HOW to build a kickass BLOG for business!

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www.inetworkkelowna.ca
Is blogging worth the effort to grow my business?
The benefits of blogging

- Generate quality leads at a lower C.O.A.
- Get your brand found in Google Search
- Build trust and rapport faster with buyers
- Extend your brand influence
- Be the go-to brand for buyers as an industry expert
Your blog is worth the investment when done the right way.
Let’s learn how to craft a kick-ass blog!
Get into the head of your buyer.
Create a buyer persona

Understand your buyer intimately

<table>
<thead>
<tr>
<th>Age / Income</th>
<th>Family</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life schedule for a work day?</td>
<td>Attitude about money &amp; class / Politics (if relevant)</td>
<td>Hobbies / likes &amp; dislikes</td>
</tr>
</tbody>
</table>
Plan your blog content for success!
Plan your blog content for success

- Have business goals for your company blog!
- Research & organize your blog content into market segments
- Talk to your sales team & customers to identify frequent questions to guide your content strategy
Start your blog with a great title.
Begin your blog with a butt-kicking title

- Your blog title will be the life & death of your blog
- Measure how strong your blog title is with the Emotional Marketing Value Headline Analyzer (see resources page)
- Don’t bait and switch!
Get your blog found in Google Search!

- Incorporate your keyword phrase into your blog title
- Use your keyword phrase in a proper sentence
Write a mind-blowing intro!
Use a hook to draw your buyer into your blog

- What’s in it for the buyer?
- Draw the reader into your blog by building up the excitement of the value you promise to deliver.
Don’t forget your blog excerpt

- Your blog excerpt is the meta description in Google Search
- Be clear in the value of your content: you will lose the chance to draw in your buyer
- Be aware of how many characters can be viewed in Google Search
Write a kick-ass blog to find your buyer
Your blog needs CPR

- **Clarity**: Make your words crystal clear
- **Personality**: Make your words sound human and relatable
- **Resonance**: Have your words connect to the right people
If you’re writing to everyone, you’re writing to no-one!

- Ideal Customer Avatar
- Night Sweats & Wet Dreams
How to keep your buyer reading

- Everyone loves a good story!
- Provide useful resources & statistics
- Use humor!
Headers are navigation beacons

- The average reading time for a blog is 15 seconds!

- Focus your thoughts by outlining your headers & keynotes first before you write

- Catchy headers will keep your buyer reading
Killer media to get more clicks

- Create a video blog (vlog)
- Use eye popping feature image, infographics, diagrams or illustrations
- Fact: 94% of content with visuals get more total views than text only blogs
Blogs are the nuts & bolts of SEO

- Your blog is the cornerstone of your business SEO strategy
- Google loves fresh content!
- Focus on 1 or 2 keyword phrases
Quality over quantity

- One quality blog is worth 10 crappy blogs!
- Don’t cut corners on editing
- Clarity of message wins every time!
How to generate leads with your blog
Leverage your blog to grow your business

- Promote your blogs in social media & email
- Leverage your blog in prospecting buyers to build trust faster & close deals
- Reduce cost of acquisition by addressing buyer questions about your service or product
Be consistent in distributing your blogs

- Distribute, distribute, distribute your blogs!
- Consistency breeds momentum
- Flow chart your distribution channels
Build web traffic with guest blogs

- Blog in places where you can connect with your target buyer
- Post on sites with stronger page rank than your site
- Build a backlink to your site with a follow up offer
Measure, adapt & grow your site traffic

- Create a compelling asset for download to generate a lead
- Measure site traffic to your blog vs lead generation
- Use Google’s Search Console, it’s free!
Happy Blogging
Resources

- Emotional Marketing Value Headline Analyzer: http://aminstitute.com/headline/

- How to write great copy: https://thecopycure.com/

- Writing headlines: https://www.marketsmiths.com/2015/how-to-write-better-headlines-headers-5-secrets-to-snappy-actionable-website-copy/

- Creating fresh content for ranking: https://marketinginsidergroup.com/content-marketing/attract-google-fresh-content/

- Website statistic, analytics and traffic: https://www.alexa.com/siteinfo