

Keeping it REAL

Strategic Marketing Direction

For novices of all levels

MarketingBuddha.com

How to make a profit from your small business blog

PROBLEM:

My company blog isn't earning its keep.

SHORT ANSWER:

Focus on creating compelling content so that you build a loyal relationship with a niche audience. Optimize blog posts for search engines and promote your blog in all of your online and offline marketing communications.

STEP-BY-STEP STRATEGY

Think of your blog as an empowered employee. In other words, let your content reign by speaking directly to your audience in a way that caters to their feelings and desires while you simultaneously post unique, timeless and interesting material.

Step 1

Give readers what they crave—things that make their lives easier, more adventuresome and more fun.

Step 2

Study other blogs related to your topic. Notice the author's writing style. Is the tone confident and to the point or chatty?

If the blog has a lot of comments what's being said? If the blog doesn't appear to have audience traction, what do you think is missing? What can you do to make your blog fill that gap?

Step 3

Write purposeful blog entries. Contrary to general blog community consensus, you'll want to post blog entries infrequently but on a routine schedule, say once a week, bi-weekly or monthly.

Sure, search engine optimization thrives on fresh content, but if you focus on creating relevant material, your posts will be important today, tomorrow, for months and 5 years from now.

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Step 4

Use phrases and language specific to your niche audience. Without disrupting readability, optimize blog posts by inserting keywords that communicate to both search engines and internet users. You can get new readers up to speed by creating anchor text that links a current post to a previous, closely related blog entry. Put people first. Never choose search engine optimization over meaningful content.

Step 5

Insert a call to action in every post. It can be subtle or blatant, just make it specific. Display a 'Buy Now' or 'Donate Here' button prominently to prevent readers from having to scroll a long way to find it.

Tip: Here's how to build blog variety:

- Use RSS so that if someone stumbles upon your blog they'll be automatically alerted when you have a new blog entry
- Customer success stories – readers easily connect to others who overcome a problem similar to their own
- Quirky company info—like how you got started, chose your company name; include complete contact information, maybe even a BBF number for best blog friends
- New products and services - -Describe how they're used, the type of results to expect, as well as how and where to make a purchase
- Various media – video, audio, high resolution photographs
- Links to other credible online sources such as bloggers, suppliers, case studies, white papers and articles
- Recent company or industry news
- Recent company events with accompanying photo gallery (include photo captions)
- A way to share and search blog posts
- Interviews from senior leaders or top-notch front line employees
- Product comparisons and product reviews (along with customer opinions)

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Freelance direct marketing copywriter, Sonya Carmichael Jones helps you generate your hottest sales leads and achieve unprecedented conversions. For SEO, direct response copywriting or marketing communication strategy, [contact Sonya now](#). First time consultations are free. No obligations. No strings. Just marketing suggestions you can use today.