



Blog Marketing Blueprint: Practical Tips for New Bloggers

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Abstract

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<p>This thesis explores the challenges faced by beginner bloggers and digital marketing students in increasing blog visibility and fostering audience engagement. With the rapid expansion of the blogging industry and high rates of blog abandonment, many new bloggers struggle to gain traction in a competitive environment. This research aims to identify and evaluate strategies that can enhance blog success, providing a comprehensive and user-friendly guide for beginners to establish a strong online presence.</p> <p>To achieve this, a mixed-methods approach was used, combining a review of relevant digital marketing theories with a survey of experienced bloggers. This helped identify the most effective promotional strategies for increasing blog visibility and engagement. Key strategies examined include search engine optimization (SEO), social media marketing, guest blogging, paid advertising, email marketing, and content marketing, focusing on accessibility, scalability, and cost-effectiveness.</p> <p>The findings revealed that experienced bloggers agree on the importance of SEO, social media engagement, and high-quality content creation for driving blog success. Based on these insights, a practical guide was developed using Canva, offering actionable tips and techniques for new bloggers. This guide serves as an essential resource, helping beginners overcome common challenges and build a sustainable blog with a growing audience.</p> <p>In conclusion, the strategies outlined in this research provide effective solutions for beginner bloggers, helping them navigate the challenges of the digital landscape and achieve long-term blog growth. The study highlights the importance of applying targeted digital marketing strategies to establish and maintain a successful blog.</p>
Key words blogging, blog visibility, audience engagement, digital marketing strategies

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1. Introduction

As mentioned in Isitwp, there are approximately 600 million active blogs today, and they are the third most used marketing strategy method (Editorial Team 3 May 2024). This figure underlines the broad impact and popularity of blogging in the modern digital era. Individuals and companies use blogs to share new information, experiences, knowledge and to promote their products. More than 55% of blogs, according to marketers, gained more customers through blogging than other marketing platforms (Taheer 28 April 2024). According to the data, people use blogs mainly as a marketing strategy to promote companies or products; however, in this thesis, we will cover the other side of this topic, which is marketing strategies to promote blogs as a product.

The primary objective of this product-based thesis is to create a blueprint with valuable tips for beginner bloggers, marketers, or students studying digital marketing. The tips will focus on visibility and audience engagement for new blogs to help make the blog visible and attract an audience since 80% of blogs fail within 6 months from creation. (Tagliaferro 28 November 2022) Given the abundance of information available on the topic, the author intends to create a brief and straightforward blueprint that highlights the key insights in a clear and accessible manner. Based on personal experience, the author realized that it is easy to lose track and be overwhelmed by the information about blogging. There are books and blogs, but it takes time to review all the information and gather the main points. Bloggers then do not have that much time to work on their blogs because they need to gather information. To support this, the research will include a survey of experienced bloggers to gather insights into successful promotional tactics.

This thesis will not cover the process of creating, writing, branding, and developing the blog's theme, as these aspects are outside the scope of this project. The focus will be on optimizing and promoting existing content rather than creating new blogs.

The key concept of this thesis revolves around practical marketing techniques, including SEO, social media marketing, and content optimization, providing actionable tips for beginner bloggers or those facing challenges in gaining visitors.

2. Theoretical Framework

In this part of the thesis, the author will focus on existing digital marketing strategies for a blog. The author thoroughly reviewed various sources and material, including articles, research studies, reports, newspapers, magazines, books, blogs, and websites. The strategies will be explained, gathered, and later used to develop key elements for the final product.

2.1 Blog

This section begins by defining the central concept of this thesis, which is a blog. Blogs originated as a community trend in the late 1990s, and their expansion has been astonishing ever since (Garden, 2011). Blogs are a type of website that provides written context focused on information, knowledge, life stories, trends, and much more. They contain articles with pictures or videos focused on the chosen niche. Kahn & Keller (2004) described the blog as a "hypertextual weblogs which people use for new forms of journaling, self-publishing, and media or news-critique." Today, a more straightforward description outlines the blog as a frequently updated webpage or website written in an informal, conversational style and typically run by one person or a small group. (Oxford Languages 2024)

Blogs can be managed by individuals regardless of commercial intent or by companies primarily focused on raising awareness about their products or services. Many marketing firms and other businesses have recognized the potential of blogs and are actively utilizing them. They support freelance and in-house bloggers to create content highlighting their products and services. (Marsden & Kirby 2006, 148-158)

2.2 Marketing

Marketing is a core business function focused on engaging customers and building profitable relationships. It is mostly about attracting new customers by promising value and retaining existing ones by delivering ongoing satisfaction. For example, successful companies like Amazon, Facebook, and Starbucks use marketing approaches by creating distinctive customer experiences, whether through seamless online shopping, fostering social connections, or building welcoming community spaces. While traditional methods like TV ads and direct mail are still used, modern marketing uses digital tools like websites, social media, and mobile apps to connect with customers in a more personal and interactive way. Effective marketing strives to integrate into consumers' daily lives, enriching their experiences and making brands more meaningful and visible. This comprehensive approach, involving a vast network of strategies, technologies, and interactions, makes marketing a powerful driver of success for both for-profit and nonprofit organizations. (Kotler & Armstrong 2021, 24-25)

Marketing follows a structured five-step process designed to create and capture customer value, which can help to attract readers and views. The initial four steps focus on understanding consumer needs, delivering meaningful value, and fostering strong relationships. By prioritizing customer value, companies build loyalty and satisfaction, leading to long-term benefits. The fifth step represents the summit of these efforts, where companies capture value through sales, profits, and enduring customer loyalty, in this case, in the form of views, readers, and community. (Kotler & Armstrong 2021, 25-26) Figure 1 below shows five-step process designed to create and capture customer value.



