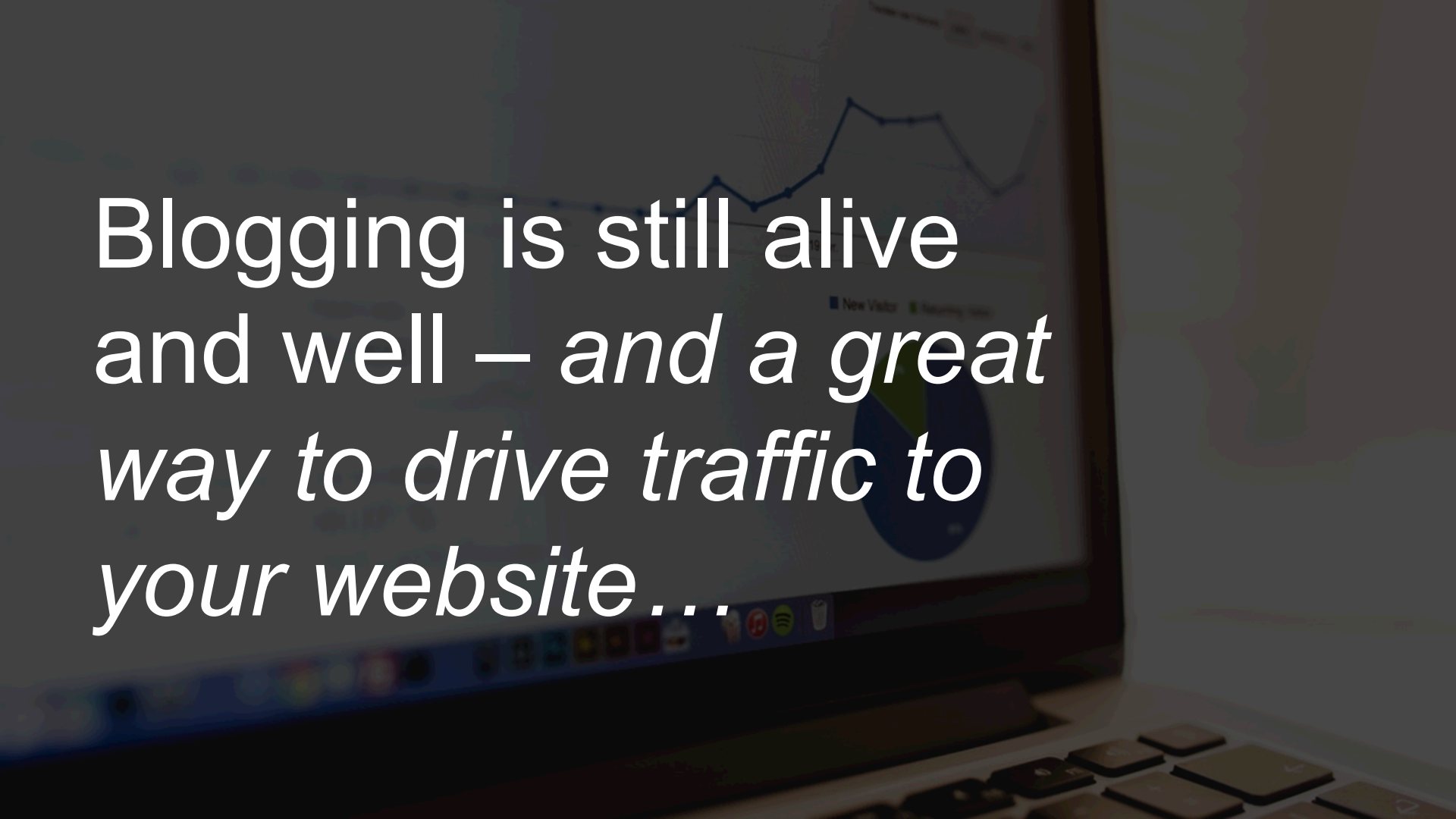


The art of blogging

Everything you need to know about creating a successful blog



A close-up, slightly angled view of a laptop screen. The screen displays a dark-themed interface with a line graph at the top showing a blue line with data points, and a pie chart below it. The text 'New Visitor' and 'Returning Visitor' is visible near the pie chart. The background of the screen is a blurred image of a person's face. Overlaid on the screen is white text.

Blogging is still alive
and well – *and a great
way to drive traffic to
your website...*

So what is a blog?

- **A blog is an online journal** or information that shows in reverse chronological order (with latest articles appearing first).
- **They started in 1994** and were called web-logs initially, and were used as online diaries where people wrote about their daily life etc.
- **Businesses got in on the act** when it became apparent that they had all kinds of benefits.

January 2, 2018

Six kinds of email marketing campaigns



Campaigns to keep customers engaged...

