

# Knowledge Solutions - Blog Wash

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One of the biggest issues we are hearing from our business community is that they find it hard to update Blogs regularly and consistently. So we set out to address this with the Blog Wash service.

*Are you having to chase staff to create content for the Blog and then leaving it up to the webmaster in IT to follow up; chasing staff to get a Post completed in time. Do you find most Blog posts get done the night before they are due and have spelling, grammar and punctuation mistakes?*

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If you currently have a Blog and you're finding it hard to manage, our service is just right for you.

*So what are the most important attributes of a successful Blog?*

**Revenue generation, Value to community, Style, Consistency**

*What makes a Blog dirty?*

- Mistakes in Blog Posts leading to an unprofessional look and feel, reflecting your business standards.
- The Blog style not portraying your company's culture.
- Blogs not being provided on a regular basis - out of sight is perceived as out of business, online.
- Ghost writers preparing your posts who strip out the authenticity and passion.

*What the Blog Wash does to solve this:*

- We work with you to profile and identify your employees who have a passion/talent and expertise in your subject/service or product. They don't have to be literary geniuses – that's our job. We give them a simple set of steps and an hours training course on how to write a Blog post. It's all about empowering them to express their passion and not about spelling or style, that's our job.
- We run a brief workshop with you to understand your corporate culture and what style you would like your Posts written in so they have a consistency and standard.
- We work out a schedule with you of how often you would like to post on your Blog.

*That's it, that's all you have to do, we do the rest.*

- We will remind the Bloggers to Blog and chase them up by e-mail, SMS and IM - whatever it takes to get the job done (consider us one of your people).
- We will have professional editors wash and polish the Post according to your corporate culture which we have identified together.
- We will stock pile a few Blog posts just in case a Blogger goes on leave or falls ill.
- We will send the post to the Webmaster to upload to your Blog in time and then also check to make sure it's been put up on the site.

*The Blog Wash service is a low cost sure way to get Blog Success, which will:*

- enhance your brand and drive customers to your site to increase sales revenue.
- help you establish a robust online community which will reduce costs by providing new product recommendations, help with product development and provide additional service centre support.
- engage your staff who write the Posts, with your customers creating a more client aware business culture.
- galvanise your client relationships by engaging them through a more authentic experience.

If you need to know more or would like to engage our services feel free to contact us at [info@knowledge-solutions.com.au](mailto:info@knowledge-solutions.com.au) or 0423 981265.