Figure 1. The Marketing Process: Creating and Capturing Customer Value (Kotler & Armstrong 2021)

2.2.1 Consumers' Needs, Wants and Demands

To successfully connect with customers, marketers need to understand the key concepts of needs, wants, and demands. Human needs are basic necessities, such as food, safety, and social connections, which are fundamental to our well-being. Wants, on the other hand, are the specific ways these needs are expressed, influenced by culture and individual preferences. For example, while someone needs food, they may want a specific meal, like a burger and fries, depending on their background. When people have the financial ability to satisfy their wants, these desires become demands, leading them to seek out products and services that provide the best value and satisfaction. (Kotler & Armstrong 2021, 26)

Companies work hard to learn about their customers' needs and wants through research and data analysis. For example, successful leaders like Amazon's Jeff Bezos and Airbnb's Brian Chesky often keep in touch with customers directly to understand their experiences better. This personal involvement helps them create solutions that genuinely meet customer needs, improving their products and services in a competitive market. (Kotler & Armstrong 2021, 26) Although technology can analyze data effectively, only humans can truly understand what drives customer behavior. Human marketers are essential for interpreting the deeper reasons why consumers make certain choices. This understanding relies on context and intuition, which are challenging for machines to replicate. Currently, there is no technology that can form the same level of connection with customers as a human can. Therefore, the role of human marketers remains crucial in identifying customer value and building strong relationships. (Kotler, Kartajaya & Setiawan 2021, 9-10)

When consumers are faced with a wide variety of products and services that can meet their needs, their decision-making process often focuses on the value and satisfaction they expect from each option. Customers develop these expectations based on their experiences, information, and the marketing messages they encounter. When their expectations are met or exceeded, they are likely to make repeat purchases and recommend the product to others. Conversely, if customers feel let down, they may switch to a competitor and share their negative experiences, which can harm a brand's reputation. (Kotler & Armstrong 2021, 29)

2.2.2 Digital Marketing

Digital marketing refers to all marketing activities that utilize electronic devices or the internet, such as digital media, data, and technology to achieve marketing goals. Digital marketing involves managing a business's presence online, including its website, mobile apps, and social media profiles. These platforms give companies direct control over their messaging and branding (Chaffrey & Ellis-Chadwick 2022, 5-6).

Digital marketing is an approach to engaging with existing and potential customers. This approach is often described as online marketing, internet marketing, or web marketing, and its core is utilizing various strategies and platforms to connect with consumers in the digital world. (Desai 2019, 196)

Moreover, why is digital marketing important? Its significance has rapidly grown over time, changing the landscape of how businesses and entrepreneurs engage with consumers. It is becoming increasingly common as technology develops and is integrated into people's everyday lives. To keep up with the changes, users of digital marketing must stay informed of the latest trends, strategies, and tools. (Atshaya & Rungta 2016, 29-30)

Digital marketing can have advantages and disadvantages; the primary benefit is that it can be used anywhere in the world with the internet and can reach many people in a very short time. It also keeps track of the number of views, consumer behavior, and the duration of engagement for specific advertisements, posts, and similar content. Consumer behavior involves the responses and preferences of customers to products, brands, services, and similar. Business or entrepreneurs can use these data to improve and create their marketing strategies. On the other hand, one of the significant disadvantages is tough competition. The cost of digital marketing is low, which attracts many competitors, which makes it harder for entrepreneurs and companies to make their businesses, services, or products visible and attract consumers. (Atshaya & Rungta 2016, 29-30)

Digital media channels offer diverse ways to connect with audiences through paid, owned, and earned media strategies. These channels are commonly grouped into six types, each serving unique marketing functions (Figure 2). (Chaffrey & Ellis-Chadwick 2022, 29)

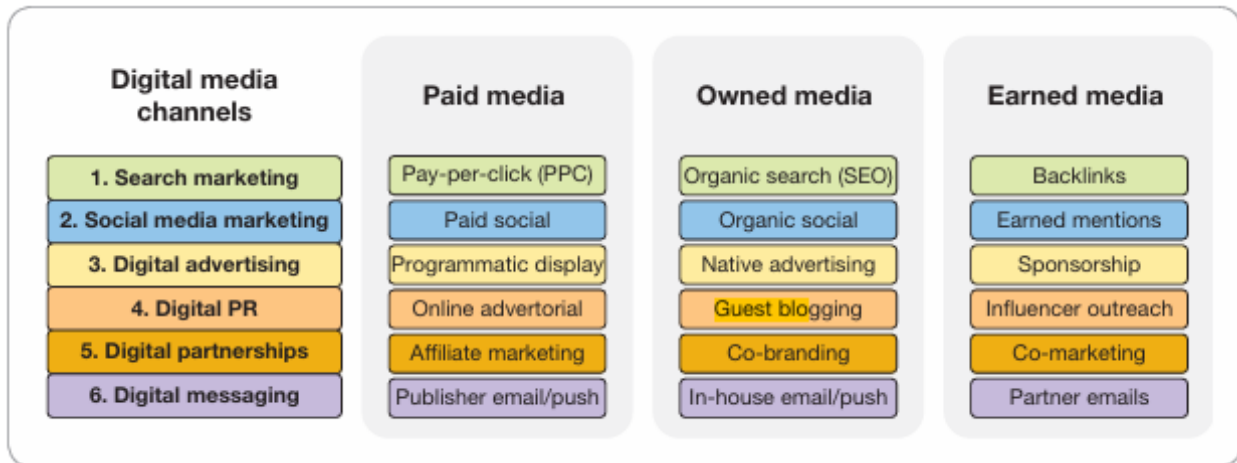


Figure 2. Six categories of digital media channels or communications tools showing their relationship to paid, owned and earned media (Chaffey & Ellis-Chadwick 2022, 29)

