

THE FUNDAMENTALS OF BLOGGING.

Inbound Certification Class # 2

HubSpot Academy



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@goodmanre

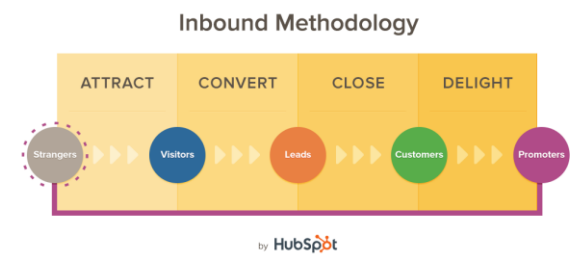
Inbound Marketing Professor,
Customer Training

Once lived in the woods for
90 days.

#INBOUND

AGENDA.

- 1. WHY BLOGS ARE ESSENTIAL TO INBOUND MARKETING
- 2. BUSINESS BLOGGING BASICS
- 3. TRANSFORMING YOUR BLOG INTO A MONEY-MAKING MACHINE
- 4. KEY TAKEAWAYS AND RESOURCES



1 WHY BLOGS ARE ESSENTIAL TO INBOUND MARKETING.

WHAT THE HECK IS A
BLOG ANYWAY?

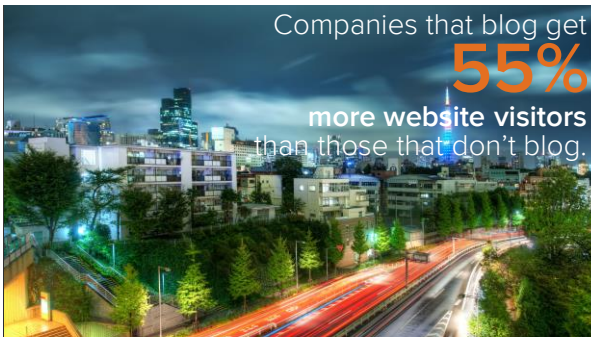
What's the difference between **my little sister's blog** and a **business blog**?

DEFINITION OF A **BUSINESS BLOG :**

a collection of articles that provide helpful, valuable, educational, and *remarkable* content to your target audience. By providing this value, blogs can easily and effectively draw prospects to your website.







Companies that
blog convert
70%
more leads than those that
don't blog.

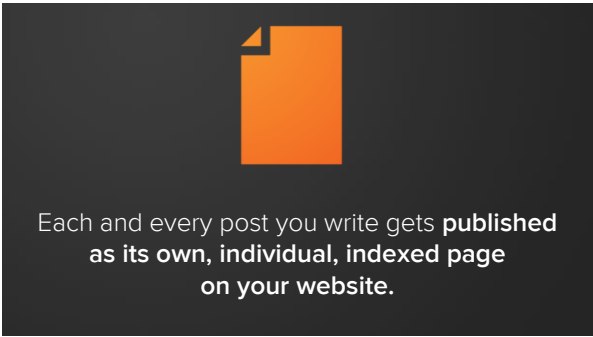
57%
of companies
have **acquired**
a customer
through their
blog.





HOW DOES THIS **WORK?**





Each and every post you write gets **published**
as its own, individual, indexed page
on your website.



















