



## Sample Workbook

Every course includes multiple modules, with video lessons, resources, and workbooks.

Workbooks include learning goals for the module, a vocabulary list to master, and recommended exercises.












This sample workbook is taken from the **Blogging for Business** section of the **Social Media Marketing** course with Jennifer Cario.

The workbooks are found within the course at the beginning of each section as shown in the image below.

### Section 3: Blogging for Business

You could say that nothing has pervaded the web so quickly and effectively as the blog. Thanks to ease of use, extensive reach, and the embrace of every aspect of the web community (including search engines), the value and authority factor of blogs continues to grow.

But without a strategic plan, blogging can quickly become an unfocused drain on resources with little measurable return. Whether you're running your own personal blog, a corporate blog, or looking for ways to leverage popular blogs to your benefit, this section will get your strategy in line.

	Progress
 Blogging for Business: Study Guide, Workbook, and Exercises	
 Blogging for Business, Part 1: What Makes Blogs Essential -- [23 minutes]	 100 %
 Blogging for Business, Part 2: Content Marketing Plans -- [21 minutes]	 100 %
 Blogging for Business, Part 3: Cross Channel Content Support -- [20 minutes]	 100 %
 Blogging for Business, Part 4: The Perfect Pitch -- [30 minutes]	 100 %
 Quiz: Blogging for Business	 10 / 10 11-18-2013

# Social Media: Blogging for Business

## Study Guide, Workbook, and Exercises

### Section Overview

You could say that nothing has pervaded the web so quickly and effectively as the blog. Thanks to ease of use, extensive reach, and the embrace of every aspect of the web community (including search engines), the value and authority factor of blogs continues to grow.

But without a strategic plan, blogging can quickly become an unfocused drain on resources with little measurable return. Whether you're running your own personal blog, a corporate blog, or looking for ways to leverage popular blogs to your benefit, this section will get your strategy in line.

### Objectives and Learning Outcomes

After finishing this section you should be able to answer and/or explain the following:

- List the differences between a traditional website and a blog
- With regards to SEO opportunities, explain the ways that blogs have an advantage over traditional corporate sites with regards to the following:
  - Link building
  - Keyword optimization
  - Updated content
  - Credibility
  - Search engine indexing
- List the questions you should ask yourself before starting your blog
- Explain why it might be advantageous to separate your blog into categories?
- Explain the 80/20 rule for blog visitors
- Identify four key ways blogs deliver value
- Explain the concept of Social Media touch points
- List the four quadrants of the Content Marketing Matrix
- List and explain the five things to know *before* blogging
- List four things that drive influencers

### Key Takeaways

Pre-Blog Checklist

Before starting your blog, have you...

1. ... identified the audience for your blog?
2. ... established how you will measure the success of your blog?
3. ... done appropriate keyword research?
4. ... prepared supporting content, discounts, and offers?
5. ... figured out who will blog and what tone you will have for your blog?
6. ... set up a category structure?
7. ... set up an editorial calendar?

Blogs are Essential

- Have conversations instead of yelling sales messages
- Blogs – friendly environment, no pressure to buy
  - **Blogs** – insight focused, editorial freedom, soft sell, personality driven, RSS, conversation
  - **Sites** – sales oriented and focused, hard sell, company driven, requires visits, no conversation
- Study sites that have blogs have 67% more leads
- But not direct conversion rate – lead gen.
- SEOs love blogs – link attracting machine
  - **Blogs** – constant link building, deep topical links, outflow of links, unlimited keywords, fresh content, viewed resource
  - **Site** – slower link building, top level links, few outgoing, limited keywords, stale content, viewed as business
  - Make blogs that are SEO friendly
    - Yoast
  - Blogs – more visitors, more inbound links and indexed pages
- 80/20 Rule for bloggers
  - 80% are an opportunity
    - Come from search, social shares, 3<sup>rd</sup> party links, direct, misc
- Value: Invested traffic, credible links, conversions, credibility for brand
- Multiple touch points encourages engagement
  - Blogs work in conjunction with other social channels
- Awesome content, enable sharing, integrate communication, produce links

Content Marketing Plans

- Content Marketing Matrix – create content based on goals
  - Entertain: awareness, emotional – viral content
  - Inspire: purchase, emotional – social reviews, endorsements, etc.
  - Educate: awareness, rational – infographics, ebooks, press releases

- Convince: purchase, rational – product features, demos
- Content creation is essential
  - A plan helps
  - Blog schedule depends on business size & type
  - Offer something valuable
    - Doesn't need to be long, daily, or educational; just needs value
- Editorial Calendar
  - Schedule enough content for business size
    - Seasonal – related to vertical, holidays
    - Topical – do, react, share
    - Conversion
  - Plan a month in advance
    - Wiggle room
    - Appropriate amount of time
    - Leave room for breaking stories

