

Marketing: Writing a Blog

Why Blog? Benefits:

- **THE best way** to be considered an expert
- **THE best way** to enhance SEO
- **THE best way** to **learn** more about your profession
- **THE best way** to develop your niche
- **THE best way** potential clients can get to know you
- **THE best way** to garner and maintain trust online
- **THE best use** of your time for online marketing



Writing a Blog – Why Blog?

- It's inexpensive (time but very little money)
- It's your thinking, captured for marketing and SEO
- Topics are endless
- Phrase RICH
- Great way to capture email addresses
- Provides good content links for email newsletters
- Invites input from others (REACTIVE: comments, guest posts)



Writing a Blog – How to Blog

- Choose a blogging platform (wordpress, blogger, others)
- Decide “where” you will blog (On your own website? Subdomain? Separate website?) (*Beware of sharecropping!*)
- If you don’t use your own website, then find a URL and title that are easily memorable: (“aphablog.com”)
- Branding is important (be sure it looks like all your other marketing.)



Writing a Blog – Topics (What to Blog About)

- Your work (de-identified, of course)
- Something you have learned.
- Something you want someone else to learn.
- The news.
- Rumors
- Controversy!
- Personal experience.
- Anything at all that “fits” and promotes your public persona.

Remember:

You want people to trust you and regard you as the expert.



Writing a Blog - Guidelines

- Branding, branding, branding
- Mind your SEO.
- Invite interaction. Comments and guest posts are great!
- Length: 500 to 1000 words is good
- Images are important!* Use different media. (video, audio, polling)
- Headlines draw readers.
- Controversy is OK! (But not religion or politics...unless...)
- ALWAYS collect email addresses (opt-in, of course)
- ALWAYS promote in social media, newsletters.

***Be sure you have permission**

Creative Common
(like Wikimedia, Flickr),
Government,
images you purchase

Writing a Blog – Next Steps

- Decide WHERE you want your blog to be (your own website? A separate space?)
- Write your intro post. I've linked to a few starter posts so you can see what your goal is – to introduce yourself and get the ball rolling.
- List 3 topics – very brief – if needed break one big topic into smaller ones. Then you won't be racking your brain as you sit down to write it.