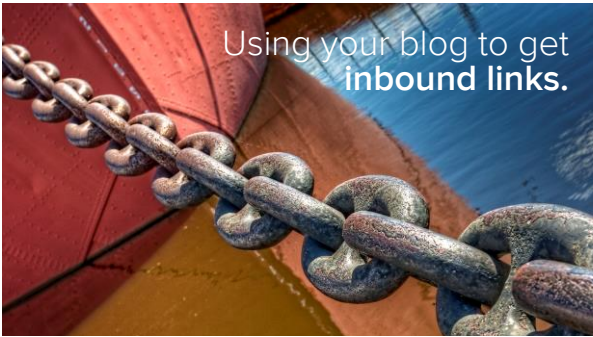


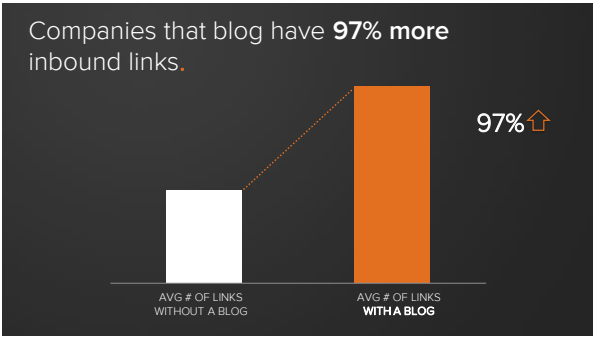






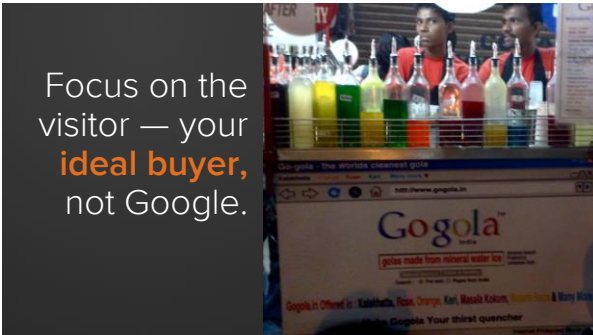








Target your
buyer
personas

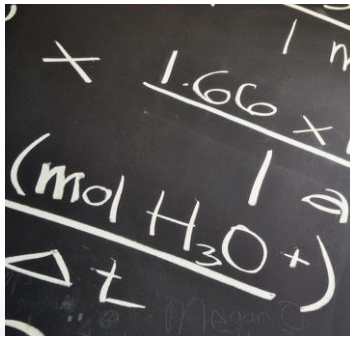


Focus on the
visitor — your
ideal buyer,
not Google.



KNOW YOUR **AUDIENCE**

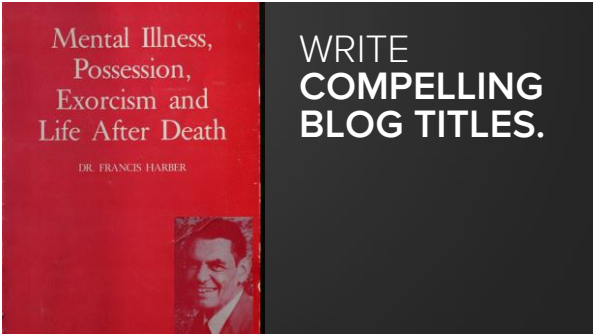
If you help to
solve their
problem, **they'll**
come back
to you.



BLOGGING BEST PRACTICES.

BLOGGING BEST PRACTICES.

1. Write compelling titles.
2. Address one topic per post.
3. Write relevant, educational content -- build thought leadership, be a problem solver.
4. Blog consistently and frequently.
4. Optimize for humans and search engines.
5. Don't forget about great formatting and imagery
6. Or miss out on lead conversion opportunities!

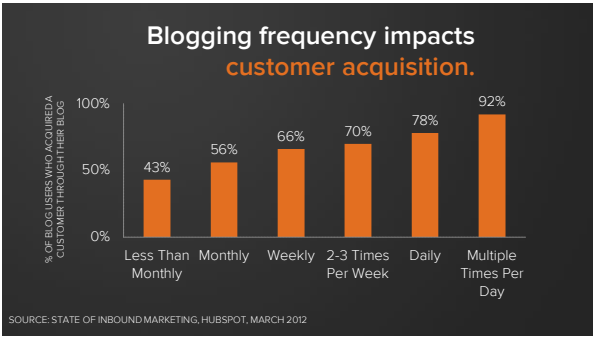












Publish content that's **on-topic** and important to your **buyer personas**.

The image shows three article thumbnails from Entrepreneur magazine. The first article is titled 'How to Convert a Conversion Rate to Customer Lifetime Value' by Michael Hyatt. The second article is 'How to Get Your Business Off the Ground' by Michael Hyatt. The third article is 'How One Young Professional Deals With Anger' by Michael Hyatt.

The image shows a variety of colorful powders and grains in bowls, including red, yellow, orange, and brown powders, and various grains like lentils and beans.

Publish a **variety** of content

The image shows a high-speed train, likely a Shinkansen, at a station platform. The train is white with a red stripe and is moving quickly, creating a motion blur effect.

