



How to use the MOST important social media tool.

What Is a Blog?

A blog can be a stand-alone website or a part of a website. The term blog comes from “web-log” because blogs are informal sites where the newest content is displayed at the top. A blog is made up of blog posts. A blog post is similar to an article. Blogs are popular tools for both businesses and individuals to communicate and express ideas.

Determining Your Strategy:

61% of US consumers have made a purchase based on a blog post and many social media marketers consider a blog to be the center of an online marketing strategy. Overall a blog is a powerful place to share your point of view in an informal and user-friendly way.

A strong blog starts by understanding what you want to achieve. Consider some of the main benefits of blogging:

- Positioning yourself or your business as an expert
- Driving people to your website from social media
- Increasing your SEO
- Fostering customer engagement
- Sharing your point of view and company perspective

Before beginning, it’s important to **know what you want to achieve**. Next, determine who your target audience is (who will actually read your blog). Establish what the blog will be about and how it will be valuable to your specific audience.

Each blog should have a **theme** that represents what the blog is all about. Think of how you might express your theme as a tag-line.

Create a Catchy Tagline

A catchy tagline is a memorabel slogan that sums up how your blog helps the audience. Write your tagline with both readers and search engines in mind. Not only should it be clear to the reader what they can expect in the blog, but the keywords you use help search engines understand what your blog should rank for.

When you create your tagline, consider the following:

- **Objective** – Is the purpose of your blog to empower, inform, entertain, educate or excite?
- **Audience** – Be specific about who the blog is for
- **Value Proposition** – What does your blog do for the audience? What is the audience benefit of reading this blog? What do you offer that is unique to your business?





- **Brand Voice** – Is your brand tone empowering, friendly, classy, silly, bold, sarcastic?

Two Step Process for Creating a Catchy Tagline:

1) Create Your USP. Write out a sentence that tells:

- Who you are
- Who you serve (audience)
- What you do (unique to you)
- Value proposition (how they benefit)

We are a team of experienced digital marketing experts who help individuals and organizations get better results faster from their digital marketing through advanced online and in-person training and we share our power tips on our blog.

2) Synthesize + Simplify. Follow these guidelines to synthesize the idea down into a catchy tagline:

- Start with an action word
- Use keywords
- Short
- Clear

Get Better Digital Marketing Results Faster

Setting Up a Blog:

Multiple sites will allow you to create a blog for free such as Wordpress (www.Wordpress.com), Blogger (www.Blogger.com), or Typepad (www.typepad.com). The free version of these sites requires you to host your blog on a sub-domain of the blog provider. For example, your blog's URL would be the site's subdomain – ex. www.yourname.wordpress.com. You may also pay a small fee to have the blog at a domain name that you choose.

For a business, your blog should sit on your website at www.yoursite.com/blog. The best way to achieve this is by using Wordpress's free software that can be found at www.wordpress.org. It should be simple and inexpensive for your webmaster to create a blog on your site.

You can also use **plug-ins** to take your blog further. Plug-ins add functionality to your blog. For example, there are social media plug-ins that add social media sharing buttons to your posts. There are hundreds of thousands of plug-ins that can be used to take your blog to the next level.

Personalizing Your Blog:

You can customize the look and feel of your blog by choosing a theme. A theme is the basic design for your blog. You may also choose to customize the header (the graphic area at the top of a blog) and the sidebar (the second on the side – usually the right – of the blog). Look at other business blogs for ideas. Also, consider using the header and sidebar to grow your business with calls to action (for example join our email list, or buy now).



Creating a Content Calendar:

Every blog should have a content calendar either formally or informally that covers who will write what when. Blogs may have multiple authors and include guest authors. This is a good way to be sure that your blog has the right mix of content to deliver on your marketing objectives. **You should plan to write a minimum of one blog post a week, but 2-3 is ideal. Many blogs fail because they lack consistency.**

A blog calendar should include a mix of content that may include: thought-leadership articles, tips and tricks, how-to's, lists, company or product announcements, sharing your take on industry news, recognizing customers, sharing success stories, information about your product, sales, special offers and more.

Always consider the value for the reader when determining your content plan.

