

# DIGITAL MARKETING

## CREATING A BLOG USING WORDPRESS

### IDEATION PHASE

**ZONE:** 17

**TEAM ID:** NM2023TMID02717

**TEAM MEMBERS:**

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### THE PROBLEM STATEMENT

The problem statement for creating a blog using the WordPress platform typically outlines the specific issue or challenge we aim to address or the goals we want to achieve with our blog. It serves as a clear and concise description of the problem or opportunity we are focusing on.

In today's digital age, there is a lack of reliable and accessible information on sustainable living practices for individuals and families. Many people are interested in making environmentally conscious choices but struggle to find practical guidance on how to do so.

**Our goal:**

To create a WordPress blog that serves as a comprehensive resource for eco-friendly living, offering well-researched articles, actionable tips, product recommendations, and a supportive community for readers looking to adopt sustainable lifestyles.

**Key challenges:**

Developing high-quality, informative content on a consistent basis, building an engaged readership, optimizing the blog for search engines, and effectively promoting the blog through social media and other marketing channels.

**Success criteria:**

Our blog should achieve 10,000 monthly unique visitors within the first year, receive positive feedback and engagement from the community, and rank on the first page of search engine results for relevant keywords.

This problem statement clearly defines the issue the blog intends to address (the lack of accessible information on sustainable living) and the goals it seeks to achieve. It also highlights the challenges that may be encountered and sets measurable success criteria to gauge the effectiveness of the blog in addressing the problem. This problem statement can guide the development and execution of the blog on the WordPress platform.



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

1

#### Team gathering

Define who should participate in the session and send out invites. Share relevant information to pre-prepare ahead.

2

#### Set the goal

Think about the problem you're focusing on solving in the brainstorming session.

3

#### Learn how to use the facilitation tools

Join the facilitation Superzone to try a happy and productive session.

Open article →

1

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes

**PROBLEM**

Creating a Blog Using Wordpress. Selecting a theme based on your project and Publishing an useful content.



#### Key rules of brainstorming

To run an smooth and productive session

- Stay on topic
- Exchange wild ideas
- Take judgment
- Listen to others
- Go for volume
- Facilitate the visual

3

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

**TP**

You can create a sticky note with the word "How" to start a How Might We statement.

#### Rezeena A

It's easy for beginners to understand. It is highly customizable with themes and plugins. It allows you to focus on your specific needs.

#### Sirishiya R

It is typically designed to be mobile-friendly. It focuses your site on various devices. It is free to download and use, and it is open-source.

#### Safa S

It can be translated into many languages. It allows you to easily create. It comes with the category, tag, and archive pages.

#### Rashmi S R

It can be used to build a full-on membership site. It is free and open-source software. It can be used, modified and distributed by anyone.

3

### Group ideas

Take turns sharing your ideas with a cluster of similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than the sticky notes, try and break it up into smaller sub-groups.

20 minutes

**TP**

Use the sticky notes to create a cluster of similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than the sticky notes, try and break it up into smaller sub-groups.

A blog can vary greatly based on individual goals and interests. If you and your group members are passionate about a particular social issues or cause, you can start a blog to raise awareness and inspire others to make a difference in the world and to build a community around your shared values.

4

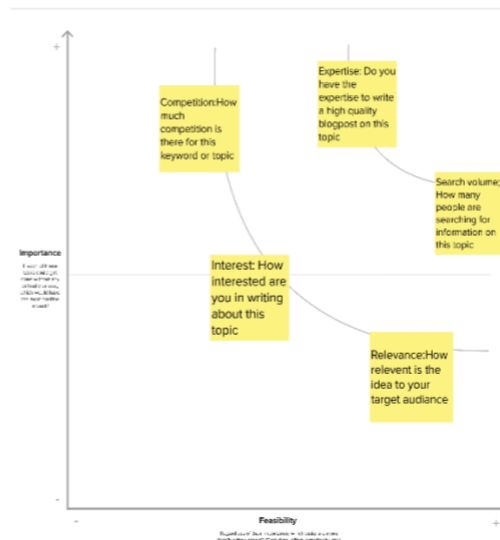
### Prioritize

Your ideas should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

**TP**

After ideas have been shared, group them into clusters. It might be useful to use sticky notes to create a cluster of similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than the sticky notes, try and break it up into smaller sub-groups.



3

### After you collaborate

You can export the results as an image or pdf to share with members of your company who might find it helpful.

#### Quick add-ons

- Show the mood**  
Share a sticky note to the mood with sticky notes to express how you feel about the session.
- Export the mood**  
Export a copy of the mood as a PDF or a PNG image to share with others.

#### Keep moving forward

- Strategy Blueprint**  
Create the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations and behaviors to improve experiences.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Analyze strengths, weaknesses, opportunities and threats (SWOT) to develop a plan.  
[Open the template](#)

[Show template feedback](#)