DON'T FORGET ABOUT **SEO**

- Keyword in title & page title
- Meta description
- Create high-quality content
- Image file name and Alt tags



**BLOG FORMAT
BEST PRACTICES.**

- Make it as long as it needs to be (at least 600 words)
- Use bolded text
- Include subheads, numbers, and bulleted lists

- Embrace whitespace
- Use high-quality images



1. Great Blog Article Title

2. Attractive Visual

3. Internal Links

4. Subheads & Numbers

5. Bullets

6. Bolded Text

7. 600+ words

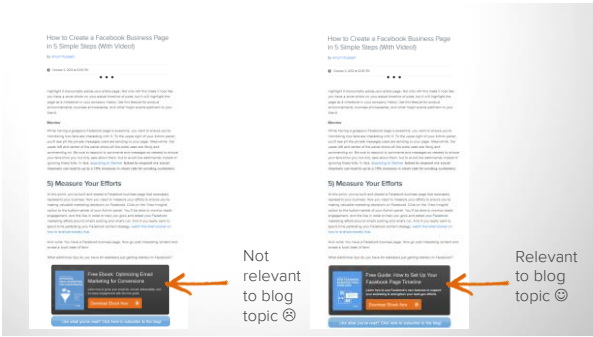
REMEMBER, YOUR BLOG
ALSO HAS HUGE
**LEAD GENERATION
POTENTIAL.**

Include in-text links/CTAs

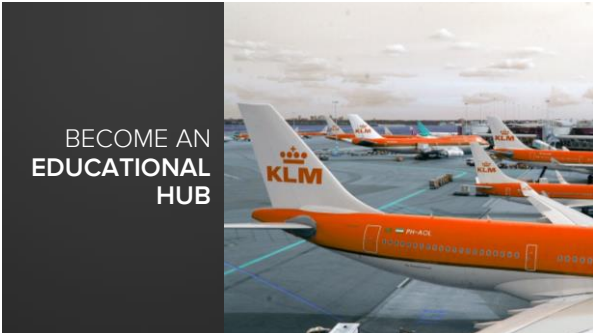
Add CTAs to your blog sidebar

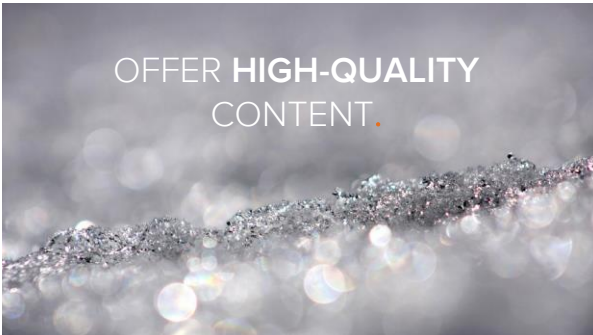
And be sure to add a CTA to the bottom of each post you write.















BLOG TOPIC IDEAS.

1. Long-tail keywords
2. Recent industry and industry-related news
3. Common questions from your customers
4. Respond to blog comments or other blogs
5. Hot industry topics
6. Repackage content
7. Invite guest bloggers



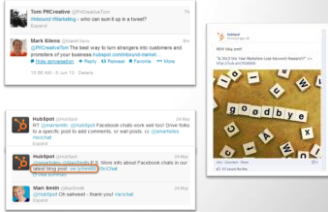
Stay fresh and relevant.



WAYS TO
PROMOTE
BLOG
CONTENT

USE SOCIAL MEDIA.

- 1. Promote blog articles through social posts.
- 2. Answer questions and link back to a related blog post.
- 3. Use blog content as fodder to engage in meaningful conversation with others in your industry.

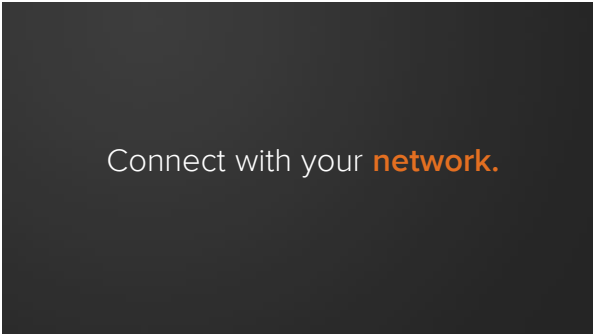


Include blog articles in email marketing

INCLUDE BLOG POSTS IN EMAIL.

- 1. Use your personas (and their interests/pain points) to segment your leads and send relevant blog posts.
- 2. Include articles in a newsletters.
- 3. Create a weekly or monthly blog digest email.





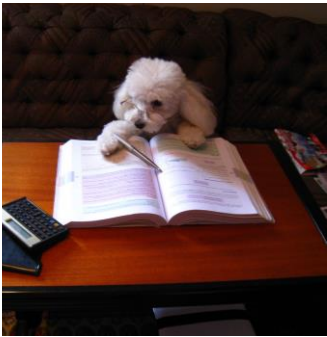
OTHER BLOG PROMO IDEAS.

