

Submitting to the Chamber BLOG

Thanks for your interest in blogging for Kingston Chamber of Commerce. We invite Chamber members to submit a blog via the online form. If you are not a member, please get in touch with our office via office@kingstonchamber.co.uk with a brief outline of your proposed blog and we will let you know if we can include it.

If you'd like to blog for us, please take some time to read through our guidelines.

WHY should I write a blog?

Blogging can help you build your reputation and promote your services to the local business community by showing you are an expert in your field. You get exposure to the wider business community and gain credibility at no additional cost except your time.

WHO is the Chamber audience?

You are!

Business owners and managers of all sizes, entrepreneurs and start-ups. Our strategic partners and integrated business support partners, as well as the potential to reach local councillors across the borough.

WHAT makes a good blog post?

Read our blogs, over time you will develop a sense of what we publish and what gets the most engagement by our readers.

Write for the business community. Address their needs, fears, challenges or local issues.

Have, and hone, a main message. Edit your intro so that the point of your post is ridiculously clear.

Be prescriptive. Don't just tell readers to do something, explain how and why.

Tell a story – like a journalist. Cover who, what, when, where, how, and why. Make it personal. Share things you've done and seen, lessons you've learned, money you've saved (or earned), audiences you've grown, problems you've solved, etc. People are more likely to identify with a personal approach than a brand approach so writing as you, the CEO of your business is more engaging and trustworthy than writing as a faceless business. Use a friendly voice. Say I, we, you. Write as if talking with a friend.

Make it concrete. Give examples, detail (proven) facts and figures. Make it real. Offer solutions to problems they may encounter. Give credit, check your facts and quotations. Cite your sources

Make it long enough to engage and develop your readers understanding (and no longer): We have a suggested word-count of 800-1000 words but don't add content for the sake of it, if you have said what needs to be said in less words, then end it there.

Be thoughtful when including links. Posts with too many links back to your domain will look spammy and will be rejected.

Self-promotion. Avoid looking like a sales pitch for your business. Offer impartial advice and then include your business name, contact details, social media links and website at the end if you wish so people can find out more about you.

Include a high res image to feature on the website and to be added to social media links.