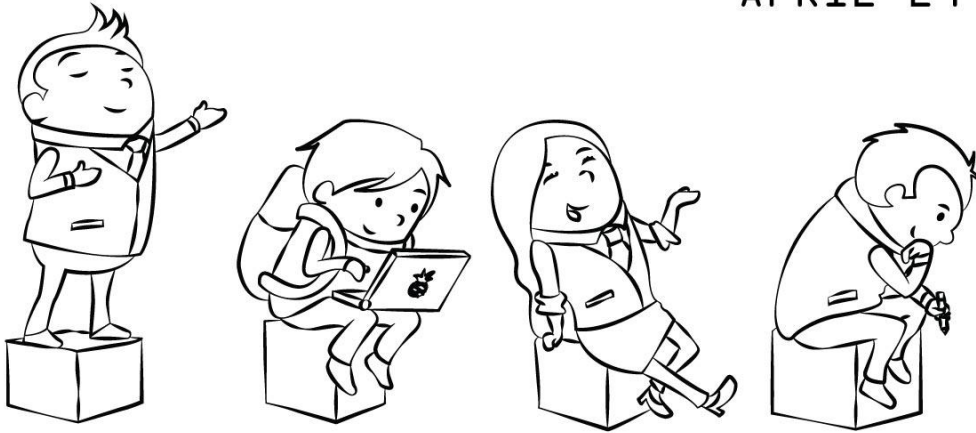


HOW to build a **kickass** BLOG for business!

APRIL 24, 2018 - 5:00PM



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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 kickass blog!**

Get into the
head of your
buyer.



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Create a buyer persona

◆ Understand your buyer intimately

Age / Income	Family	Occupation
Life schedule for a work day?	Attitude about money & class / Politics (if relevant)	Hobbies / likes & dislikes

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Plan your **blog content** for success!



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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.****



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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!



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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
kickass blog
to find your buyer



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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

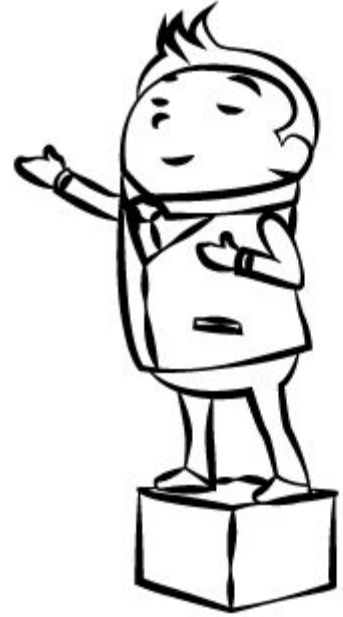
- ◆ Your blog is the cornerstone of your business SEO strategy
- ◆ Google loves fresh content!
- ◆ Focus on 1 or 2 keyword phrases



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



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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-snap-py-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>



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