

# Group Blogging For ERP and CRM Software Partners

Low Cost Marketing Program  
To Drive Traffic, Increase Search Rankings &  
Generate Leads



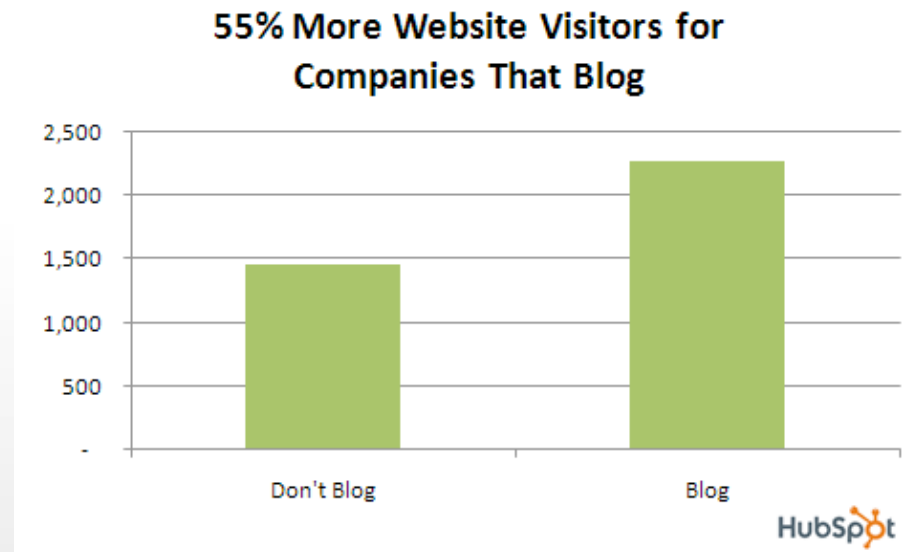
# Why Blog?

## Top Benefits of Group Blogging:

- Drive more traffic to your website.
- See higher rankings in search engines (without paying for sponsored ads).
- Get found by prospects on partner directory pages.
- Stay up to date on best practices in SEO and online lead generation.
- Attract more social activity.

**Reality:** Maintaining your own blog requires a large time investment with inconsistent results


**Solution:** Group Blogging!



# Group Blogs Get Results

Group blogs combine resources of firms to create active blogs that build trust, get attention, attract traffic and back links, and generate leads for blog members.

Home Members ERP Products Industry Directory Free Resources



ERP Cloud experts provide comparisons and opinions to professionals in the ERP software selection process

March 30, 2015 Lisa Steinhart, Socius

## 5 Ways Outdated ERP is Holding You Back

Is your legacy ERP solution holding your company back? It may be time for upgrade. Modern, cloud-based ERP Solutions have some incredible advantages – they are cost-effective, flexible, scalable and versatile. Today's Business Thrives on Mobile Connectivity. Mobile connectivity is no longer a luxury. Companies today need to be always on – and [...]

[Read More >](#)

March 30, 2015 Tom Rogers, Intellec Solutions

## 4 Things You Need to Know about Intacct

Intacct is one of the fastest growing mid-market accounting software on the market today. If your business is evaluating a cloud based solution, you are taking a look at Intacct. Here are 4 things you should know about why it is so popular: Integration with Salesforce.com While many cloud based ERPs

FEATURED WHITE PAPER

Free Whitepaper  
35 Questions Every CFO Needs to Ask

ERP SoftwareBlog

Microsoft Dynamics vendors provide comparisons and opinions to professionals in the ERP/Accounting software selection process

Home Members Microsoft Dynamics ERP Industry Directory Free Resources

Integrity Data **Affordable Care Act Changes, Not A Repeal – Yet**

January 12, 2017 Integrity Data  
Although there are plenty of headlines suggesting President-Elect Trump could repeal and replace the Affordable Care Act (ACA), it hasn't happened yet. In the meantime, businesses must continue to comply with the existing legislation. However, the IRS has made a slight change in deadlines and extended the good faith penalty relief to the 2016 information [...]  
[continue reading...](#)

AKA Enterprise Solutions **Microsoft Dynamics 365: Costs, Overview and What This New Solution Means For You**

