



Your Blogging Game Plan

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YOUR BLOGGING GAME PLAN

Thank you so much for accessing this workbook!

Get started blogging for your business! This workbook will take you from thinking about blogging to successfully blogging for your business.



Blogging is one of the most powerful tools that a company can use to grow their brand.

A blog offers your company a new way to communicate with customers, potential customers, vendors and even journalists.

You control the content of the blog, when you publish, and what the format will be. A blog is a marketing channel completely controlled by your company.

Blogging takes time but here are four reasons I tell business owners they should have a blog:

1. Establish yourself as the expert

Blogging provides your readers with information and professional advice. When you provide your readers with free advice that can help them, they will start reading your blog on a regular basis and look to you as the expert.

2. Rank higher in searches

Your blog should be a part of your website. Adding new content to your website will help search engines remember that you exist and the new content will improve your website's rank.

3. Get noticed

When you share your blog posts on social media you expose your expertise to a larger professional audience. By posting on LinkedIn, Facebook, and Twitter, you can generate more traffic to your website.

GETNOTICED

4. Stay in touch

Having a blog allows you to stay in touch with your customers. You can use the blog to wish them happy holidays, to let them know about a new product or service, or to invite them to an event you are holding.

You may not think you're a good writer. You may be right, but learning to write takes time and practice. What better way to practice than to write about something you're passionate about....the business you own! Blogging is a fairly risk-free way to improve your writing skills and promote your business.

KNOW YOUR AUDIENCE

Let's get started blogging!

Before you start your blog, you need to know who you are speaking to. Take time to consider the audience you want to attract. Look at your current client base and write for that audience.

Who is your audience? Demographics? Location? Business?

HOOK READERS WITH A CATCHY TITLE

Your blog title should be clean and easily understood so your readers know what to expect from your article.



You also need to keep the title short. Keep it to 65 characters max. Include your SEO (search engine optimization) in your title. You need to make it seamless when including keywords. Don't just put them in the title. They must work in the title and be used throughout your article.

A great formula for creating blog titles is:

Number/How/Why/What + Keyword + Adjective + Promise

What keywords do you want to use in your titles?

CONTENT IS KING!

A great blog is one that keeps readers wanting to come back for more. To do this, you must create high-quality content, post on a regular basis, and educate your readers.

There is an 80/20 rule for blogging. 80 percent of your content should be educational or entertaining. The remaining 20 percent can be company-centric content such as sales and promotions.



IDEAS FOR CONTENT

We don't want you to ever feel stuck and not know what to write about. Writer's block is real but we can help!

Here's a list of interesting and fun ideas for blog posts to inspire you so you won't have to worry about writer's block for a long time!



- **The Big Reveal**

Share an exciting announcement. You're launching a new product, opening a new location, moving your office, hiring a new employee, other any other similar update can be shared with your readers. Your announcements will have a strong impact if you present them as major developments and market them as real milestones for your brand.

- **Use Video**



Video is king now. Any social media and websites that contain video rank higher in searches than those that contain no videos.

Video is a great way to communicate with your audience and to share aspects of your work that may not translate well into text. If you're an artist or a chef, you could create a video showing a new painting technique or how to chop vegetables quickly and easily.

- **Guest Blog**

Ask professionals in your field to write a blog for you. They will have some valuable information to share with your readers.

They will probably reciprocate by asking you to be a guest blogger for them. You'll get exposure to a whole new audience.

- **Introduce Your Staff**

If you have employees, introduce them to your readers. This creates a sense of community and promotes familiarity. Talk about yourself too. Share how you got involved in your work, what drives you and what expertise to bring to the table.

You can even post this information on your website's 'About Us' page.

- **Event Announcements**

Are you speaking at a conference? Holding a sale? Hosting a webinar? Special events like these are great news to share in your blog. Invite your readers to your event and give them a sneak peek at what to expect.



- **Solicit Opinions**

Show your readers you care what they think by using a poll or survey related to your industry or expertise. You can learn a lot from what your readers have to say.

- **Create Tutorials**

Creating 'how-to' guides for your products or a product related to your field are always useful. Keep it short but detailed so it guides your readers from point A to point Z.

- **Share Testimonials**

Happy customers are the best marketing vehicles! Give them the spotlight so they can sing your praises and tell everyone how wonderful your products or services are.



- **#ThrowBackThursday**

Nostalgia is a very effective marketing tool. Share blasts from your past with your readers. It could be your first product, your first employee, or even just pictures of you and your staff as kids.

- **Share Your News**



Are you getting some great press? Share that with your readers. Share links to TV interviews or press coverage in newspapers or trade journals.

- **Case Study**

Boost your credibility and show the added value of your products by sharing a case study. Readers often 'find themselves' in case studies as they may have the same issues as the customer featured in your case study. Sprinkle relevant keywords in your case study to give your SEO (search engine optimization) a boost.

SHARE YOUR BLOGS

A blog is not a 'one and done' marketing piece. Use it everywhere! Share your blog posts on Facebook, LinkedIn, and Twitter. Posting to social media will grow your audience.

You can also use your blogs in newsletters that you send out to your mailing list.

Where will you share your blogs?



CONCLUSION

A blog isn't a one-and-done thing. Blogs have many uses, so use them, and they will help you grow your business.

We hope this blogging guide will help you get started blogging and encourages you to write some educational, fun, and exciting articles for your audience. We also hope it help you grow your business!