2.2 Search Engine Marketing

Search engine marketing, in short SEM, is a cost-effective strategy that combines both the use of paid search ads and search engine optimization (SEO). SEM is an essential component of many marketing plans because it is easy to set up and it may generate visitors quickly. (Bartlett s.a., 29-30)

Search Engine Marketing (SEM) is a digital marketing strategy that involves promoting websites by increasing their visibility on search engine results pages (SERPs), primarily through paid advertising for example pay-per-click (PPC) model, where marketers pay only when users click on their ads, which are placed above the organic results. SEM also provides accurate targeting through language, behavioral, and geographic segmentation; in addition, tools such as Google Analytics provide real-time data for campaign optimization. (Barney December 2022) As mentioned above, PPC advertisers pick specific phrases or keywords, and the search engine places them at the top of the list. PPC advertising can be tailored to match user intent based on what searchers are looking for, and it is highly targeted. The relevant link is only displayed if the searcher writes the specific phrase or keyword to the search engine. (Chaffey & Ellis-Chadwick 2022, 413)

2.3 Search Engine Optimization

The first and probably the most mentioned process of improving blog traffic is SEO. In other words, Search engine optimization is a process that helps search engines identify the content of specific websites. It also helps users find the right results for their searches. Proper SEO optimization can improve the traffic of blogs or websites (Google Search Central 2024). Furthermore, it helps web pages get higher on the result page, increasing their visibility and views and making it easier for

users to find the page. It is important to consistently update the content of the website to preserve a good ranking. Typically, websites that appear in the top 10 search results receive the most clicks from users. (Almukhtar, Mahmood & Kareem 2021, 72)

SEO can be divided into two main types: algorithmic and organic search. Organic traffic brings in approximately 53% of all website traffic and is determined by factors such as the content's relevance, quality, backlinks, and credibility. (Heltzman July 2019) The algorithm is a complex and changing process of search engines. These rankings are not public; however, major engines offer guidelines for web content developers. Among the most important rankings in search engines are meta tags, web design, and keywords. Search engine assessment shows that the website with the lowest GAP has the most significant potential to make high rankings. Another key recommendation strongly emphasizes core SEO concepts, like producing excellent content, paying attention to user experience, putting appropriate link structures in place, and adding social media elements. Despite this, some web developers manipulate algorithms using Black Hat techniques like uploading duplicate material to increase content volume, keyword spamming to increase keyword density, and purchasing links to boost backlink counts. These practices are considered unethical and usually detected after a few months; these websites are then banned, delisted, or search engines severely lower their quality ratings. (Hung-Jia, Wei-Ho, Fu-Te & Gwo-Hshung 2018, 2)

2.3.1 SEO Techniques

There are two main components of SEO. The first component is on-page SEO, which emphasizes improving a website's ranking through the development of new and relevant content. This approach involves integrating keywords into web pages, regularly producing high-quality material, and optimizing headers and other elements. Such practices help search engine crawlers (automated programs utilized by search engines) better understand the site's content, potentially leading to higher rankings. Key aspects influenced by on-page SEO include the placement of keywords in meta tags, title tags, and the overall structure of the website. (Hande & Muley 2022, 2)

Activities to improve the ranking of a website through on-page SEO:

- Title Tag
- Meta Tag
- URL Optimization
- Content
- Header Tags
- Keyword placement
- Robot.txt
- Research on keywords (Shafaei & Taheri 2024, 20)

On the other hand, there is off-page SEO, which involves actions taken outside of one's website to enhance its visibility. This often involves the creation of backlinks, which are links from external sites producing valuable content that encourages sharing and establishing relationships within the industry. Strategies in this component include blog posting, backlink generation, participation in social media marketing, distribution of press releases, and submission of videos and articles. When combined, these methods work to improve a website's performance in search engine rankings. (Hande & Muley 2022, 3)

2.3.2 Keyword Research

To have successful search engine marketing, the keywords must be relevant to the blogs. Keyword research is a valuable process that can generate inspiration for new blog topics. By conducting thorough research, bloggers can confirm whether the chosen topic has sufficient search volume and activity, ensuring a significant audience is interested in the content. Additionally, keyword research allows the identification of the most relevant and effective keywords suitable for a specific topic, helping to enhance the content's visibility and appeal. (Robinson 22 February 2024) To put it more simply, it is a process that shows how and what users look for on the internet. It helps companies and entrepreneurs understand what people are interested in, what they are searching for, and what sentences or words they use. It is also beneficial for niche searching; through keyword research, we can determine how much competition targets the exact words or sentences connected to the niche. (Stockwell 2011, 7)

In addition, we can divide them into short and long keywords. Long keywords use more words, so they are more targeted and have less competition because they are not searched as much as short keywords. In comparison, short keywords generally have higher search volumes, and probably more people will search for them. (Wong 2018, 12)

There are numerous tools available for keyword research, ranging from free options to paid services. Alternatively, a straightforward approach is simply using Google itself. Enter the chosen topic into the search bar, examine the existing blogs, results that appear, related topics, and additional ideas suggested by Google. It provides insights into what users are currently searching for and what keywords are trending. (Dubovská, A. 2019, 118) In conclusion, keywords are the terms or phrases users enter into search engines such as Google, Yahoo, Firefox, Bing, and others, which help identify what users are searching for. (Terrance, Shrivastava & Kumari 2017, 155-156)

