

Blogs

Meaning

The term blog comes from the combination of "web" and "log" or "weblog," and was eventually shortened to "blog."

In the 1990s when blogs first appeared, they were primarily online diaries, where people would provide personal accounts of their lives. They since have grown to include writing and media on topics such as news, politics, music, food, business, and much more—there are even blogs about blogging.

Like many new resources that pop up, visionary entrepreneurs recognized the blog format as a marketing tool and began using it to provide information and updates to their customers, and as a way to draw in new business. From there, blogging grew into a new and effective marketing strategy.

Blog Marketing

Blog marketing is the process of reaching your home business' target market through the use of a blog. Initially, business owners had a blog separate from their websites, but today, you can easily integrate the two to make it easier for you to manage, as well as easier for visitors to access. Many business owners use a blogging platform, such as Word Press, for both their website and blog.

Further, as blogging has grown in ease and popularity, many people have created businesses from blogging all on its own, as opposed to having a business first and then blogging. For example, some food blogs are businesses in and of themselves.

Blog Promotion Tactics to Increase Traffic

A strong blog promotion strategy should include multiple tactics from this list.

1. Target Popular Search Terms and Phrases

One of the most common ways for readers to find content is through search. They look for a topic or type a question into a search form and find relevant content. To draw readers to your content, optimize it for attracting these audiences. Do key words research to see what top keywords people are searching for and create content to target those keywords.

2. Use On-Page SEO Best Practices

Another way to ensure readers find your best content via search is by optimizing your website, so your pages are more likely to rank. Each page on your website should target one primary keyword and use on-page SEO best practices to optimize the page for that designated search term.

3. Leverage Search Engine Marketing

Focusing on improving organic SEO will help your blog promotion and eventually lead more readers to your website. But when you just start SEO, it may take time to improve your rankings on SERPs organically. In the meantime, you can pay to place your content at the top of search pages. Using search engine marketing (SEM) and pay-per-click marketing (PPC) campaigns, you can pay to appear in front of audiences and draw readers back to your blog.

4. Implement a Strong Social Media Promotion Plan

Next to search, social media is another primary way for audiences to find content online. Social media users browse their newsfeeds and use hashtags to discover blog posts that interest them.

To use social media for blog promotion, don't just sporadically post updates with links back to your site. Instead, create and stick to a solid promotional strategy.

- For each blog post, create multiple social media posts across a variety of platforms (focus on the platforms your ideal audience uses most).
- Create custom social media graphics for each post that match the image specifications of each social site.
- Aggressively promote your newest content.

- Then continue to promote high performing content even when it's old (to get the most use out of your content).
- Tag any brand or person mentioned in your content (to let them know they were featured and to encourage them to share the post).
- Encourage social shares of your posts by prominently displaying share buttons, click-to tweet buttons, and call-to-actions to share on your pages.

5. Promote Content through Paid Social Media Ads

Earlier in this post, we looked at how using both organic and paid promotions can get more visibility for your content through search. The same goes for social media. You can use both organic and paid social media promotions to attract the most attention to your blog content. Through these types of blog promotion, you can use detailed hyper-targeting filters to present ads for your content to a particular target audience.

6. Tap into the Power of Online Influencers

Another way to drastically increase your content's visibility is by having a powerful influencer promote it. Influencers are writers, social media personalities, and blogs that already have loyal followers. These outlets have readers who are actively engaged in the content they share.

To get your content extra exposure, develop an influencer marketing strategy. You can perform this blog promotional tactic in a few ways.

- **Invite influencers to post on your blog.** When influencers write a post and then share it with their audience, it will drive their audience to your site and introduce them to your brand and other content.
- **Ask social media influencers to share your content through their social networks.** If a social media profile has a strong following, getting them to share your content could drive a substantial amount of traffic to your site.
- **Make digital PR outreach a part of your marketing strategies.** Publish extremely high-quality, unique content (such as proprietary data or in-depth resources), and reach out to

authoritative websites to see if they are interested in covering your content. If your content is valuable enough, other sites will write about it, link back to it, and drive traffic to it.

- **Be authentic and return the favor.** When reaching out to influencers to get help with sharing your content, remember that it isn't all about you. The relationships must be mutually beneficial. Offer to write for their blog, promote their work, and ask them to return the favor. Form authentic relationships with influencers. Don't just try and use them for their followers.

7. Actively Guest Post

There's another way to use influencers for blog promotion. This tactic involves guest posting on other blogs. While it may seem counterintuitive, you can promote your blog by publishing posts on other sites. When you publish content on other similar websites, you tap into their existing audience. This allows you to build relationships with new readers and drive traffic back to your site. When guest posting, always try to include a link back to your site in your author bio or article content.

8. Set Up a Consistent Email Marketing Plan

The last item on the list of blog promotion examples is one of the most effective ways to ensure readers find their way to your website when you publish a new blog. It is through email marketing. The first step in this process is building an email list. You should always focus on encouraging your current audience to sign up to receive updates from your brand. Then once you have an email list, send regular emails and notify followers each time you publish a new post.

Pros of Blog Marketing

The very nature of blogging makes them ideal for marketing since they provide new content to draw people back, and offer a way for consumers and businesses to interact. Here are a few other benefits:

1. **Inexpensive to Start and Run:** For the cost of a domain name and web hosting, you can have a customized blog marketing setup.
2. **Easy to Use:** Most blogging platforms are simple to use. If you can copy, paste, type, drag and drop, and upload, you can have a professional-looking blog.

3. **Builds Website Traffic:** Offering tips, updates, and other new content gives people a reason to come and return to your business website, which gives them the opportunity to buy.
4. **Improves Search Engine Ranking:** Google, in particular, likes to find and rank new content. For that reason, many entrepreneurs use blogging specifically for search engine optimization (SEO).
5. **Allow You to Gain Trust and Credibility:** People like to know who they're doing business with. With a blog, you can prove you're an expert and provide helpful tips and other valuable information—all of which help consumers feel good about spending money on your product or service.
6. **Engages Your Market:** While most businesses now use Twitter and other social platforms more than blogs for engagement, blogs can allow you to have a conversation with your market. This gives you the opportunity to build trust and rapport, as well as get feedback and provide customer service.
7. **Creates More Opportunities for Revenue:** You can accept advertising, promote affiliate products and get sponsors, adding additional sources of revenue to your business.

Cons of Blog Marketing

Like just everything else in life, there can be a downside to blogging.

1. **Can Be Time-Consuming:** Creating new content and updating your blog can take a significant amount of time. Hiring freelance writers and a virtual assistant can help.
2. **Needs a Constant Stream of Ideas:** Along with time, thinking of new content ideas is one of the biggest challenges bloggers face.
3. **It Can Take Time to See Results:** It can take time to begin building an audience for your blog—you won't necessarily see traffic right away.
4. **It Needs to Be Marketed Too:** You're using the blog to market your business, but for it to work, people need to know about it, which means you have to find your target market and entice them to your blog.