



SKYPARLOUR

BLOGS

One of the most effective ways to build brand awareness, while providing relevant and useful content to your target audience, is through consistent blogging.

We understand that good blog posts have long life spans. We put a lot of time and effort into making sure your blog will add real value through consistent posting and dissemination across social media channels, driving traffic back to your website and supporting the profile of your brand.

Undeniable Evidence



A blog increases your chances of ranking higher in search by 434%.



Businesses that blog experience twice as much email traffic as those with no blog content



ARE YOU GETTING **BANG FOR YOUR BLOG?**



*Your blog should give
your brand personality*



*It's a channel that can
showcase your value, making
it a must-read for your
customers, partners and
prospects.*



*It turns your team into
influencers*

SkyParlour Blogging Service

- *The creation of brand messaging and an exciting brand name for your blog series*
- *Construction of the blog's tone of voice*
- *Definition of topics and themes*
- *Creation of a blog calendar that's regularly updated and furnished with fresh industry thinking*
- *Planning, writing, managing the approval process and optimising two blogs per month*
- *Creation of tailored graphics to accompany each post*

Get in touch

Get in touch for more information or to discuss how we can help bring your blog to life.