2.4 Social Media

In this chapter, we explore social media as a marketing form and explore a few examples of often-used channels. With numerous social media channels available, selecting the right ones for

marketing the specific blog is crucial. Identifying the most appropriate platforms requires understanding the audience and target group. According to The Blog Startup, the optimal solution is to pick one primary and one secondary source based on your target group. (Kothand 2020, 50) Figure 3 below showcases the social media platforms that proved to be the most effective for distributing content. (Statista 2024)

To fully leverage the benefits of social media, it is essential to engage in conversations with customers. These discussions can focus on products, promotions, or customer service and should be designed to better understand customer needs while offering support. By doing so, companies can improve how they are perceived and build stronger relationships and connections with their audience. (Chaffrey & Ellis-Chadwick 2022, 30) As a benefit of social media, we can mention that it can be highly targeted and personalized, allowing brands to create content specific to individual consumers or communities. Additionally, it allows brands to interact with consumers instantly, regardless of location and time. (Kotler & Armstrong 2021, 506)

It is also important to mention in this section an algorithm that determines how much content is recommended to users and how it is filtered and ranked. To reach as many potential readers as possible, it is recommended to post regularly: every day or every second day. This applies mainly to Facebook and Instagram. (Dubovská 2019, 154-156)

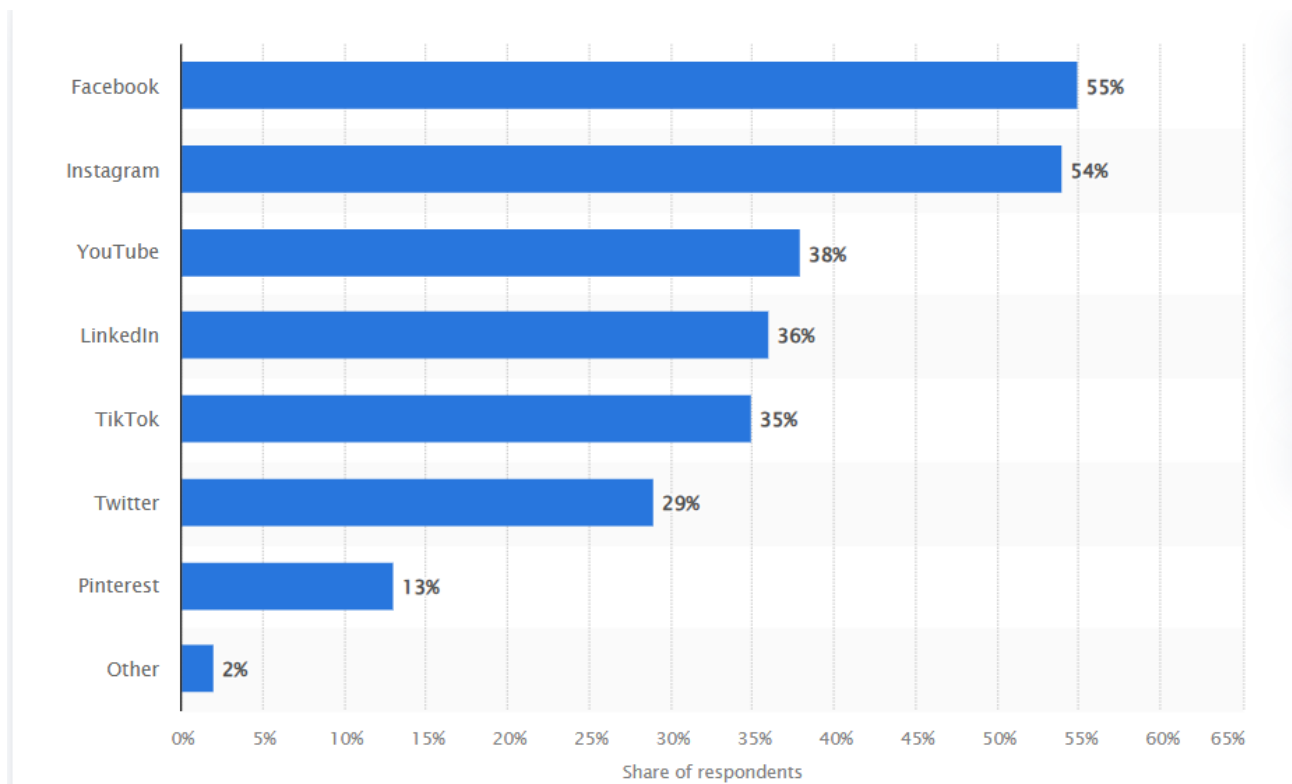


Figure 3. Social media platforms that were most effective for content distribution according to marketers worldwide in 2022 (Statista 2024)

Examples of used social media for blog marketing:

Facebook has over one billion active users, which almost guarantees that at least a small number of members of a specific target group will be there. When signing up on Facebook, the first thing to know is the difference between a Facebook page and a personal profile or account. Personal timelines are designed for individuals and are not for commercial use. The best option is to create a separate Facebook page to leverage the marketing that Facebook can offer. Both accounts look similar, but there is a big difference. The pages offer unique advertising tools, analytics, and custom tabs for business or, in this case, blog information. (Macarthy 2015, 34)