You may find it hard to believe, but email is still one of the most effective marketing tools out there. According to a report published by digital marketing experts, [EConsultancy](#) 75% of companies believe that email still offers an excellent return on investment and email usage is expected top 3 billion users by 2020.

I've outlined six different kinds of email marketing campaigns. There are others, but I thought these are very common promotional email techniques that are pretty simple to put into place. Hopefully, something here will inspire you to try something new.

1. WELCOME EMAILS

You will probably have experienced this once you have subscribed to something. This kind of email is normally sent as an 'autoresponder' that is triggered when you subscribe or buy something.

Here's a simple example.

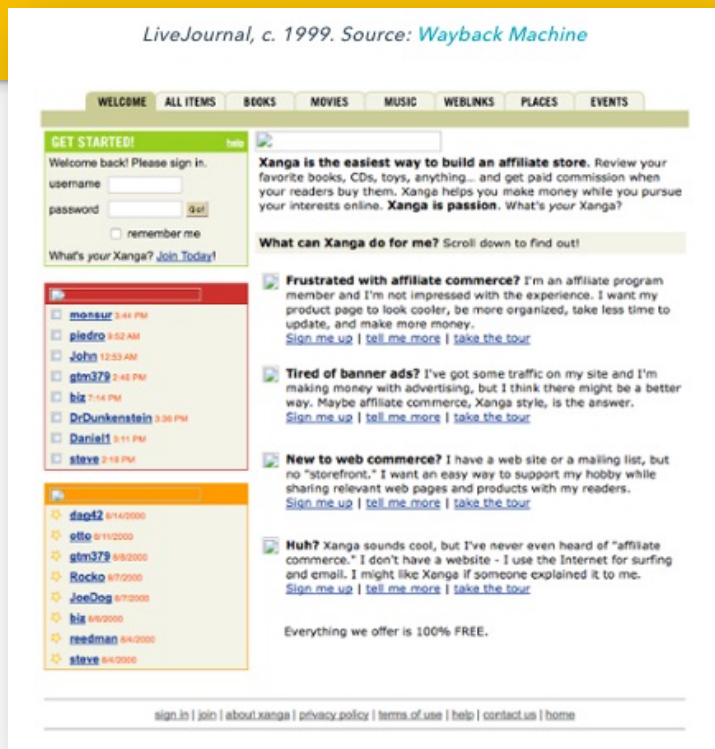
To: Jackie Harris,
Reply-To: Sarah from Ping-Go



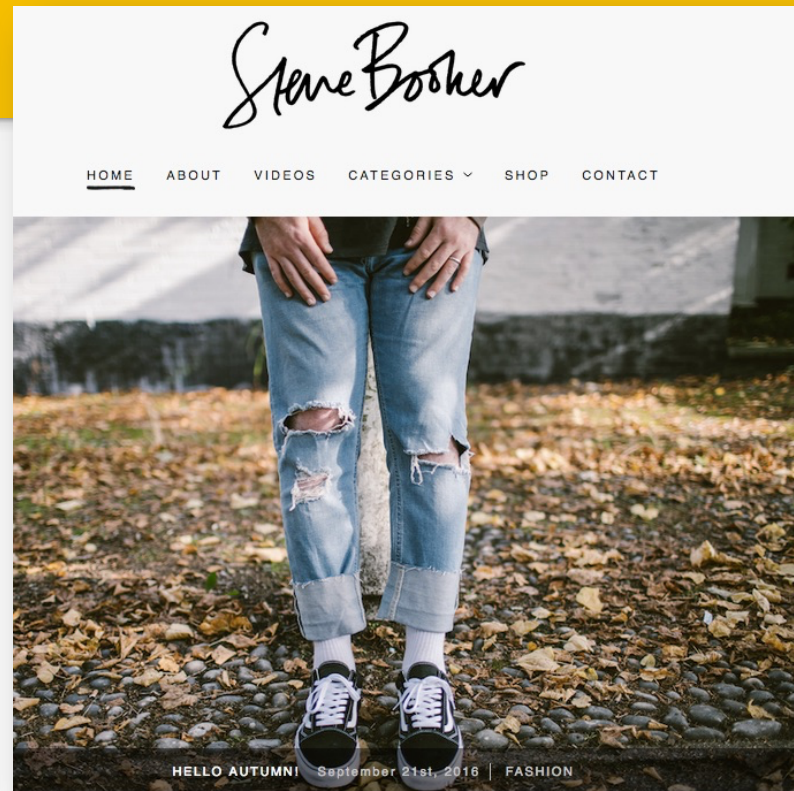
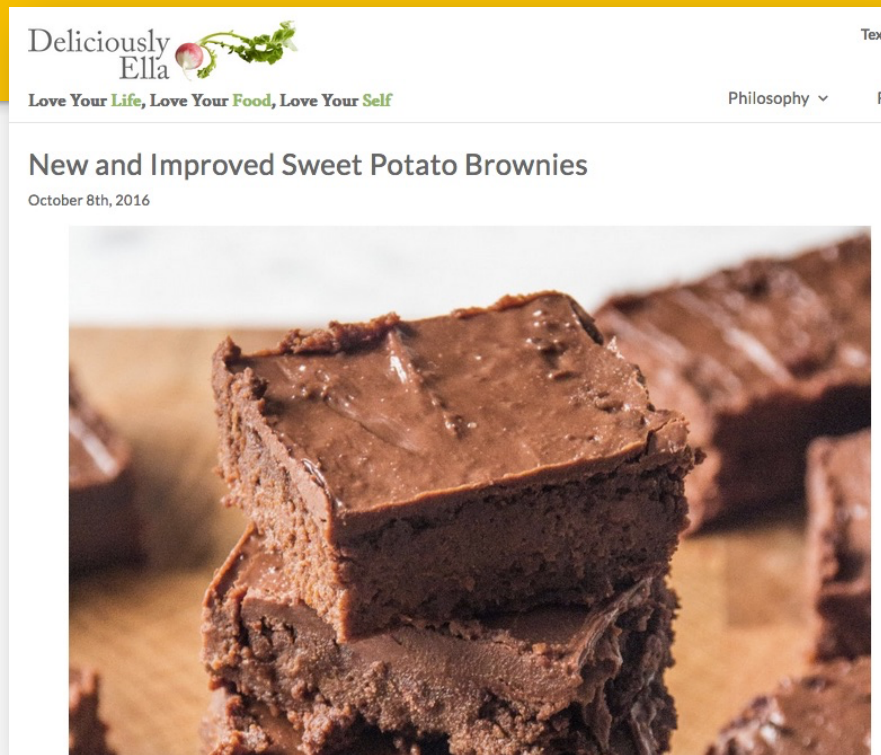
Hey JackieHarris,

