

Reasons for Starting a Business Blog

13%

Minimum return on investment businesses see when they blog.

126%

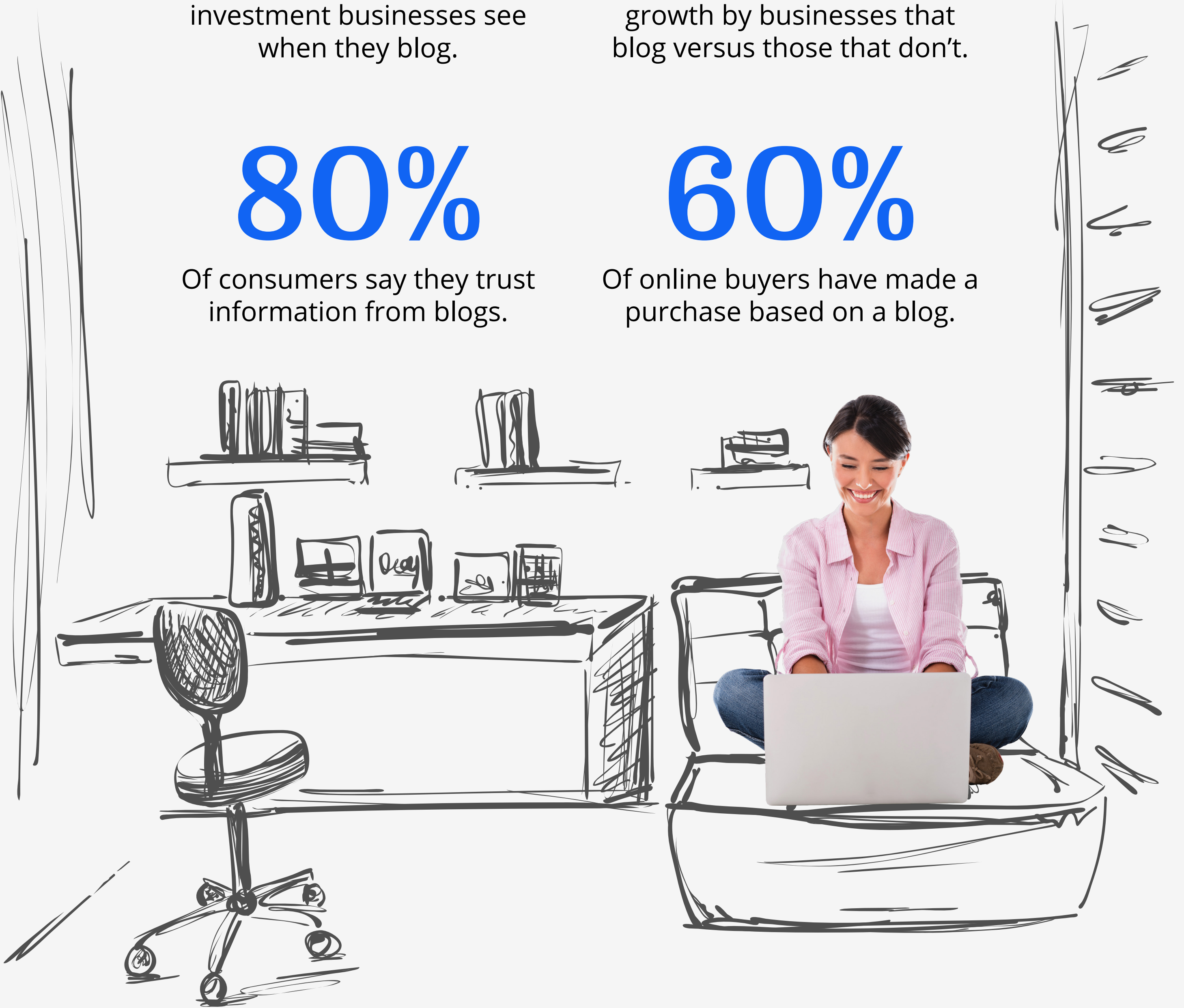
Amount of customer lead growth by businesses that blog versus those that don't.

80%

Of consumers say they trust information from blogs.

60%

Of online buyers have made a purchase based on a blog.



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