With more than 1 billion monthly users, **Instagram** has grown to become one of the most widely used social networks. Because of its multimedia capabilities, which enable users to exchange images and videos in creative ways, it is a significant player in several industries, including psychology, marketing, business, and tourism. (Rejeb, Rejeb, Abdollahi & Treiblmaier 2022, 1-2) Instagram differs in that it works based on pictures or videos. Text is not the first priority, but that does not mean it is not essential and should be underestimated. (Losekoot & Vyhnálková 2019, 132)

YouTube was created in 2005 and became a powerful marketing tool, revolutionizing how businesses and individuals connect with audiences through video content. With over one billion users and four billion daily views, YouTube serves as a platform for entertainment and a significant search engine, following behind Google in second place. Furthermore, YouTube is a user-friendly platform that allows creators to produce and share videos easily, making it accessible for anyone to engage in content creation. The platform offers diverse monetization options through advertising, allowing creators to earn revenue based on views and subscriber counts. (Rathee, Rajain & Tejaswini 2021, 882)

LinkedIn has emerged as a vital marketing tool in the social media world, particularly for businesses seeking to establish a professional presence. Unlike platforms such as Facebook and Instagram, LinkedIn is specifically designed for professional networking, making it an ideal space for companies to showcase their work environments, share industry insights, and promote products. With over a billion users and a significant daily engagement rate, LinkedIn has become the preferred platform for business-to-business (B2B) marketing. (Amin 2019, 12-13)

Pinterest has a unique visual search engine format that allows brands to introduce their products and content to a broad audience, which often results in increased awareness, website traffic, and sales. Each pin can create a cascading effect, leading to multiple repins and amplifying exposure.

Additionally, Pinterest excels at generating inbound links, driving significant traffic back to websites, and fostering high user engagement. (Strong Coffe Marketing s.a.)

2.5 Online Paid Advertising

Paid advertising is a marketing strategy where businesses pay to promote their products or services through various platforms such as search engines, social media, or websites. It includes tactics like pay-per-click (PPC) ads, social media ads, display ads, and sponsored content to reach a targeted audience and drive traffic, leads, or sales. (Chaffrey & Ellis-Chadwick 2022, 6) When choosing specific media channels, various factors need to be considered that impact the ads' effectiveness. First, it is recommended to assess the media channel audience quality, quantity, and exposure. The second is to evaluate audience engagement. As an example, American magazines Vogue and People, readers of Vogue usually pay more attention to ads against People readers. The last factor that should be considered is quality. Is the podcast or influencer reliable and believable? (Kotler & Armstrong 2021, 449)

Unlike earned and owned media, paid advertising involves purchasing ad placements on various platforms, where marketers pay for visibility based on relevant keywords related to their products or services. Furthermore, the effectiveness of paid advertising is enhanced by its diverse formats. For example, search ads blend into search engine results, while display ads capture attention on various websites. Key platforms for these ads include Google Ads, Bing, and popular social media networks like Facebook and Instagram, each offering unique targeting options to reach specific demographics. Businesses can optimize their campaigns by strategically selecting long-tail keywords and tailoring ads to specific audience segments, leading to increased visibility, traffic, and conversions. (Shirey s.a.)

Various types of paid advertising:

- **Paid search ads** are primarily text-based advertisements that appear prominently at the top or bottom of search engine results pages (SERPs). When users enter specific words, these ads, often labeled Ad, target individuals actively seeking products or services. (Brilliant Digital s.a.)
- **Display ads** utilize visual content, such as images, videos, or animations, that appears on websites and mobile apps across the internet. These ads can vary in format and size and are also strategically placed to capture users' attention while they browse. Display ads are beneficial for building brand awareness and stimulating interest in products or services. (Brilliant Digital s.a.)
- **Social media ads** are designed to reach audiences on platforms like Facebook, Instagram, Pinterest, and LinkedIn. These ads can take many forms, including sponsored posts, stories,

and carousel ads, allowing brands to engage users within their social feeds. With advanced targeting capabilities, advertisers can reach specific demographics based on factors like age, location, interests, and behaviors. (Brilliant Digital s.a.)

- **Video advertisements** can use storytelling to highlight products and effectively communicate brand messaging. They are most often used on websites such as YouTube, and the commercials usually show up before, during, or after the video content. (Brilliant Digital s.a.)
- **Native ads** are designed to blend seamlessly with the surrounding content, making them less disruptive and more likely to be noticed by users. These ads often resemble regular articles or posts and can enhance user experience while promoting products or services. (Brilliant Digital s.a.)

2.6 Email Marketing

Email marketing was once seen as an untrustworthy and unsolicited way of communicating with consumers. However, this perception has shifted, and it is now regarded as one of the most effective marketing tactics for boosting brand recognition, enhancing customer relationships, building a brand, and driving sales. (Hudák, Kianičková & Madleňák 2017, 346)

There are many types of email marketing, but the most common are Welcome emails, Newsletter emails, Confirmation emails, Campaign emails, Invite emails, Survey emails, and Dedicated emails. Knowing the difference and when to use which type of email is vital to successful email marketing. (Team Thomas 12 July 2022)

Email marketing is usually used to inform, stay in touch, and connect with existing customers. (Chaffrey & Ellis-Chadwick 2022, 30) Moreover, according to Meera Kothand, when we consider the purchases made as a result of marketing messages, email marketing has the highest conversion rate, approximately 66%. (Kothnad 2019, 8) According to the survey mentioned by Kotler & Armstrong (2021, 501), half of consumers prefer interacting with brands through email over other channels like direct mail, phone calls, texts, or social media. Furthermore, 76% of consumers feel that retail brands send emails that accurately reflect their shopping habits, preferences, locations, and purchase history. (Kotler & Armstrong 2021, 501)

