CLASS 04

The Fundamentals of Blogging

Professor: Justin Champion

Inbound Certification

Brought to you by HubSpot Academy

1 WHY DOES BLOGGING HELP YOUR INBOUND MARKETING?

WHAT IS BLOGGING?

Your blog is a place to regularly publish and promote new content related to your business and industry.

Inbound Methodology

by HubSpot

Inbound Methodology

by HubSpot

Inbound Methodology

by HubSpot

Strategically promote **offers.**

If your visitor wants to learn more, provide them with that next step.

Do they want to learn more about the topic?

Do they want to subscribe?

STAND OUT AS AN EXPERT IN YOUR INDUSTRY. BUILD TRUST.

2 HOW DO YOU CREATE A SUCCESSFUL BLOG?

BLOGGING BEST PRACTICES

- ☑ Pick a topic and a title.
- ☑ Format and optimize the post.
- ☑ Promote offers on your blog to increase lead generation.
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March 26, 2015 // 11:00 AM

6 Reasons Why Marketers Should Bet on Podcasting

Written by Alisa Meredith | @alisammeredith

SHARE

794 Tweet

163 Like

142 Share

It started with a few tweets here and there asking me to start a podcast ("I don't have time to read all your blog posts!"), a couple of guest appearances on hangouts and other marketing podcasts, and next thing I know, for Inbound Marketing Week this year, I launched The Superheroes of Marketing podcast.

There is more to it than that, obviously. And the challenges were well, challenging... I'm not good with hardware. Wires and plugs all look the same to me. As an introvert, the performance part of the project is exhausting. Like everyone else, I'm busy. Really busy. Podcasting is extremely time consuming (more so than I expected).

But, here I am, planning, scheduling, recording and editing a weekly podcast with my co-host, Kelly Kranz. Am I crazy? Maybe. But here's why it works.

Why People are Eating Up Podcasts

Last spring, I found I couldn't read all the blog posts I needed to in order to keep up with all the great content and updates I needed to stay up on. So I started listening to podcasts weekday mornings as I got ready for the day. For me, it was a matter of making the most of my time – and I'm hooked.

Write **educational content.**

Answer the questions or problems that people are searching for answers to.

WRITE ABOUT YOUR INDUSTRY,
NOT YOURSELF.

BRAINSTORM A LIST OF TOPICS

- What are the most frequently asked questions?
- What do your buyer personas need help with?
- What do you wish people knew about your industry?
- What are industry bloggers, social media and your competitors talking about?

When picking a topic, **do keyword research.**

Which keywords do your buyer personas use? Which are associated with your industry? Write about those topics to get found and start ranking higher in search results.

PICK ONE TOPIC TO FOCUS ON PER POST.

Make a list of topics that support a **specific conversion.**

Consider making a list of blog topics that support this ebook's content.

Think of your content offer as the heart and your blog post as the arteries.

Start by creating a working title.

Start here to narrow your topic down and focus on one single angle.

TOPIC

"Choosing paint colors"

WORKING TITLE

"The Best Colors to Paint Your Kitchen"

March 24, 2015 // 11:00 AM

How to Produce an Internet Radio Show

Written by Michael Reynolds | @michaelreynolds

SHARE
204
Tweet
45
Like
42
Share

There are lots of ways to generate and publish content for your inbound marketing efforts. From the tried and true written word that powers your corporate blog to infographics, webinars, video and ebooks, the number of channels available to you seem almost endless.

It can be frustrating at times to try to cut through the noise with this much content being published. While publishing relevant information can help you create a loyal community of constituents, do you ever wonder if you could reach more people by adapting your content to a different style?

If you're struggling to figure out "what's next," you might want to explore the idea of hosting your own live internet radio show.

Talk radio is big business. The top shows have audiences in the millions and generate a great deal of revenue from advertising and sponsorships, not to mention the ability generate more revenue through promoting their own products and services.

Include a **long-tail keyword** in the title.

Be sure that the keyword fits as a description of what the page is all about.

Make the **value** of the post clear.

Set the right expectations – what is the reader going to get out of it?

Shorten the title.

Google only shows the first 50-60 characters of a title in search results.

11 Ways to Make Your Content Appealing to International ...
blog.hubspot.com/marketing/**international-content**-creation ▾ HubSpot, Inc. ▾
Apr 14, 2015 - Learn tips for creating **content** that **appeals** to **your** entire **audience**, no matter where in the world they come from.

