



BUSINESS BLOGGING

A blog is a long-term marketing asset that introduces you as a thought leader in your industry and allows you to earn people's trust

BUSINESS BLOGGING



Nearly **40%** of US companies use blogs for marketing purposes.



Companies that blog have **55% more** website visitors.



B2C companies that blog get **88% more** leads/month than those that don't.



B2B companies that blog get **67% more** leads/month than those that don't.

Source: Complete.com



BUSINESS BLOGGING

- **Free Blogging Tools:**

Wordpress.com – 3rd party hosting

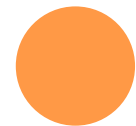
Wordpress.org – self hosting

Blogger (Google) – 3rd party hosting



BUSINESS BLOGGING – WHY?

- **SEO:** Business blogging helps you in respect to search engine optimization (SEO).
 - The more blog posts you publish, the more indexed pages you create for search engines to display in their results, which helps you rank in search engines and get found when people search for industry-specific products or services.
 - Therefore the blog enables you to attract organic traffic and familiarize people with your business



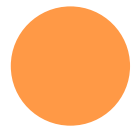
BUSINESS BLOGGING – WHY?

- **Frequency Matters:** You should aim to blog at least once a week
- **Keyword/phrase Blogs:** Think of a keyword/phrase that is important to your business and blog about it.
- **Optimize your blog posts:** Make sure your blog titles incorporate industry keywords that people enter in search engines as they conduct research.



BUSINESS BLOGGING – WHY?

- **Be a Problem Solver:** Think of problems or issues that your customers have. With that problem in mind, write a detailed blog post that provides practical and non-product focused solutions. Solve your customers' problems with content.
- **Be an industry Expert:** Use your blog as a platform to showcase your expertise on a given subject.
- **Earn People's Trust**



BUSINESS BLOGGING - CONTENT

- Start by answering some of your customers' most popular questions, reviewing industry trends, comparing prices of products or services in your industry, or conducting brief interviews with experts from your organization. Content must be **Valuable**.
- **Repackage:** look at internal communications which will allow you to showcase the inner workings of an organization. Look at previous email marketing content or publications and recycle the information in a non-formal manner



BUSINESS BLOGGING - CONTENT

- **Brainstorm:** Get as many people involved as possible
- **Guest Blogging:** invite other industry experts to write guest posts for you. Guest bloggers can gain exposure beyond their normal readership and generate inbound links that can help them rank better in search engines



BUSINESS BLOGGING - CONTENT

- **Curation:** gather other valuable pieces of content. If you come across content or resources that will be valuable to your readers you could share it. Reference where the content came from and especially offer your opinion on it. This also helps you build relationships with people in your industry and other industries.



BUSINESS BLOGGING - CONTENT

- The goal of your business blog should be to publish articles that are not promotional but instead share industry expertise. Don't make your blog about your product, but instead about common industry issues and the problems your potential customers face and that your product or service helps to solve.
- **Blog ideas:** Industry-specific tips; Book reviews; Tutorials and how-to's; Interviews with employees, customers, or partners; Giveaways, contests, surveys



BUSINESS BLOGGING - CONTENT

- **Engagement:** Question your readers and ask for their opinion. Encourage your readers to interact through questions for you, comments, and feedback. **If they leave a comment, be sure to respond!**
- **N.B. - listen** to customers, **talk** to colleagues, **watch** industry trends



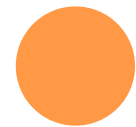
BUSINESS BLOGGING - OPTIMISE

- **Social Media Sharing Buttons:** Give your blog content extended reach by including social media sharing buttons (e.g. “Like,” “Share on LinkedIn,” “Tweet,” etc.) on every post. This will encourage readers to share your content with their personal networks and expand its reach beyond your own connections.
- **Compelling Images:** Include an image that conveys what the blog post is about. This makes your content visually appealing to readers and breaks up blocks of text-based content. A blog post that has some type of visual element -- whether it's a photograph, a graphic, or some type of infographic -- typically performs a little better than a post that's purely text.