When email marketing is utilized correctly, it can become one of the most effective tools for direct marketing. In the past, it was mainly used as simple plain text; furthermore, today, emails are visually appealing, engaging, and interactive. They can also be more personalized and highly targeted for a specific group. (Kotler & Armstrong 2021, 501)

However, even email marketing has some downsides, such as spam (any unwanted and often irrelevant or inappropriate messages distributed online). (Kotler & Armstrong 2021, 501) These days,

office workers can get approximately 200 email messages in one day, and they spend two to three hours responding and reading. (Acton Jul 2017) In addition, half of the consumers state that they delete 50% of brand emails without ever opening them. (Kotler & Armstrong 2021, 501)

2.7 Guest Blogging

Guest blogging is a strategy that involves writing and publishing articles on other websites or blogs without charging a fee. Guest blogging not only helps to build backlinks and improve search engine optimization (SEO) but also allows bloggers to reach new audiences. In addition to guest blogging, digital public relations (PR) includes various strategies, including responding to both positive and negative online comments or mentions of the blog. (Chaffey & Ellis-Chadwick 2022, 30)

Guest blogging is beneficial for both sides. The new content can bring new and fresh perspectives while allowing the guest to reach a new audience and receive backlinks. Furthermore, well-written guest posts can elevate the blog's credibility and make the reader interested in looking up the source for more information. On the other hand, the new content on the guest blog brings unique insights, writing style, expertise, and point of view, which helps prevent the blogs from becoming stale and boring. A well-optimized guest post can also contribute to the host's SEO efforts, as quality keywords and backlinks improve search engine rankings, helping more potential customers find the site organically. Guest blogging can also build valuable relationships with key players, leading to future collaborations and opportunities. In many cases, guest bloggers can even earn a steady income, as some organizations pay for high-quality guest contributions. (Bigcommerce Essentials s.a.)

To become a guest blogger, it is important to clearly define your goals, whether that involves increasing brand visibility, generating website traffic, or simply gaining recognition as an expert. The next step is identifying suitable opportunities, websites, or blogs relevant to the writer's theme and expertise. When reaching out, it is recommended to pitch some topics that fit the target blog's audience. The topics should be interesting, relevant, and new. (Bigcommerce Essentials s.a.)

2.8 Content Marketing

Content marketing for blogs has evolved into a strategic approach that allows brands and businesses to connect directly with audiences, create relationships, and make deeper connections. Although content marketing may seem like a relatively modern concept, companies have been leveraging this strategy for over a century. (Marques 2021, 6-7) For instance, John Deere's *The Furrow* magazine, launched in the late 19th century, is often cited as the first content marketing; he offered his readers interesting and educational tools about technologies and business possibilities. This approach allowed John Deere to build trust and establish leadership in the agriculture sector. Unlike traditional

advertising, content marketing aligns with inbound marketing and PR, focusing on creating value rather than interrupting or convincing. (Birkman 2017, 5-6)

The main goal of content marketing is to connect with and educate audiences who are already seeking products, services, or, in this case, mainly information about the specific theme of the blog, transforming them into loyal consumers through content. Content marketing focuses on creating, publishing, and distributing valuable and relevant content to attract and engage a target audience. In other words, instead of directly promoting a brand's products or services, content marketing aims to provide practical, educational, or entertaining information, helping potential customers solve problems or fulfill needs. (Crestodina 2018, 7-8)

In the context of Content Marketing vs. Advertising, content marketing stands out as a distinct and increasingly preferred approach to engaging customers. While traditional advertising aims to capture attention through interruption and by ads that are placed into media spaces to catch the viewer's eyes. Instead of pushing products directly, it attracts potential customers through valuable, relevant, and informative content. The distinction between these approaches is significant. Content marketing builds trust gradually, focusing on consistent interaction, information-sharing, and posting, while advertising typically seeks quick impact, sometimes relying on budgets to amplify visibility. In today's consumer environment, people often avoid intrusive ads, preferring to research independently and consult recommendations. (Crestodina 2018, 15-16) Effective content marketing involves not just creating quality content but also promoting it through channels like social media, search engine optimization (SEO), and partnerships with influencers. Interactive elements, such as comments and reviews, can deepen customer participation. A successful content strategy integrates tools for managing content creation, distribution, and engagement to maintain a consistent and meaningful presence across digital platforms. A content marketing hub is a central, branded space where audiences can easily access and engage with a company's key content. It serves as a one-stop destination for all valuable content, making it simple for visitors to explore articles, guides, videos, or other assets that the brand offers (Figure 4). (Chaffey & Ellis-Chadwick 2022, 32)