April 14, 2015 // 8:00 AM

11 Ways to Make Your Content Appealing to International Audiences

Written by Nataly Kelly | @natalykelly

SHARE

512

Tweet

WHICH TITLE FOLLOWS BEST PRACTICES?

A. The Key to a Good Meeting

B. How to Have a Team Meeting Where People Pay Attention and Don’t Fall Asleep at the Table Instead

C. Meeting Leadership Skills

D. How to Stop Holding Boring Team Meetings

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March 30, 2015 // 7:00 AM

The Pros and Cons of Geo-Targeting in Paid Search

Written by Michelle Brammer | @ezangamichelle

SHARE

52

Tweet

8

Like

16

Share

It happens to the best of us.

I remember not too long ago being in a "New York State of Mind." Too bad the campaign I was optimizing was for New Jersey. Whoops! I caught it after only a day, but that didn't reverse the wasted ad spend. I learned my lesson: enter once, check twice.

It's no secret that geo-targeting has opened many doors for advertisers. Geo-targeting helps focus in on a specific market, resulting in more relevant messaging and a better return.

But sometimes too much of a good thing can be a curse. And in those instances, geo-targeting, well, it isn't so great.

Here's some pros and cons to your geo-targeting strategy that might help, or hinder, your campaign:

The Advantages of Geo-Targeting

1) You Can Hide Ads from Your Competitors

If you're testing a new strategy or offer, you don't want your competitors to know, right? Hiding your ads from your competitors is possible with a combination of geotargeting and IP exclusion. With IP exclusion, you prevent people in your competitors' corporate offices from seeing your ads. And with geo-targeting, you can still advertise in their so called backyard. It keeps your strategy safe without removing an entire market from your search strategy.

First, identify your competitors IP addresses. Once identified, you can exclude them from your AdWords Campaigns.To exclude these IP addresses:

1. Click on the campaign tab
2. Click settings
3. Click advanced settings
4. Click IP exclusions

Whitespace is your friend.

It allows the visitor to focus on the content, not the clutter.

March 30, 2015 // 7:00 AM

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Use section headers, bullets or numbered lists to **highlight your points.**

3 Ways to Improve the User Experience of Your Site

Thinking your site could use a similar overhaul?

If you'd like to make changes based on user experience, there's just one main concept you need to keep in mind: **Always focus on the wants and needs of your user**. Don't let your CEO, CMO, or Junior Visual Designer dictate the design or messaging. Turn to your users and ask them what they want. Here are a few simple ways to do just that:

1) Gather some qualitative feedback.

Start by user testing your site. You could use a simple and free service like Peek. Interview your customers and ask them what they like about your product, messaging, or online presence. Get to know the human on the other side of the computer by developing empathy within your team.

Bold important information

Help readers quickly understand the key takeaways from the post.

Include images to **visually break up** your text.

Place an image at the top of each post to entice your visitors to read further.

A Helpful Guide of Public Speaking Tips [Infographic]

Written by Lindsay Kolowich | @lkolo25

SHARE

413

Tweet

97

Like

82

Share

If the thought of speaking in front of a crowd makes you uneasy, you're not alone. According to a study by Chapman University, public speaking is the number one fear in America -- followed

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Optimize the post around **the long-tail keyword.**

Is it in the page title?

Is it in the URL?

Is it in the post title?

Is it in the image alt-text?

Is it used naturally in the body?

Is it in the headers?

Of course, it goes without saying that you should never shout in a meeting with a client -- but you already knew that.

2) Drink lots of water.

Human beings are made up of more than 60% water, and there's not a single bodily organ that can function without it. Even bones are more than a fifth water.

Besides the fact that drinking more water is generally good for you, it'll also keep your voice in peak condition. Your vocal cords and larynx exist in a warm, moist environment. Maintaining that environment is important to keep your voice system at an optimal level of performance, so make sure you're staying hydrated.

3) Avoid reflux.

Have you ever woken up in the morning with a hoarse voice even when you don't have a cold? You may have mild reflux.