January 10, 2017 AKA Enterprise Solutions  
It's official: Microsoft Dynamics 365 has been released! But what exactly is Dynamics 365 and how is it different from Dynamics CRM or Dynamics AX? We're embarking on a new blog series focused on Dynamics 365 where we'll be taking a deeper look into this revolutionary new solution in blog posts, webcasts and more to [...]  
[continue reading...](#)

metaviewer **Information Management: For the good of simplicity**

January 10, 2017 Nick Sprau, MetaViewer Paperless ERP for Microsoft Dynamics  
The paperless conversation has been ongoing for years. For many, the concept of going paperless is exciting, but the actual process of eliminating paper from the office is daunting and overwhelming. It's time to partner with ERP CRM going

CRM SoftwareBlog

A panel of Microsoft Dynamics CRM/Dynamics 365 experts provide reviews and opinions to aid professionals with the CRM selection process.

Home Members Microsoft Dynamics Industry Directory Free Resources

Formulating a Channel Model for CRM Project

Request an Instant Dynamics ERP Quote

Featured Success Story

Free Whitepaper

15 Red Flags: Is Your Accounting Software Hurting Your Business?

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MICHELE GORR, CPA, MBA, CFO, DISCOVER GOODWILL

Free Whitepaper

15 Red Flags: Is Your Accounting Software Hurting Your Business?

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Get New Posts: email address

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Other Languages

Request an Instant Dynamics CRM Quote

Featured Success Story

IPM Project Management



Free Whitepaper: CRM is not Just for Salespeople

FREE WHITEPAPER

### CRM is Not Just for Salespeople

Put customers first and increase productivity across the company with Microsoft Dynamics CRM Online



[DOWNLOAD FREE PDF](#)

# Group Blogs Available for Membership

[www.erpsoftwareblog.com](http://www.erpsoftwareblog.com)

Open to Microsoft Dynamics ERP Partners (VAR/ISV)

[Online membership application](#) (1 per product per state)

[www.crmsoftwareblog.com](http://www.crmsoftwareblog.com)

Open to Microsoft Dynamics CRM Partners (VAR/ISV)

[Online membership application](#) (3 per state)

[www.erpsoftwareblog.com/cloud](http://www.erpsoftwareblog.com/cloud) (launched April 2015)

Open to Intacct, Acumatica, Netsuite, SAP Business byDesign, Dynamics Partners (VAR/ISV)

[Online membership application](#) (2 per state)

Also available:

[www.distributionsoftwareblog.com](http://www.distributionsoftwareblog.com)

Open to Microsoft Dynamics Partners  
focused on distribution vertical (VAR/ISV)

[www.sharepoint-blog.com](http://www.sharepoint-blog.com)

Open to Microsoft SharePoint Partners  
[Online membership application](#) (3 per state)

**Membership Fee:**  
**\$125 per month**

For Complete Membership Details  
and Applications

Visit: [www.groupbloggers.com](http://www.groupbloggers.com)

Contact: [anya@erpsoftwareblog.com](mailto:anya@erpsoftwareblog.com)

# Special Package Offer for New Members

*In case you are saying, “I don’t know what to write about” or “I don’t have time to write MORE content” this offer is for you.*

## **Included:**

- **Membership:** 6 months of membership on blog site of your choice.
- **SEO Website Review:** 10 minute recorded call by SEO expert that reviews your current website, suggests blog post topics and keywords you should target.
- **Posts:** 6 [Rewritten blog posts](#) optimized for SEO based on our keyword research, posted for you on the blog site.
- **Stats:** Personalized analytics report showing statistics of blog posts and traffic to your website after 6 months.

**Package Price: ~~\$1,500~~ **\$1,200****

Contact: [anya@erpsoftwareblog.com](mailto:anya@erpsoftwareblog.com) for full details.

