

## **Inbound Marketing: How to Be a Better Blogger**

### **Why is it Important to Blog Better?**

Blogs fall under the category of content marketing. Content marketing is one of the most important branches of inbound marketing, the latest, proven strategy for ensuring success in one's marketing plan.

Content is audience-driven rather than product-driven. Instead of trying to sell something, you are trying to offer something. For many of us, this is a wonderful change in the way the world is approaching advertising. It is a more dharmic, positive way to share and help others through dharmic business practices. The world is beginning to recognize that more people will choose to visit organizations and businesses online that have something to give, answers to questions, ways to help, solutions to problems, etc. This is content. And blogging is a form of content that is even more fun and easy to incorporate into current online marketing plans.

Today, any organization of any size or budget can easily find and set up blogging platforms like Wordpress.com or Wordpress.org or Google's Blogger. And these blogs can then be incorporated into any website rather easily. They help improve search engine optimization rankings, which is free advertising (or organic advertising as they say). They also may open the door to new audiences or unexplored and more creative approaches to the way you serve people. Blogging is also an invaluable way to share who you are and what your story is, something that people can identify with and resonate with, improving loyalty and support long term.

And at such low costs—with such great returns—it's hard *not* to blog.

To become a successful blogger, your organization's strategy should focus on making it a priority to help others by offering useful, entertaining, and credible information or content. And under the umbrella of inbound marketing, this content would be supported and expanded upon using your social media and including content within your search engine optimization keywords or phrases by topic.

The following are tips on how to be a successful blogger to help improve your **content marketing**:

### **The work you do is your gift.**

See it as an opportunity for service. Use your blog to express topics that are things you care about and want to share with others. Think of inspirational and meaningful stories, articles, or sources that answer the needs of the viewers like you would a dear friend. Make an effort to build trust with them and continue to maintain meaningful relationships.

### **Choose a captivating question (topic) to captivate your audience.**

Usually those who will be connecting with you are those who share your passions, care about your cause, or are in need of your services. This means that they will have similar questions that you have had, similar interests, and similar inspirations. So to engage your audience become this "persona" of interests, needs, questions, and passions. Then step into this persona and write to them.

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### **Write out of inspiration.**

Quality is more important than quantity. Try to maintain a writing schedule that allows for writing when inspired, not just for a certain number per week. The audience knows when your writing comes from the heart and is sincere. There is a direct relationship with blogger's growing success over time and those who post meaningful content.

### **Do your research.**

Be the expert on your latest post or topic. It is important to gain credibility to achieve success with your viewers. Become the respected source (go-to blog) for well-researched content. Use sourcing or cite articles that you gathered research from as appropriate. If you need to brush up on sourcing the APA has a wonderful sourcing guide. RefWorks is also a wonderful tool bar ad-on that you can download and track and site articles as you conduct research.

### **Choose your content carefully.**

To choose content think inspirational, creative, and beautiful. Content that is shared *the most* evokes *high energy* (like enthusiasm) in the audience. Use stories or topics that are exciting or meaningful to your target audience, humorous, passionate, caring, surprising, interesting, or practical/useful. This will help you focus your efforts on increasing the number of new "followers" or subscribers that support you, read your posts, and are interested in your cause. They are then more likely and motivated to share your blog with others. The 1,000 true fans rule is a wonderful article to read that talks about what this kind of loyalty can do for any sized organization.

### **Use high quality media if using photos.**

Your blog posts are more likely to be read and shared if there is a visual component. When people share your link the "thumbnail" of that photo appears and helps to express the main idea or theme of your article. If you are short on photos, Flickr has a creative commons you can pull photos from. You can also try the Ananda Library or your own personal creative endeavors.

### **Become more strategic and effective.**

Post at a time when your demographic is likely to be online with time to read your post. Don't bother publishing them on weekends, the email will get lost. Usually I recommend the morning time Monday through Thursday. This goes for if you share new posts on social media as well. The only social media site that is different is Pinterest, with most viewers Thursday, Friday, and Sunday evenings checking online. Contact us for more information on Pinterest.

Use available tools to track your progress. Most blog sites, especially Wordpress.com track your pages views, demographic info, and search engine terms typed into the web that led them to your page. It is helpful to track these and see what is successful, what posts people liked the most (and think about why that is), and who your audience is based on those indicators. You can also get your website tracked by Google Analytics, highly recommended.

### **Be patient.**

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Time will distinguish those blogs that came from the heart. Continue to do your writing in tune and dharmically. Provide interesting content. Do your research.

Ideas for getting inspired for new blog topics: Check out Quora or Google Scholar and type on key word phrases or topic ideas that can become the question you aim to inspire in the blog post. Read new books. Also, BrainPickings.org, Forums like Google Reader, RSS feeds from other blogs, Twitter feeds, Digg RedIt, TTopSeed.com. It is important too, that if this is your first time blogging, that you go out there and look up bloggers on your topic, big name bloggers, etc. to really see what you like and think will work great on your blog too.

Good luck blogging!