Welcome you lovely, lovely Sumo-ling you. So happy to have you onboard.


What did they look like in the beginning?



Single author blogs




Multi author blogs



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Gratitude: The Antidote for Painful Feelings and Fuel for Happiness

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- healthy habits
- letting go
- love & relationships
- meaning & passion
- mindfulness & peace
- work fulfillment
- tiny wisdom

LATEST BLOG POSTS





QUOTE OF THE DAY

"There is no need to reach high for the stars. They are already within you. Just reach deep into yourself!"
~Unknown

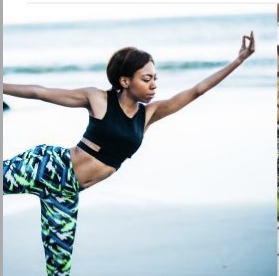
PEOPLE ARE TALKING

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YOGA




BEAUTY



SELF-CARE

Here's How You Can Use Yoga To Transform Suffering Into Compassion




by Suzy Daren

8 DIY Recipes To Turn Your Bathroom Into An At-Home Spa

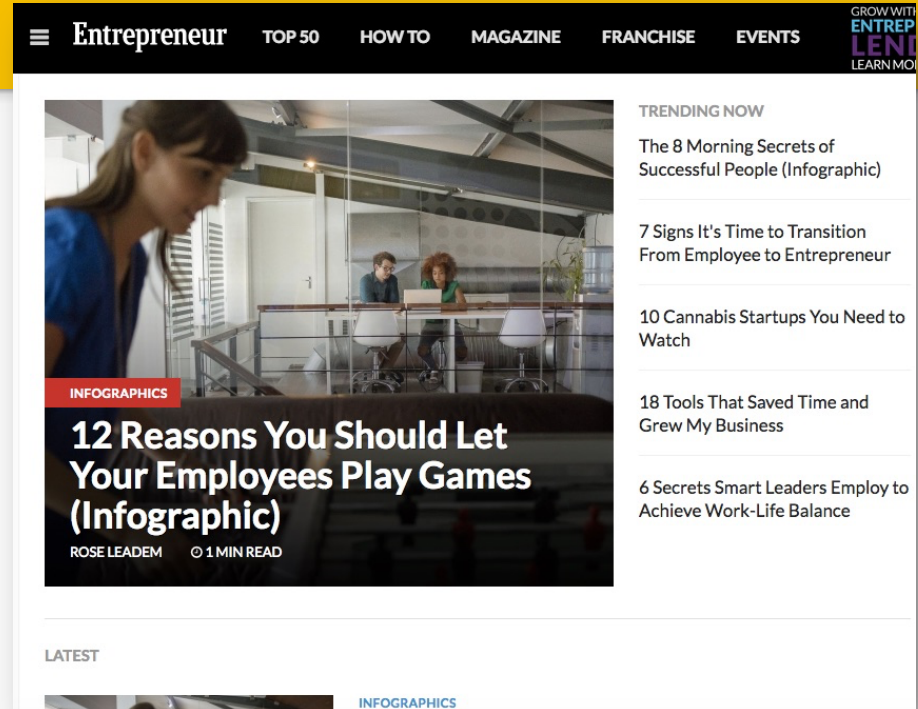
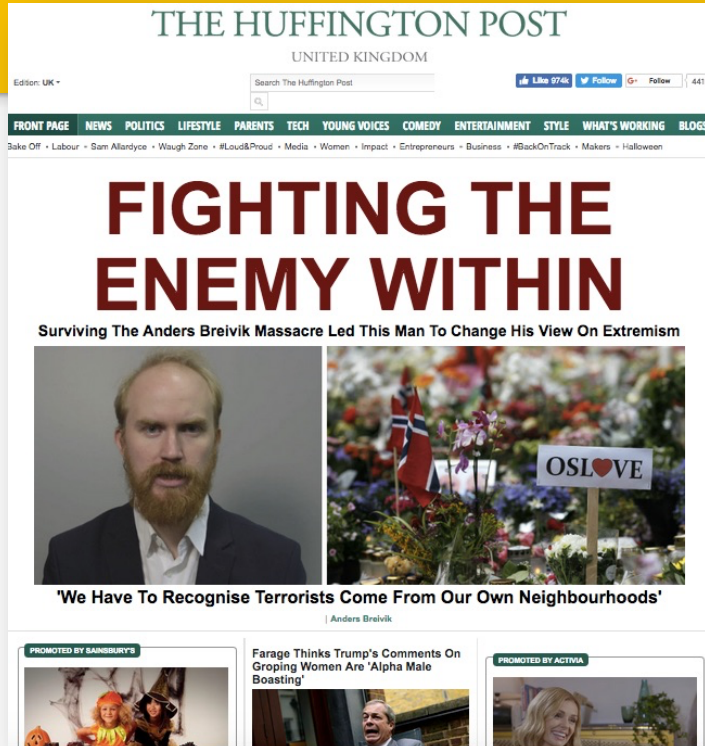
by Hannah George

Why Self-Care Is The Least Selfish Thing You Can Do

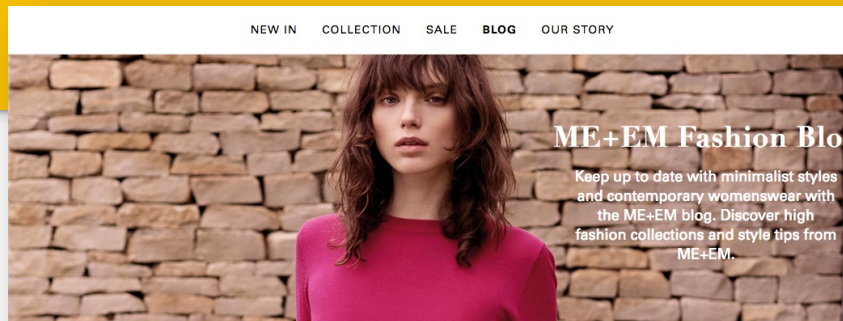


by Dr. Jennifer Freed

Blogs that are like massive newspapers



Business blogs on your website



THE EDIT
The Style Clinic
Clare Hornby introduces the collection



THE EDIT
Behind The Scenes
The April Collection



PEOPLE
As Seen On
How to rock a cardigan like an influencer



PEOPLE



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PRESS



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To: Jackie Harris,
Reply-To: Sarah from Ping-Go



Hey JackieHarris,

Welcome you lovely, lovely Sumo-ling you. So happy to have you onboard.

A laptop screen is shown with a line graph and a pie chart. The line graph has a blue line with markers, showing an upward trend. The pie chart is mostly blue with a small green slice. A lightbulb icon is visible in the background on the right side of the screen. The text "OK, but what actually is it?" is overlaid on the screen in a white, italicized font.

*OK, but what actually
is it?*

A blog in a nutshell...

- A piece of content
 - Article
 - Video
 - Picture story
 - Audio (podcast)
- But normally we think of it as an article
- It's good for SEO because it provides fresh content to your website
- You own the content
- You can recycle it multiple times
- It builds personality for the business
- Allows you to respond to your customers quickly
- Sends traffic to your website

What can you do with a blog?



An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with their lights. The Empire State Building is prominent in the center, with its top lit in red and green. The text "Up next: How to write a blog" is overlaid in a large, white, sans-serif font on the left side of the image.

Up next: How to
write a blog