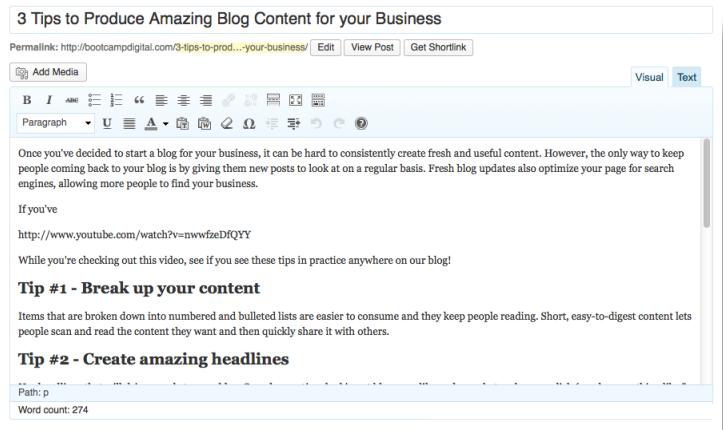
Writing a Blog Post

The best thing about blogs is how easy it is to create a blog post. Most blogging software provides you with an editor similar to what you might use in Microsoft Word. This means that you can write a blog post and add images and videos even if you don't have any website knowledge. **Most blog posts are 350-650 words but use as much or as little text required to clearly express your point of view.**

Top 10 Blog Writing Tips:

An average reader spends 90 seconds on a blog post. Optimize your blog to make it easy for people to read.

- **Create a catchy headline** that grabs attention and makes your audience want to read more. Be bold. Be interesting. Be direct.
- **Break up the post** into pieces with relevant, descriptive sub-topics to make it easier to skim.
- **Use bullet points** to draw the reader's attention and make it easier to skim.
- **Use pictures** whenever possible to give a visual representation of what you're talking about. Choose eye-catching and highly relevant photos.
- **Use simple, clear, direct language.** Short is better.



3 Tips to Produce Amazing Blog Content for your Business

LEAVE A COMMENT

Once you've decided to start a blog for your business, it can be hard to consistently create fresh and useful content. However, the only way to keep people coming back to your blog is by giving them new posts to look at on a regular basis. Fresh blog updates also optimize your page for search engines, allowing more people to find your business.

If you've done your research and have a strategy, creating fun, fresh content for your blog can be a snap. In this video, Krista gives 3 great tips for producing winning content for your business's blog.



While you're checking out this video, see if you see these tips in practice anywhere on our blog!

Tip #1 - Break up your content

Items that are broken down into numbered and bulleted lists are easier to consume and they keep people reading! Short, easy-to-digest content lets people scan and read the content they want and then quickly share it with others.

Tip #2 - Create amazing headlines

Use headlines that will drive people to your blog. Spend some time looking at blogs you like and see what makes you click (maybe something like "3 Tips to Produce Amazing Blog Content for your Business"...). Without a catchy headline, no one will even read your post.

Tip #3 - Have an Image

Social media continues to become more visual. You need a great image in your post that connects to your content and can be shared across other social media platforms like Facebook, LinkedIn and Pinterest. That way, people will see the image, click on it, and come back to your post to read the content.

For more blogging tips and tricks, check out our upcoming [Blogging for Business Training](#) on Tuesday, September 17th. You can register to join us live or online and learn how to get the best results from your business' blog.



- **Think of search engines in your writing** and whenever possible use terms related to your business that customers may be searching for online.
- **Include links** to other websites that have relevant content or to show the source of anything that you are referencing.
- **Traffic comes when people share your posts** so think about writing things that your audience will want to share and talk about.
- **Encourage comments** and ask people to share their ideas in the comment section of your blog. This is one of the key features of blogs.
- **Respond to comments** to show that you are paying attention and value feedback.

Promoting Your Blog:



Boot Camp Digital @bootcampdigital

13 Sep

New Post: This Week in Social Media: Twitter's Exclusive Features, Facebook's New Ads, Top Smartphone Apps, and More

bit.ly/1eLKoYi

Expand

If you build it they probably *won't* come. You can't just build a blog, you must have a plan to promote your posts to make people aware of them. Consider promoting your blog through social

media, your website (many companies features blog posts on their homepage), in your email newsletter and other online channels.

Many consider a blog as the hub of social media activity because other social media channels like Twitter, Facebook, LinkedIn, Pinterest and Discussion Forums are used as a tool to drive people back to the business blog or website.

Build a promotion plan for your blog and know how you will promote each post to drive people to it.