



# Social Blast: eMarketing for Entrepreneurs

An online social media & marketing  
monthly membership program  
that teaches you **what to do,**  
**when to do it & how to do it.**

With Susan Friesen

- Introduction
- Content Marketing Part 4: Blogging & Article Distribution
- Q & A
- Your Action Assignment



## Recap: Creating Shareable Content

What exactly is “content”?

- Content equates to value
- Compelling
- Informative, Entertaining or Useful
- An Exchange:
  - For Traffic
  - Monetization

## TRIANGLE OF TRUST





## **Recap: Creating Shareable Content**

What exactly is “content”?

- An Exchange Using Monetization:
  - Direct Sales
  - Upsell
  - Post-Sales Offers – “You Might Also Like...”



## **Recap: Defining Content**

Content is found in the form of:

- Images/Photos:
  - Inspirational
  - Tips
  - Memes
  - Work Environment
  - Pinterest and Instagram



## **Recap: Defining Content**

Content is found in the form of:

- Video:
  - Facebook Live
  - YouTube
  - Vimeo
- Audio
  - Podcasts
- Presentations
  - Slideshare



## **Recap: Defining Content**

Content is found in the form of:

- Text
  - Articles / Editorials / Reviews
  - White Papers / Case Studies / eBooks / Reports
  - Books
  - How-to and quick tips lists
  - Direct Social Media posts
  - Instant messaging



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*Blogging & Article Distribution*

**Add Value to Our Reader**



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## **Recap: Creating Our Content**

- Blog Articles
- Blog Benefits:
  - SEO
    - Increases traffic to your site
  - Humanizes Your Brand
    - Brings out your unique personality
    - Touch on issues, concerns & passions
    - Building a trusting relationship with readers
    - Increases your brand's likeability quotient





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## **Recap: Creating Our Content**

- **Blog Benefits:**
  - Supports Social Media Efforts
    - Quality content will help you stand out from your competitors
  - Provides Excellent Value to Newsletter Subscribers
  - Builds Authority in Your Industry
    - Share important industry-related information & insights to build your expertise
    - Builds trust & familiarity



## **Recap: Creating Our Content**

- **Blog Benefits:**
  - Helps Improve Conversion Rates
    - Helps build brand loyalty
    - Can experience a 13X increase in ROI
  - Helps Generate Inbound Links
    - Integral part of SEO program
    - Serves as great resource for other bloggers and media



## **Recap: Creating Our Content**

- **Blog Benefits:**
  - Increases Leads
  - Generates Community & Discussion
    - Poll your audience
    - Gain insights into customers' needs
    - Structure content based on what's learned



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**Recap: Creating Our Content – Blog Articles**

- Blogging serves as the nucleus of content marketing efforts
- Hard to be successful at content marketing without it
- Success means understanding and connecting with your audience
  - What challenges they face
  - You'll attract the right people who are looking for that information



## **Recap: Creating Our Content – Blog Articles**

- **#1 Obstacle: Don't know what to write about**
  - Share tips about what you know
  - “What challenges do my ideal clients have that my offerings solve?”
  - Frequently asked questions from customers



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**Recap: Creating Our Content – Ideas for Blog Articles**

- Tutorials
- Case Studies
- Expert Interviews
- News and Announcements
- Reviews
- Lists
- Business Challenges
- Recycle Old Content
- Quick Tips



## **Recap: Creating Our Content – How to Write a Blog Article**

- You **MUST** know who you're writing for
- Start with a topic and working title
- Write an introduction
- Organize article body points in bullet form
- Write the article



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**Recap: Creating Our Content – How to Write a Blog Article**

- Carefully edit and proofread
  - Grammar good?
  - Does it flow smoothly?
  - Spelling errors fixed?
  - Add formatting
    - Avoid long paragraphs
    - Use headlines and bullet lists
- Write a conclusion
- Add a call to action
  - What do you want them to do next?