# Top 10 Benefits of Joining a Group Blog

- 1) More Content:** Group blogs post new articles at least 20x more often than individual blogs – driving more traffic to all members.
- 2) More Links:** Group blogs have thousands of back links. More links mean a stronger blog and higher SEO rankings for all members.
- 3) More Traffic:** Our first blog is up to 50,000 visitors a month with 20% average year over year growth. Thousands of prospects can view your articles.
- 4) Low Costs:** Partners share the cost, making it an inexpensive turnkey way to have access to a professional site with ongoing maintenance and improvements.
- 5) Share leads:** Get access to leads generated from site visitors, group funded whitepapers and pricing wizards.
- 6) Expert Training:** Take advantage of bi-monthly group training from a professional SEO expert focused on software partners.

# Top 10 Benefits of Joining a Group Blog

**7) Corporate Exposure:** Our blogs attract attention from Microsoft (and other ERP vendors) leading to sponsored programs and ideas to build new features. Our blogs are syndicated and featured on multiple Microsoft sites for added exposure.

**8) Build Credibility:** Our bloggers are seen as social media leaders and receive invitations to guest post, write articles and participate in special campaigns or member projects.

**9) Site Optimization:** Our blogs are built with optimization plug-ins recommended by the top bloggers in the world. The sites are optimized for speed and load faster than 99% of other blogs to keep visitors on the site longer.

**10) Be Heard:** Our blogs create an open forum where you can write about competing products in an honest and authoritative way – and this really drives competitors nuts.

# Recent Statistics:

## ERP Blog Stats – Dec 2016

34,590 – Total Visitors for Month

516,607 – Total Visitors for 2016

23 – Responses/Leads, including Quick Quotes, distributed this month

## CRM Blog Stats – Dec 2016

20,808 – Total Visitors for Month

294,790 – Total Visitors for 2016

28 – Responses/Leads, including Quick Quotes, distributed this month

## Member Example:

- Article posted Dec 2012 on company blog: **260 visits**
- Similar article on same theme posted Dec 2012 on ERP Software Blog: **6,539 visits**
- Article on group blog site generated **2,415% more traffic.**

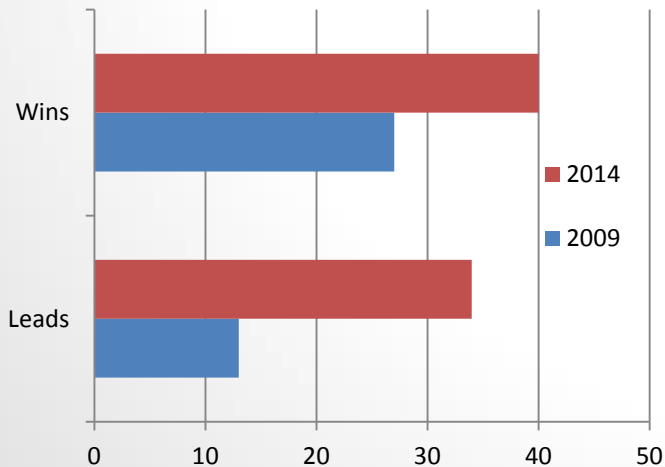
**Can your personal blog drive that kind of traffic?**



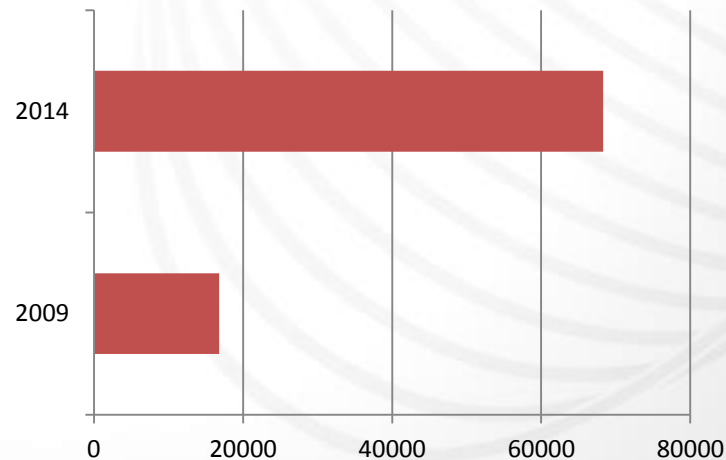
# ERP Blog Member Success Story: [CAL Business Solutions](#)

