

## So You've Got a Blog – What Now?

One of the chief aims of having your blog written is to attract more customers (not spammers). While they're reading, they're being educated in your industry and 'falling in trust' with you. Falling in trust is similar to falling in love, but without the butterflies. They warm to your brand and what you have to say, IF what you have to say is helpful, needed, and on target.

A blog alone in cyberspace is no use at all (unless it has its own marketing). Most business owners are better to put it on their website and have a link to it on the menu. A good idea is to promote it on the home page, with a short list of articles down the side.

Why do Twitter and Blogging go hand and hand? Because of all the automated tools (I use [TwitterFeed](#)) that allow any new WordPress blog post to be fed to a Twitter account (and a Facebook page) without any extra work. Twitter is also searchable. Subscribers are looking for new ideas from trustworthy sources, ready to pounce onto certain topics at any time – so use '#yourtopic' if doing manual tweets.

### Simple How To

If you don't have a coder handy, to integrate Twitter into your site just add the traditional [Twitter widget](#) to your site's sidebar. Ensure all your articles and tweets have interesting headings.

For greater functionality, [TweetSuite](#) is a blog plugin with some cool features. TweetSuite is a WordPress plugin that furrows among the Twitter API and finds the tweets that reference the current page. It has a Retweet button and a "Tweet this" button.

### Market Your Blog

Include the blog URL in all email signatures, with a byline that's catchy and attracts your market. Put it in your sales letters, business cards, and advertising. It's particularly good to use your blog in Adwords/Facebook advertising.

*Who likes you?* If you have employees, get them to build your social following by 'following' on Twitter, 'liking' you on Facebook, and shock of shocks, by actually reading your blog. You never know who among you might have a great social presence!

*LinkedIn and Facebook* – connect these to your blog and provide status updates.

Submit to directories. TopRank maintains a current list of [blog directories](#).

*Include links to your blogs in any press releases.* By using services such as PR Newswire, Marketwire or PRWeb, you can get your blog link placed in sites like Google, Yahoo! and sometimes hundreds of other sites (using the SEO option).

*Double duty.* Develop an eNewsletter out of your weekly blog posts. Customers can sign up for it at your website.

### **Does building a marketing base for your blog help your business?**

Yes it does. Of course it's easier if the business is national or international rather than local, but you can target your city with topics as well.

Important! Ensure your blog has a bold RSS button AND a description of you and your business down the side with a hyperlink to your main site. See here for an example: [www.infusionoz.com.au/blog](http://www.infusionoz.com.au/blog)

### **Topic Starters**

Listen to customer issues (on Twitter or in a survey) and respond with links to blog posts that answer their problems.

*Currency* – topics that are currently in the news media carry more weight and often any updates to 'hot products' (e.g iPhones, solar panels) will go viral faster. How can you tie in what you do to a hot product or a hot topic of debate?

Interview bloggers or personalities who talk about your market. Request some comments about a certain topic, have a post written about them and include a link back to their site.

Use the blog as your customer FAQ. If you don't currently have a FAQs page, here's your chance to add those common Q&As.

### **Here's What Your Blog Writer Does**

- Ⓢ Creates a keyword rich headline – sometimes with a number (i.e. 7 steps, 9 problems).
- Ⓢ Comment on other blogs. It's cool to share and you may get a pingback for it (that's a good thing).
- Ⓢ Links to your relevant past posts within your current post.
- Ⓢ Thinks niche and sorts your blog categories into areas of consumer interest.
- Ⓢ Uses tags so people can search for areas of interest.
- Ⓢ Writes with the reader in mind, so it will have the flavour of your business but is not total self-interested promotion or insider jargon.
- Ⓢ Tries to catch onto your worldview, so the blog can have a distinct and educated voice.
- Ⓢ Your experience helps. The writer expands any example client stories into a post that will help those with similar problems.
- Ⓢ Mentions at the end of most posts what part you play in solving these problems.