Gastric reflux can give you heartburn or chest pain, but laryngopharyngeal reflux, which occurs when stomach acid travels up to your larynx and throat, might not trigger any dramatic symptoms in your body beyond a hoarse or sore throat. Your larynx isn't naturally protected against exposure to acid, so reflux can easily affect your voice. High-fat or high-carbohydrate diets and excessive drinking or smoking can all contribute to reflux.

To prevent reflux, avoid food or drink for three hours before you go to sleep. Foods that stimulate stomach acid production -- think fried, spicy, acidic foods, caffeine, and alcohol -- should be eaten sparingly. Antacids can also help.

Use it Right

Now that your voice is in peak physical condition, how can you put it to use? Whether you're

Include relevant **internal and external** links within the post.

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USE YOUR BLOG TO STRATEGICALLY PROMOTE YOUR CURRENT OFFERS.

Feature CTAs on **blog sidebar.**

You might want to insert a CTA **after** the first few paragraphs.

Try and include a passive CTA through hyperlinked text.

MARKETING SALES AGENCY ALL TOPICS NEW POSTS

May 5, 2016 // 7:00 AM

Education Blogging 101: How to Attract More Students Online

Written by Leigh Fitzgerald | @leighfitz

SHARE Tweet 29 Like 30 Share

Active blogging is a basic building block of any successful inbound marketing strategy - its hub, if you will. For schools and admissions offices struggling for resources, launching and maintaining a blog may seem like a daunting undertaking. But it's one well worth taking. HubSpot research found that marketers who prioritize blogging are 13x more likely to be able to show a return for their efforts.

Having a school blog (or two) can boost your student applications in a number of ways. First, good blogs are regularly updated with with entertaining, informative content. Google *loves* blogs with a steady flow of engaging content. If you're writing around the right keywords, your blog will increase the flow of organic traffic to your blog and website.

Learn other ways to increase traffic to your site in our ebook The Do's andDon'ts of SEO for Schools >>

HubSpot performs CTA tests **all the time.**

Include a CTA at the **end** of each post.

This offer should be relevant to the content that a visitor has just read.

own promotional email. It means outline the different avenues for distribution and promotion and clarify which routes work for different types of blog posts. Then it's easy to specify in your blog calendar how any given post will be promoted.

Attracting Sudents to Your Blog is the First Step to Getting Their Application

Every prospective student is on their own, personal enrollment journey. If you want your school to be part of that journey, a school blog is the best way to attract them early on in the process.

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Leveraging your **website.**

You can use your blog sidebar to promote your recent or most popular posts, and add your blog to your primary website navigation.

Link internally to your blog posts.

MARKETING SALES AGENCY ALL TOPICS NEW POSTS

March 27, 2015 // 8:00 AM

15 Examples of Great Mobile Website Design

Written by Rachel Sprung | @rsprung

SHARE Tweet 528 Like 753 Share

Now more than ever, businesses are focusing on creating delightful mobile website experiences. After all, **80% of Internet users are using smartphones to search online.**

What's more, marketers are gearing up for a big change Google plans to make to their algorithm starting on April 21, 2015. Google wrote in their official blog that they will be "expanding our use of mobile-friendliness as a ranking signal," and their update should have a significant effect on marketers.

When Google makes this change, **it will have a bigger impact than Panda or Penguin.** To put that in context, their Panda update impacted only about 12% of queries, and Penguin affected about 4% of mobile and desktop queries.

Download our free guide here to learn how to design your own mobile-friendly website.

In other words, if you haven't been focusing on improving your mobile experience, you'd better prioritize it now, or your search ranking might suffer. According to a *Search*

Share posts on **social media**

Promote them when you publish and include social sharing buttons at the top of the posts.

Promote posts through **email.**

Send your buyer personas relevant content, include posts in newsletters, and create a blog digest email for your subscribers.

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BLOG METRICS TO ANALYZE

- ☑ Look at the number of views for each blog post.
- ☑ Filter your most popular posts by topic, author or channel of promotion.
- ☑ Look at the number of clicks on the CTA at the end of an individual post.

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WRITE CONSISTENTLY AND FREQUENTLY.

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3 WHAT DOES A SUCCESSFUL BLOG POST LOOK LIKE?

Did they pick **a good topic?**

Educational subject

Topic their buyer personas want to hear about

Writing about their industry, not their company

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Unifying Market & Business Intelligence

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Trade Area Systems Blog

4 Steps to Enhancing the Art of Retail Site Selection

Share this

Here are five words that may freak out some people:

People pick the best sites.