- 306% increase in website traffic to [www.calszone.com](#) since 2009
- 3,529 referral links from blog to partner site in 2013. (Equal to approx. \$17k in pay-per-click fees)
- 41% of all leads are web based since 2011
- 40% of total deals won are web based since 2011
- Average 3 blog posts per month on [www.erpsoftwareblog.com](#)

**% of Leads/Wins  
from CAL Website**



**Website Traffic**

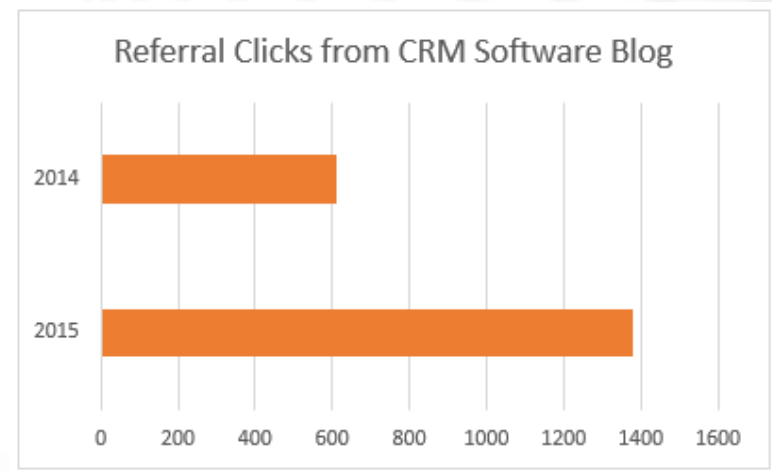


# CRM Blog Member Success Story

With an increased focus on blogging in 2015, and very few other changes to their marketing strategy, this Microsoft Dynamics CRM Partner reported:

- 57% increase in website traffic in 2015 over 2014.
- 126% increase in referral clicks from the CRM Software Blog.
- 322% increase in website traffic since they joined the CRM Software Blog in 2010

[Read the full case study](#)



## Blog Member Commitments:

- Watch new member training
- Submit 1 (or more) post/article per month
- Pay monthly membership fee **\$125/month** (month to month)

## Blog Members receive:

- Access to professionally maintained blog site continually optimized for SEO.
- Company profile page, author page, listing in site member directories by location/name/industry.
- Bi-Monthly advanced training from SEO expert focused on ERP/CRM channel partners.
- Keyword lists, topic ideas, professional review of each post.
- Visibility by corporate software vendors and networking with other partners.
- Invitations to join group projects.
- *VAR Members*: Leads\* generated from site distributed based on geography.
- *ISV Members*: Leads\* generated from your featured white papers. Company info included in quarterly emails sent to all members. Case study videos featured on sidebar of every page of the site.

*\*"Lead" defined as contact information for person interested in software. Note: Lead quality and quantity is not guaranteed.*

## Bonus Benefits of Membership:

1. Request free SEO advice by email
2. Access library of recorded training
3. Promote your videos on our channels
4. Feature your case studies
5. Add RSS feed to your website
6. Twitter retweets to our followers
7. Syndicate content on Dynamics Community site
8. Listings in targeted industry directories
9. Access visitor/traffic stats for your articles
10. Participate in special projects such as group white papers

**New Benefits Added  
Regularly!**

### For ISV Partners Only:

- Promote white papers.
- Feature case study video on sidebar of site shown on every page.
- Add listing to quarterly email sent to all blog members.
- [Read more](#)

# FAQ

## **1) Why is Interactive Limited and Anya Ciecierski the right team to manage this project?**

Interactive Limited has experience working with 150+ software partners and is an approved Dynamics Marketing Services Bureau vendor. Anya Ciecierski is the Director of Marketing at a Dynamics VAR and has been in the channel for 16+ years. We know software partner goals, competition, keywords and resources.

## **2) Isn't it free to set up my own blog? What if I already have a blog?**

Blogs require constant improvement, back-links, and a steady supply of fresh posts. Our group blogs have managers, editors, and developers who are constantly improving and maintaining the sites. Even if you have your own blog you can take advantage of the extra exposure.