BUSINESS BLOGGING - OPTIMISE

- **Eye-Catching & Optimized Titles:** Headlines are the most important element of your blog posts. Be clear and direct. Create urgency, be newsworthy and concise.
- **CTAs in Blog Posts:** place calls-to-action within the blog post itself, at the beginning, middle or end of the article. Also, create contextual calls-to-action, by hyper-linking keywords to appropriate offers that you have.



BUSINESS BLOGGING - OPTIMISE

- **Format:** Online reading is not like reading a physical book. The online reader wants to be able to immediately scroll through content and scan sub-headers, bold text, and even bullet points.
 - Use **bold** text
 - bullet points
 - Sub-headers (H1, H2 tags)
 - short paragraphs



BUSINESS BLOGGING - PROMOTION

- **Emails:** Your blog will most likely cover a range of topics so whenever you send an email, you can link to the resources located on your blog. Emails can drive a surprisingly high amount of traffic to a blog.
- **Calls to Action (CTA's):** Place calls-to-action on different pages of your website, such as your home page and *About Us* company page



BUSINESS BLOGGING - PROMOTION

- **Find Bloggers:** Reach out to influential bloggers in your industry and attract their attention through mentions on your blog and social media. Your goal here is to create an opportunity for them to share your blog posts across their network. What is more, you can create link-building opportunities that will prove essential in the accumulation of inbound links and how your blog posts rank in search engines.



BUSINESS BLOGGING - PROMOTION

- **Publications (Flyers, Brochures):** Promote your blog on all promotional material.
- **Blog Directories:** Submit your blog to free blog directories. This can help you get more traffic and help with rankings as well because it creates inbound links to your blog. (Irishblogdirectory.com, Irishblogs.com)



BUSINESS BLOGGING - PROMOTION

- **Create a Video:** Create a short video to describe what your blog covers and what its mission is. Embed it on your blog as well as popular pages on your site.



BUSINESS BLOGGING - MEASUREMENT

- **Measuring Visitors:** Visits are the count of people who actually read your blog content. Look at your total number of visits to measure the overall improvement of your blog. Look at visits by individual blog articles, by looking at success factors for individual articles it helps you better understand the type of content your target audience is looking for. Look at your five most successful blog posts; What do they have in common?



BUSINESS BLOGGING - MEASUREMENT

- **Track Inbound Links:** As blog posts are normally educational rather than product-centric, they are great at generating inbound links and, subsequently, search traffic. If possible look at how many inbound links each of your blog posts attracts. Different types of blog posts and topics will vary in the number of inbound links they drive. Looking at these metrics for each post will enable you to maintain a well-balanced content strategy for your blog.



BUSINESS BLOGGING - MEASUREMENT

- **Watch Social Media Shares:** Social media can be a key driver of traffic. Look at the historic social media shares for your blog posts to determine which types of posts get the most traffic from social media.



BUSINESS BLOGGING – BEST PRACTICE

- **Don't use your blog as hard selling tool:** Readers don't want you to talk about your company on your blog. For example, if you are a manufacturer, instead of blogging about your company and products, you should be writing about industry best practices and answering common customer questions about higher level product issues.
- **Ask Readers What They Want:** Questions should address topics for future posts and give readers the opportunity to make their own, personalized suggestions.



BUSINESS BLOGGING – BEST PRACTICE

- **Navigation:** It is also important to make sure the navigation and other *design* elements of your blog make it easy for users to find information about your company if they're looking for it.
- **Ask yourself:**
 - Why are you writing a Blog?
 - Who is your target audience?



BUSINESS BLOGGING – BEST PRACTICE

- Blogging directly impacts business results because it is strictly tied to an increase in organic search traffic and referrals. Always optimize your blog posts by identifying the right titles, tweaking formatting, and including calls-to-action in the text. Promote it actively. By looking at the number of views, conversions and inbound links your blog posts are generating you will gain a better understanding of your audience and their needs.



BUSINESS BLOGGING – RESOURCES

- Copyblogger.com/blog
- Blogggingbasics101.com
- Fuelyourblogging.com
- Problogger.net/blog
- Bestbloggingtipsonline.com
- Blogggingtips.com
- Blogussion.com
- Dailyblogtips.com
- Spiceupyourblog.com
- Blogherald.com



BUSINESS BLOGGING – RESOURCES

- <http://www.socialmediaexaminer.com/10-top-business-blogs-and-why-they-are-successful/>