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**Recap: Creating Our Content – How to Write a Blog Article**

- Find a suitable image
  - Position centered at top of article for social sharing
- Pick a catchy title
  - Revisit the draft title and refine
  - Needs to be accurate and clear
  - Be compelling enough
  - Benefits-driven are effective
  - “Add the article as a blog post



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**Blogging & Article Distribution**

- Blogging platforms
  - Wordpress
  - Two distinctions
    - 3<sup>rd</sup> Party
    - Self-Hosted
- Wordpress.com
- Wordpress.org



## **Blogging & Article Distribution**

- 3<sup>rd</sup> party platform: Wordpress.com
  - Easy to use
  - Not hosted on your website server
  - Little control over how it looks
  - You don't own your content



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**Blogging & Article Distribution**

- Self Hosted platform: Wordpress.org
  - Complete control over customization
  - Huge SEO benefits
  - Sending people back to your website
  - Lots of plugin options:
    - SEO Yoast
    - Social Sharing
    - Firewalls
    - Backups



## **Why Blog?**

- **SEO Benefits**
- **Gain more visibility and credibility**
- **Your own content to share on social media**
- **Newsletter content**



## **SEO Benefits**

- Helps get our website found in search engines
- “9 Reasons Why Social Media Has Become An Epic Fail for Your Business”



# 9 Reasons Why Social Media Has Become An Epic Fail for Your Business

Google

Why Social Media Has Become An Epic Fail for Your Business

All Images News Videos Shopping More Settings Tools

About 4,810,000 results (0.78 seconds)

- 9 Reasons Why Social Media Has Become An Epic Fail for Your ...  
www.business2community.com/social-media/9-reasons-social-media-become-epic-fail...  
Jan 10, 2017 - 9 Reasons Why Social Media Has Become An Epic Fail for Your Business ... goes into making social media marketing work effectively for a business. ... on social media and think it's all been an epic waste of time fail, then it's ...
- 9 Reasons Why Social Media Has Become An Epic Fail for Your ...  
evisionmedia.ca/9-reasons-social-media-epic-business-fail/  
Jan 10, 2017 - Social media is a prominent advertising, marketing and lead generating tool for businesses today but the trick is being strategic about your ...
- 9 Reasons Why Social Media Has Become An Epic Fail for Your ...  
https://www.linkedin.com/.../9-reasons-why-social-media-has-become-epic-fail-your-f...  
Jan 11, 2017 - 9 Reasons Why Social Media Has Become An Epic Fail for Your Business ... This is when I tell them social media marketing isn't as easy as ...
- PPCmate on Twitter: "9 reasons why social media has become an epic ...  
twitter.com/ppcmate/statuses/821684837526437888  
Jan 18, 2017 - 9 reasons why social media has become an epic fail for your business https://goo.gl/7jJQXs #Marketing #SocialMedia #business ...
- Tick Yes on Twitter: "9 Reasons Why #SocialMedia Has Become An ...  
https://twitter.com/TickYes/statuses/821469969863114753  
Jan 17, 2017 - digital strategy development | email marketing | database marketing | SEO content development | social media marketing | web development ...
- Valuable Lessons from 5 Shockingly Bad Social Media Fails  
https://socialmediaweek.org/.../valuable-lessons-5-shockingly-bad-social-media-fails/  
Apr 16, 2015 - Even Major Brands Make Major Mistakes on Social Media. ... The Lesson: Be careful what you wish for because you just might get it. ... If you or your company has a relevant message, you can communicate that, but if you're ...
- Business 2 Community Newsletter - January 16, 2017 - MailCharts  
https://www.mailcharts.com/emails/fa0467ee-8896-b0da-b770-5efeb90bce74



# 9 Reasons Why Social Media Has Become An Epic Fail for Your Business

Google Why Social Media Fails for Business

All News Videos Images Shopping More Settings Tools

About 15,800,000 results (0.67 seconds)