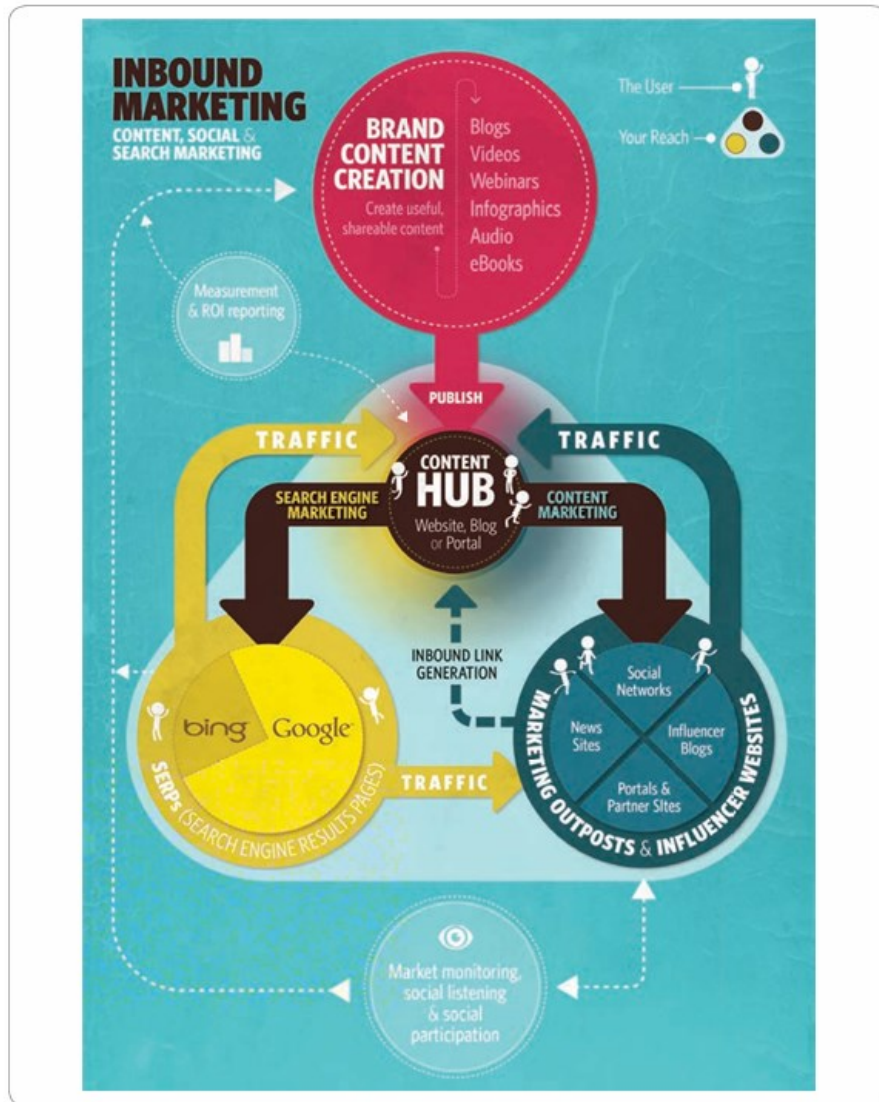


Figure 4. The Content Marketing Hub (Chaffey & Ellis-Chadwick 2022, 33)

Another important aspect that is linked to content creation is public relations (PR) plays a crucial role in building a company's reputation, engaging key audiences, and enhancing brand identity through various strategic tools and channels. Initiatives such as press conferences, speeches, presentations, or educational programs allow companies to create news highlighting their contributions, products, or leadership. Additionally, PR often includes developing corporate identity materials like logos, uniforms, and branded vehicles, contributing to an instantly recognizable image and brand. (Kotler & Armstrong 2021, 454-456) In this case, it mainly includes community involvement, readers' stories and feedback, strategic content, logo and name of the blog, positive image, expert opinions in the specific field, behind-the-scenes glimpses, and the blog story. The blog should regularly publish content, ensuring that key messages reach their audience consistently and authentically. (CPcommunications s.a.) Additionally, incorporating media assets like photos, testimonials, and research from PR campaigns enriches the blog's content and appeals to a broader audience. Moreover, PR

professionals often have valuable connections with industry influencers and bloggers who can serve as guest writers. These collaborations introduce the brand to new readers and boost credibility, with influencers frequently sharing their posts and broadening the blog's reach. (Tolkachev February 2020)

A strong PR strategy involves setting specific objectives, creating targeted messages, and integrating PR efforts with the company's broader marketing strategy. (Kotler & Armstrong 2021, 454-456)

3. Creation of the product

In the following chapters, we will explore the product's development in detail. We will begin by identifying the product's target group, followed by an analysis of the survey data collected. Finally, we will outline the product creation process, highlighting key stages and considerations involved in creation.

3.1 Target group

The primary target audience for this thesis consists of digital marketing students and new bloggers. These two groups have been selected because they often share a similar interest in gaining knowledge, developing skills, and are interested in practical information that can help them succeed in the blogging world. For example, digital marketing students often seek a deeper understanding of how blogs function within the broader context of online marketing since it is part of their studies. For instance, they may want to learn how to effectively drive traffic to a blog, increase user engagement, and build a professional brand that can stand out in a competitive market. On the other hand, new bloggers who have already started their own blogs are generally focused on different things, such as attracting readers, views, and visibility. Many new bloggers may face challenges in reaching their target audience or converting casual visitors into followers.

The product of this thesis is designed with the specific needs of both digital marketing students and new bloggers in mind. It aims to offer practical, actionable tips and strategies that can help them achieve their goals.

3.2 Quantitative Data

The product of this thesis will be supported by a survey (appendix 1) focused on experienced bloggers from various backgrounds and niches. There are no restrictions regarding the age of the blog or the number of daily views it receives. The aim is to gather insights from different bloggers with different levels of traffic, experience ranges, and blog types.

Firstly, the survey was shared through Facebook groups with the aim of reaching a broad audience, but unfortunately, it received only a small number of responses within the first week. In response to the participation, the author decided to share the survey on other platforms, specifically Reddit and Twitter, targeting communities that focus on blogging. These platforms were chosen specifically because of their large user bases and communities focusing on blogging and content creation. Although sharing the survey on Reddit and Twitter did lead to a slight increase in responses, the overall participation still did not meet the author's expectations. As a last try, the author shared the survey in a Facebook chat group specialized in blogging, which got probably the most responses as the

author is known and active in this group. In total, the survey was seen by 206 individuals across all platforms, but only 13 people answered and completed the survey. Despite feeling little disappointed by the low number of completed surveys, the responses provided valuable insights and feedback, which still helped in creating the final product.