You read that correctly: People pick the best sites, not models, big data, or even a new Web service that will charge you $99.95 to tell you how great a retail site is or isn't. Speaking of, my hope is that those websites have a CAPTCHA that requires a login to prove you're not a robot. The irony that computers can't read a few letters on the screen but somehow can perform retail site selection without a human intervening is almost too much to bear.

Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is

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Did they pick **a compelling title?**

Value of the post is clear

The title pops!

Long-tail keyword under 60 characters

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Which **formatting best practices** do you see?

Image

Whitespace

Section header

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Don't get me wrong: Technology is helpful. In fact, technology that can help to evaluate retail sites is incredibly useful. However, tech should only support decision-making, not replace people who know how to find the right sites for their specific retail concepts. If there's no one in your company who can identify a good site, then hire someone who can. Not tomorrow, right now! Yes, I'm giving you permission to stop reading this post and go hire someone.

Now that all those people are out searching, let's discuss how technology can improve site selection skills. Retail reps develop this expertise in a fashion similar to how they learned how to read. The variables—font, print size, color, whether there are wavy lines through a letter or it's at an angle—are countless. Despite these variables, people learned to compensate for them in order to read the words.

Check out this image as an example. You've likely never seen this combination of font, colors, and letter substitutions, but I bet you can read it:

C@n Y0v R3ad T#iS?

People are incredibly good at learning to recognize patterns. Whether it's reading words or recognizing good retail opportunities doesn't matter—if properly trained, no technology can beat the human brain.

So how can the human brain outduel technology? The secret is in the term "properly trained." Retail real estate professionals understand the basic concepts that help drive retail. The trick is to provide reps with existing, high-quality information about current stores in a way they can use to learn what's good and what's not. These pros can take that and apply it to new situations, and then make smart assessments. The same goes for research people; even though their approach is geared more toward analytics, the fact that they need consistent, quality information doesn't change.

How Do We Make This Happen?

Popular Articles

Ten Bold Predictions about Life and Shopping in the 22nd Century

Mistakes to Avoid During the Real Estate Site Selection Process

Why I Like Analog Models

Everything You Always Wanted To Know About Retail Models (But Were Afraid To Ask)

Overview of Demographic Retrieval Schemes

Topics

Business Best Practices (3)

Is this post **search engine optimized?**

Page title

URL

Image alt-text

Body

4 Steps to Enhancing the ...

www.tradeareasystems.com/blog/4-steps-to-enhancing-the-art-of-retail-site-selection

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Are they **promoting their offers?**

Content offer relevant to the topic at the bottom of the post

How Do We Make This Happen?

It comes down to four factors:

1. **Improve market intelligence quality:** If the site map or analysis shows data that doesn't match what's really out there, there's no way to accurately assess opportunities. Therefore, the data must be right.
2. **Present information in a meaningful and consistent format:** When people see something presented the same way every time, they develop the ability to recognize patterns in data. If every map has a different color scheme or break points for the same data, or uses different symbols for competitors' chains, gaining innate abilities to assess sites well will be difficult for reps.
3. **Provide access to all relevant information:** Performance data—such as sales, profit and loss statements, thematic maps, or report fields that drive a business's success—for existing stores must be made available to decision makers so they may determine what works and what doesn't.
4. **Provide access to market intelligence from anywhere:** Allow market intelligence and store performance data to be accessed from anywhere, including on the road. This should be done in a way that is simple enough for people to use on a daily basis. The more they use it, the faster they'll become experts.

Another option is to give reps access to an analog model. This will give them an opportunity to ask the model things such as, "Which of my existing stores is most similar to this site?" Access like this will help them develop the ability to recognize quality sites and gives them a check against their own intuition. This isn't a perfect check, but it's a helpful one.

Remember, surprising as it may be, people, not tech, are your best resource for selecting sites. Just make sure your team has proper, consistent training along with access to the data and analytics they need and you'll have a site selection team that will be able to run circles around any website, model, or big data.

Enhancing the Art of Retail Selection

Understand the "Art" of Site Selection and How it Fails

Download White Paper

Subscription form

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Promoting offer in sidebar

Are they **promoting their post?**

Social sharing buttons

Trade Area Systems Blog

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THANK YOU.

HubSpot Academy