## **3) Should I post on my own blog or the group blog?**

We feel that successful companies will post on both their own blog site to build their brand, and the group blog sites to build their traffic. We realize that good content is hard to produce, so we can help you determine a strategy for where to post, depending on your goals. [Read this tip.](#)

## **4) What if I don't have anything to write about or don't have time to write?**

We can offer suggestions for topics and writing skills as well as referrals and best practices for using outsourced writers. Every company has the skills to be great bloggers. See [www.cwmktg.com/tips](http://www.cwmktg.com/tips).

# FAQ

## **5) How much does it cost?**

The membership fee for each site is \$125 per month. Billed by credit card subscription on the first of the month by Interactive Limited. This is a month to month membership and can be canceled anytime with 30 days notice.

## **6) How many blog articles can I post?**

You can post as many articles as you like, we encourage you to post at least one. We do ask that each article be unique content that has not been published before and we provide tips to do this effectively.

## **7) Is anyone else sponsoring this project?**

This is an independent, Partner run and financed project, which gives us greater flexibility. Microsoft and the other software vendors actively encourage our efforts.

## **8) Why should I join now?**

There are a limited number of partners allowed per state – our first blog sites have filled up quickly and currently have wait lists.

## **9) How did these blogs get started?**

Read the full history, and the faces behind it, [in this blog post](#).

# Member Testimonials

“I tested my search visibility today using both Bing and Google using various combinations of keywords and links to my posts in the ERP software blog came up in the **first five listings about 80% of the time**. Before that, even with Google Ad words, it was pretty hit and miss if our company would come up at all. So, THANK YOU!, the amount of increased exposure just from the blog is truly amazing.” *Barry Knaster, Knaster Technology Group*

“For a long time another local GP partner has been beating us in SEO ranking. But now, since the blog, the tables have turned. **While they are paying \$ for a sponsored link, we now has the top 4 spots in organic search.**” *Stacy Orr, CAL Business Solutions*

“**Search engine results and referrals absolutely went up** as soon as we joined the blog. I’ve had contact from a prospect that wants to dump NetSuite in favor of Microsoft Dynamics GP. They found us via Google when my blog came up.” *Gloria, Computeration*

“Just got off the phone with one of our leads from the ERP blog, **we closed it!** Nine GP users, and it is a done deal 7 weeks after we got the lead!” *Tom Rogers, Intellitec Solutions*

“We just got **3 leads from both CRM and ERP blogs** we wrote – I am impressed by readership reach! Both called our office & specifically referenced either seeing the blogs we wrote. We have had 2 people call on this post already. So far in FY11 the number of new clients closed from our website has doubled over last year, and we know that is due in large part to our membership in the ERP and CRM Software Blogs.” *Andree Dolan, The TM Group*

“We wrote a post on the SharePoint Blog directing readers back to a white paper on our website. We have gotten **tremendous traffic and generated several leads** from the white paper downloads” *Julie Stankey, Socius*

“I was so excited to get such **quick results** with us actually posting on this group blog. We closed a deal from a Quick Quote lead we received. It was pretty quick and easy. The pricing in QQ was accurate and helpful!” *Leanne Diamond, Vertical Solutions*

“We spend a lot of money on Pay Per Click but I feel that the clicks we are getting from the blog sites are **better quality**, and are from business decision makers doing real research – all for a **much lower cost**. We closed our another one that was a Quick Quote lead from the ERP blog, that’s 2 new site sales in 4 months!” *Tom Rogers, Intellitec Solutions*

“Each month I can track the clicks from the CRM Software Blog to my website and connect that to new sales for **my add-on products**. Our product is getting in front of the right people.” – *Ryan Plourde, AbleBridge (now Crowe Horwath)*

# Unsolicited Phone Testimonial

“We closed **3 new customer adds** as a **direct result of the ERP blog**. These prospects contacted us directly after finding us on the blog. So our membership has been a great success.”

*Michael Medipor, ERT Group*

Click the icon below to listen to a 30 second MP3 recording:





# Next Steps:

Ready to join? Fill out an online application form:

[www.erpsoftwareblog.com/apply](http://www.erpsoftwareblog.com/apply) (For ERP or Cloud Blogs)

[www.crmsoftwareblog.com/apply](http://www.crmsoftwareblog.com/apply)

Contact us for additional site applications

## Contact:

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