**Social Media Is Here to Stay - Evolve Your Business - oracle.com**  
[\[Ad\] go.oracle.com/Social-Media/Guide](#)  
Improve Your Social Marketing with Proven Results. Download Our Free Guide Now.  
A Unified Social Solution · Interactive Dashboard · Leverage Social Data · Learn Online Social Cues  
Services: Social Engagement Cloud, Social Marketing Cloud, Social Relationship  
[Measuring Social ROI](#)      [Social Media Management](#)  
[Business & Social Media](#)      [Oracle Social Marketing](#)

**The 12 Worst Social-Media Fails of 2016 - Entrepreneur**  
<https://www.entrepreneur.com/slideshow/272286>  
Sep 22, 2016 - The 12 Worst Social-Media Fails of 2016 ... The company sent out a tweet referring to the campaign along with a video of actress and singer ...

**Top 10 social media fails of 2015 | ClickZ**  
<https://www.clickz.com> › Social › Social Media  
Dec 17, 2015 - For the second year, ClickZ ranks the top 10 social media fails from ... The company Tweeted again the next day to apologize for overreacting.

**17 Massive Corporate Social Media FAILS - Slideshow from PCMag.com**  
[www.pcmag.com](http://www.pcmag.com) › Reviews › Web Sites  
Dec 29, 2016 - There are many ways to fail on social media, but when you're a big corporation, screw-ups go BIG. ... Not so for those big business accounts.

**Valuable Lessons from 5 Shockingly Bad Social Media Fails**  
<https://socialmediaweek.org/.../valuable-lessons-5-shockingly-bad-social-media-fails/>  
Apr 16, 2015 - But, instead of chastising the creators of these blunders, let's examine what the average individual and business can learn from their mistakes.

**The Top 10 Most Embarrassing Social Media Fails From 2015 - Social ...**  
<https://socialmediaweek.org/blog/2016/01/most-embarrassing-social-media-fails-2015/>  
Jan 5, 2016 - Not everyone learns from the prior year's biggest social media fails. ... social media and technology are changing business, society and culture ...

**9 Reasons Why Social Media Has Become An Epic Fail for Your ...**  
<https://plus.google.com/104959285259876390922/posts/Ku9mRofdUaM>  
Susan Friesen  
Jan 10, 2017 - 9 Reasons Why Social Media Has Become An Epic Fail for Your Business





## **SEO Keywords**

- Keywords
- In the title AND in the article itself
- What are keywords?
  - The main topic of your article
  - Use 1 or 2 keywords
  - Focus on topics of interest
  - Avoid industry jargon
  - Use variations of the same keyword
  - Don't keyword "stuff"



## **Adding Articles to Wordpress**

- Yoast SEO Plugin
- Main Components
  - Focus Keyword
  - Title
  - Description
  - Keywords



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## **Article Distribution**

- **Submit to Article Repositories**
  - [ezinearticles.com](http://ezinearticles.com)
  - [selfgrowth.com](http://selfgrowth.com)
  - [business2community.com](http://business2community.com)
  - [livejournal.com](http://livejournal.com)
  - [youinc.com](http://youinc.com)
- **Submit to Other Blog Platforms**
  - LinkedIn Pulse
  - Medium
  - Facebook Notes



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## **Article Distribution**

- Re-publish to social media channels
- Twitter can be re-posted several times:
  - 5x's a day spread throughout the day
  - Have several other posts in between
  - Say something different each time
  - Do this 3x's a day over a week
  - Use a scheduler like Hootsuite
- Facebook or LinkedIn: every 2-3 months or even previous year



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## **Social Media Schedulers**

- Hootsuite
  - Manual process
- Automated tools
  - Meet Edgar
  - Have several other posts in between
  - Say something different each time
  - Do this 3x's a day over a week
  - Use a scheduler like Hootsuite
- Facebook or LinkedIn: every 2-3 months or even previous year



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**Q & A**



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### **Your Action Assignment**

- Review today's recording
- Write out a blog post that's informative, content and keyword rich
- Add the post to your blog and install or fill the Yoast plugin for SEO benefits
- Share the blog post to your social media channels
- Re-publish the blog post to other article sites such as LinkedIn Pulse and Medium
- Plan for other ways you can incorporate content marketing into your marketing calendar