1. Publish a press release.
2. Add a blog link to your other content.
3. Add a blog link to your business card.
4. Add blog articles to a "resource center" of helpful articles.
5. Add a blog link to your email signature.
6. Encourage blog subscriptions.



DOES IT **WORK?**

Analyzing the efficacy of your blog.



WHAT TO ANALYZE

1. Number of article views

2. Blog subscription growth—both RSS and email

3. Most popular articles (by author, by content, by channel)

4. Inbound links

ANALYZE TRENDS

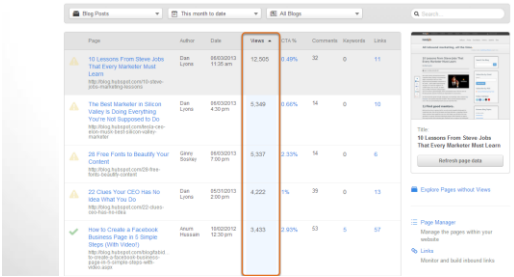


Table with 7 columns: Page, Author, Date, Views, CTR %, Comments, Favorites, Links.

Page	Author	Date	Views	CTR %	Comments	Favorites	Links
10 Lessons From Steve Jobs That Every Marketer Must Learn	Don Luma	08/02/2013 11:28 am	12,005	3.88%	32	0	11
The Best Marketer in Silicon Valley is Doing Everything You're Not Supposed to Do	Don Luma	08/02/2013 4:26 pm	3,349	0.66%	14	0	10
20 Free Fonts to Beautify Your Content	Guest Blogger	08/02/2013 7:30 pm	8,397	2.33%	14	0	6
20 Clues Your CEO Has No Idea What You Do	Don Luma	05/01/2013 2:05 pm	4,222	1%	30	0	13
How to Create a Facebook Business Page in 5 Steps (Step 04 of 5)	Guest Blogger	08/02/2013 12:39 pm	3,433	0.91%	53	0	57

Tools

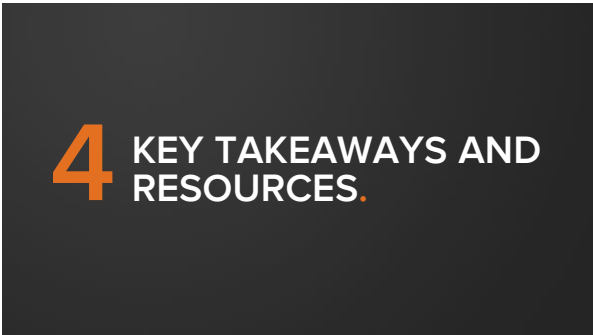
Explore Pages without Views

Page Manager

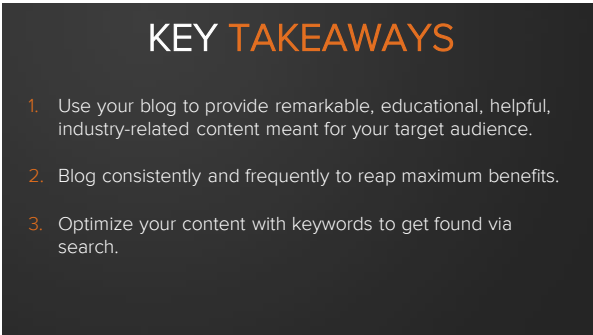
Links



DON'T EXPECT
OVERNIGHT SUCCESS.



4 KEY TAKEAWAYS AND
RESOURCES.



KEY TAKEAWAYS

1. Use your blog to provide remarkable, educational, helpful, industry-related content meant for your target audience.
2. Blog consistently and frequently to reap maximum benefits.
3. Optimize your content with keywords to get found via search.

KEY TAKEAWAYS

4. Optimize your content for lead generation by adding a relevant CTA to each post.
5. Promote your blog content in channels like your website, social media, and email.
6. Measure and analyze your blog so you can do more of what works (and less of what doesn't).

RESOURCES

1. Ebook: An Introduction to Business Blogging
<http://bit.ly/vqwRTa>
2. Ebook: 15 Business Blogging Mistakes & Easy Fixes
<http://bit.ly/Ay6N0x>
3. The Business Blogger's Ultimate Guide to Mastering Lead Generation <http://bit.ly/OOTdWu>
4. Article: 20 Simple Ways to Boost Blog Subscribers
<http://bit.ly/U8ZQ4>
5. Article: How to Stop Internal Bureaucracy From Stopping Blogging Productivity <http://bit.ly/NkrcoR>