#### Skills needed

- You have to know how to write
- How to engage
- How to focus
- Basic SEO knowledge
- Basic public relations knowledge

#### Cross-Channel Content Support

- Common brand problem: too many disjointed online channels
- Overarching content plan & presence
  - Don't begin & end on a channel
- Touch points across various channels encourages engagement
- Centralized home should be blog
  - Other channels: engage, attract, endear
  - Channels feed users to site/blog
  - Create channel specific content that draws users to your site
- Social networks may change, the types are consistent
  - Each has own strengths
- Various channels deliver impact on a scale
  - Blogs & articles; social reviews; forums; search; social news; micro-blogging
  - Context – more context, more success
  - Competition for attention – more competition, less success
    - Social reviews

- Discussion forums
  - Search results
  - Social News
  - Microblogging
- Make blog sharable
- Google Authorship
  - Add image, credibility, original source
  - Assign on post-page basis
  - Verified email or web link
  - Profile picture – recognizable headshot
  - Byline – name on page, name matches G+
  - One article per post, must be human, articles only
  - May or may not impact SEO
- Social channels: great to meet customers, but invite back to your place

### The Perfect Pitch

- Start pitch with the right people
- Find influencers – those that are engaged with their audience
- Pitching
  - Read their blog, social networks, watch videos – know them well before you can pitch well, if at all. Know their passions.
  - They are trying to keep readers happy.
  - Know their target audience.
- Three Keys
  - Use real language
  - Be respectful of their time
  - Deliver a friendship
- Only pitch what matters
- Pitching checklist – should do list.
- Execution
  - Research
  - Attitude
  - Timing
  - Selection
- Women 3 times more likely to share personal stories – word-of-mouth marketing
  - Allow them to retain full control of the message or discount
- Influencers & motivation
  - Knowledge
  - Ego
  - Reward

- Passion
- Manage your reputation – consensus and mob mentality
  - Keep track of conversations and address issues. Use tools to get notifications.
  - Respond appropriately
  - Stay calm
  - Be introspective
  - Take a breather
  - Get advice
  - Be honest
  - Own up or clarify
- The web connects
  - Niches flourish
  - Everyone has a voice
  - People trust strangers
  - People trust friends
  - People don't trust ads

### **Vocabulary**

After completing this module, you should be comfortable identifying and defining the following terms:

Link-building \_\_\_\_\_

Touch points \_\_\_\_\_

Inbound links \_\_\_\_\_

SEO-friendly \_\_\_\_\_

WordPress \_\_\_\_\_

Keywords \_\_\_\_\_

Influencers \_\_\_\_\_

### **Sample Questions**

After completing this module you should feel comfortable responding to various questions. How would you answer the following:

How are blogs different than websites?

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What are three keys to a great pitch when proposing a blog post?

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How does the 80/20 rule for blogging shape your content strategy?

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How would you explain to your boss the SEO advantages your blogs could have over your corporate site?

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How can YouTube be used effectively on your blog?

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**Sample Scenarios**

After completing this module you should feel comfortable applying your knowledge to various real-world scenarios. How would you respond or react to the following:

Your boss thinks blogs are stupid. Explain to your boss 5 benefits of having a blog.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Your new client doesn't understand how Twitter can help them research their targeted audiences. Explain the research process with Twitter.

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Your boss wants to get content out on blogs and hands you a list of possible sites. He tells you to get content up on these sites. Explain to him what steps should be taken before you try to pitch.

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### Exercises:

For these exercises it will not be important for you to already have a blog, or for you to set up a new blog at this time. Your actual blog will eventually be important when actually implementing a strategy, but for now, it is more important to demonstrate an *understanding* of blogging strategy, and the ability to *formulate* a blogging strategy.

1. Take a look at a minimum of three other blogs from your competitors. Write down three things you see that they are doing right and three things that need improvement. Formulate an idea in your head as to whether or not you think these companies are conscious of their blogging decisions.



2. Research the bloggers who are currently blogging in your field. Prepare a pitch to one of them based on the concepts from the Perfect Pitch video and supplemental checklist.
3. Consider the needs of your target audience and the goals you hope to accomplish with your blog. Write up three scenarios regarding potential customer types and what type of content you might create to meet their needs. Make use of the Content Marketing Matrix and explain how and why each of your three scenarios led to your content decisions.
4. Consider something your company, client, or you sell (it could be a product or service). Write an initial blog post for your new blog with this product or service in mind. Ensure in your post you think carefully the keywords you are choosing (for SEO purposes), who your target audience would be, and your goal for writing the post.
5. Consider the value of an editorial calendar along with the freedom or limitations imposed by your company's staff size. Prepare a one month editorial calendar that includes topics, content style and targeted social media channels. Designate which posts are for brand building, which are for building presence and which are for driving conversions.