these variables had an influence on the business in terms of sales, client loss, and income loss.

Furthermore, during lockdown, the structural problem with customer support representatives has mostly gone remote, whether by phone, chat, or email. The safest choice was remote work, but one disadvantage is that reps do not have access to the same infrastructure as those in the office. When the lockout began, some of them did not even have access to trustworthy platforms that would allow them to work remotely. This made it difficult for employees, employers, and consumers to contact one other or deliver timely service.

People wanted to know what the company has to offer, including price ranges, new products, and so on. There was a chasm, as well as bodily movement and limitations. There was a gap between what the firm had to offer and what the client wanted, and business blogging was the most effective way to bridge that gap. Customers would be able to easily see the business blogs on several social media platforms, learn about the products, and contact the company or order online through sites with the option of online shopping from the company site or through business blogs, contacting through customer service numbers, and placing an order for home delivery.

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### **3. Tips on Alternative Solutions and Business Blogging**

#### *3.1. Tip 1:*

It is a good idea to have a marketing campaign in place that includes a business blog, regardless of which unforeseeable disaster occurs; this tactic could come in helpful in a pinch. The primary purpose of marketing is to attract new clients. Blogging could help add useful info graphics, video contents, and analyze key phrases, all of which will reach target customers, pique their interest, and lead to a sales page that targets a larger demographic without requiring much physical movement because it could be ordered online and information would be readily available. Blogging necessitates consistency, so including it in the regular duties is necessary. In addition, advisable to keep track of the company blog's metrics to see how it is doing. Write about what matters to the blog followers and how it affects them.

#### *3.2. Tip 2:*

Blogging has the ability to both create and destroy a company's image or brand with a single mistake. If the objective is to take the organization to the next level, then creating a favorable image is quite important. MSME's can use blogging to inform customers about their involvement in innovation, environmental initiatives, corporate volunteer activities, socially significant themes, company vision, items available and upcoming products, public reaction to posts, and how efficient and trustworthy the firm is. A blog can be turned into publicity for the company by the firm. Always remember to share nice content on social media to increase audience loyalty to the brand.

#### *3.3. Tip 3:*

A business blog can help with marketing as well as responding to and resolving criticism in order to build a positive brand in the event of staff error, a sudden change in market rules, such as pandemic restrictions, or breakdowns in internal processes. Whatever the source of the negative, a company must react. If this is an internal flaw, consider the negative feedback as constructive criticism. A company blog will be useful in this situation. Always remember to thank you for the tip and write about how you fixed the mistake. If the unfavorable is caused by external circumstances, discuss it with customers via a blog. Explain the company's perspective and provide solid justifications.

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### **4. Recommendation: Business Blogging Guidelines for Efficient Business Operations**

Look for ideas for what to write in a company blog from the customer's perspective. Use digital marketing tools to perform surveys, consult with the team, and do research. Blog analytics will show which themes have the most impact on the customers. As a result, change the blog topics from time to time and see how readers react. Customers' willingness to read the blog is based on the quality of its material. Based on the content customers will feel more like following the company page, checking sites or reading the attached catalogues with list of products in the business blog content. A few guidelines for the Business blogs as follows;

*4.1.* Keep in mind that high-quality video content is the most effective. Many people read the article but do not view the video. The attention of the audience will be drawn to the product range or a catchy video advertisement of the product if it has a brief video content.

*4.2.* Write in short conversational sentences. Explain difficult things, just like talking to friends. This will grab the attention of customers and they will feel like reading and knowing more about the content shared.

4.3. Hire a professional photographer and place an order for high-resolution original photographs. By the way, see whether any of the staff enjoy photography. Employees might be used for this, or you could hire someone from outside with a solid reputation and good photographs of things that can speak for themselves.

4.4. Do not forget about the copyright if you use ready-made photos from the Internet. Make use of well-known stock photo sources. To avoid problems later, it is best to utilize the original photo.

4.5. Cut up the text into manageable chunks. Make use of headings, subheadings, and bulleted lists. In digital catalogues or social media page material, do not overcrowd content or use flowery language.

4.6. Include a high-resolution photograph in your blog post. The total photo resolution is generally affected when photos are edited, sent, or attached to emails from phones. Prepare instructive pieces, lessons, life hacks, or just backstage life movies to diversify the video content.

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## 5. Conclusion

A business blog takes time, effort, certain talents, and creativity to maintain. MSME's should therefore have a creative or marketing staff that works closely with them in these areas. This will aid MSME's in the event of a pandemic because the company will be readily available on virtual space, providing information, content, and details of the products available or soon to be available, and customers will be able to order products to be delivered without having to go out psychically looking for them. After several months of continual focused work, this business-marketing instrument yields tangible benefits.

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