

THE POWER OF BLOGGING

A Must for Suppliers, Wholesale and Nursery Retailers

By Leisha Jordan

In the ever-changing world of wholesale and nursery trading, it's crucial to keep in touch with your customers and **show that you know your stuff**. One of the best ways to do this is through blogging. *A blog as a digital journal that is published on a website. It's a space where people write about their interests, experiences, opinions, or expertise on various topics, and others can read, engage with, and sometimes comment on those posts.* Let's take a look at why blogging is so important along with some simple tips to get started.

WHY BLOGGING MATTERS

Show Off What You Know:

Blogging lets you share your knowledge and expertise within the green life industry. Whether it's offering advice on plant care, talking about the latest plant/soil trends, or giving tips for retailers, sharing useful info helps build trust with your customers and shows that you're the real deal.

Get Found Online: Keeping your website up-to-date with fresh content is key for showing up in online searches. Blogging lets you use industry specific words and phrases, which helps boost your site's ranking on Google and other search engines. The higher you rank, the more likely customers are to find you online.

Talk to Your Customers: Your blog is a place where you can

chat with your customers. Encourage them to leave comments, to share your posts on social media, and to sign up for email updates. Building a connection with your customers keeps them coming back for more and helps spread the word about your business.

Showcase Your Products and Deals:

Use your blog to highlight your latest products, sales, and special offers. Share photos, descriptions, and stories to catch people's attention and get them interested in what you're selling. You can also use your blog to talk about upcoming events or news in the industry to keep your customers in the loop.

HOW TO START BLOGGING

Know Your Audience: Figure out who your blog is for and what they're interested in. Tailor your content to match their needs and wants, so they keep coming back for more.

Plan Your Posts: Make a plan for what you're going to write about and when you're going to post it. This helps you stay organised and makes sure you're putting out content regularly.

Keep It Simple and Helpful:

Write in a way that's easy for people to understand, and focus on giving them useful info. Break up your text with headings, images, and bullet points to make it easier to read.

Share Your Posts: Once your post is live, share it on social media, in emails, and anywhere else your customers hang out online. Encourage them to share it with their friends, too.

See How You're Doing: Keep an eye on how your blog is doing using tools like Google Analytics. This helps you see what's working and what's not, so you can make changes and keep improving.

In a nutshell, blogging is a great way for wholesale growers and suppliers and nursery traders to connect with their customers, show off their knowledge, and grow their business. So, don't be shy—start writing those blog posts and watch your business bloom!