In conclusion, while the survey did not receive as many responses as hoped for, the effort to share it across multiple platforms helped reach a wider audience and gather a few more responses.

The survey results indicated that the majority of respondents have been blogging for 2 to 3 years, with over 50% reporting significant growth in blog traffic after a period of 6 to 11 months. Six of the bloggers answered that they post content once or twice a week, while none of the respondents post daily. The topics, or niches, covered by the blogs varied, including categories such as books, travel, cosmetics, sports, and others.

When asked how they decide on topics for their blogs, 100% of respondents chose that they rely on trending topics, followed by keyword research and personal interests as methods for generating ideas for the blog content. The most popular strategy for increasing blog visibility was Search Engine Optimization (SEO), followed by social media and high-quality content. Paid advertising was also mentioned as an important tactic, coming in third place.

Regarding social media usage, Instagram and TikTok were the most answered platforms, with 88% of respondents indicating their popular use. Other popular platforms included YouTube and Pinterest. All respondents agreed that consistent posting on social media is the most effective strategy for engaging with their audience. For those who picked paid advertising, social media ads were the most common choice.

The final three questions of the survey were open-ended, inviting respondents to offer tips for new bloggers. While the answers varied, the most frequently mentioned advice included mastering and utilizing SEO, maintaining a consistent posting schedule, creating a detailed content plan, using Google Analytics to track performance, and engaging with blogging communities on social media for feedback and collaboration.

3.3 Choosing suitable strategies

The product aims to help new bloggers or marketing students by providing important and relevant tips for blog marketing in one place. In today's digital world, it may be difficult to make blogs visible and attract new customers. As mentioned before, many blogs fail within the first six months because they lack the ability to attract viewers and gain visibility. The product focuses on these problems and

offers simple, practical tips that can make it easier for new bloggers to promote their blogs. The gathered tips will focus on marketing tactics and tools.

The first step was to gather the most relevant and helpful tips. I began by reviewing the theoretical foundation, providing a solid understanding of the current marketing focused on blogs. As a next step, I reviewed the survey results conducted by experienced bloggers and compared them with the survey results. By combining the theoretical framework with the survey, I was able to filter out unfit or overly complex advice and focus on strategies that are accessible and actionable for beginner bloggers.

Ensure the strategies are accessible, actionable, and suitable for beginner bloggers and marketing students. The author developed criteria for picking specific strategies.

- **Low Cost or Free** - Many beginner bloggers and marketing students may have limited budgets or no capital. Strategies that are low-cost or free allow them to explore and experiment with various marketing techniques without incurring significant expenses.
- **Easy Implementation** - Beginner bloggers and marketing students often lack extensive experience or technical skills because they are just starting in this field. Strategies that are easy to implement allow them to get started quickly and with minimal frustration.
- **Scalable Over Time** - As beginner bloggers and marketing students grow, their skills, audiences, and goals will evolve. Strategies that are scalable allow them to start small and expand their efforts as they gain experience and resources.
- **Relationship Building** - Strategies focused on relationship building help beginners develop a loyal audience and network. Engaging authentically with their community fosters trust and encourages readers to return to their blog, share their content, and support their growth, which is important for establishing a solid online presence.
- **Quick Start** - Many beginner bloggers and marketing students benefit from strategies they can begin using right away.

First on the list was search engine marketing, which was not mentioned precisely in the survey, but SEO was mentioned on multiple occasions, and two respondents picked PPC as a paid marketing strategy. Also, as mentioned before, SEO is one of the leading marketing strategies. Considering the chosen criteria, many effective SEO strategies are low-cost or free, allowing newcomers to use tools like Google Keyword Planner for keyword research without using their limited budgets. Additionally, SEO techniques such as optimizing on-page elements like titles and meta descriptions are straightforward to implement, enabling those with minimal technical skills to enhance their content quickly. Importantly, SEO is scalable; beginners can start by optimizing a few key blog posts and gradually expand to more advanced techniques, adapting their strategies as their skills and audience

grow. Another key fact to consider is that traditional SEO does not prioritize relationship building; its primary focus is optimizing search engine content rather than fostering community engagement.

Second in line was social media marketing, showing the high number of users on various platforms and the fact that 62% of the survey respondents reported that they actively use social media to promote their blogs. Interestingly, two out of three bloggers with less than a year of experience selected social media marketing as their primary strategy, highlighting its accessibility and effectiveness for newcomers in the blogging space. Looking at the criteria, many social media platforms are low-cost or free to use, allowing new users to engage with potential audiences without financial barriers. This accessibility encourages experimentation with various types of content and engagement tactics. Additionally, social media strategies are typically easy to implement, requiring minimal technical skills to create posts, respond to comments, or share content. This simplicity enables beginners to build their online presence quickly, reducing any frustration associated with complex tools. Social media is scalable, allowing brands to reach a larger audience as their follower base expands, increasing visibility among more consumers and potential readers. Lastly, social media emphasizes relationship building, which is crucial for beginners. By interacting with followers, beginner bloggers can cultivate trust, encourage loyalty, and create community.

Paid advertising typically does not align well with the criteria suitable for beginner bloggers and marketing students. Firstly, it often requires a budget, which can be a barrier for those with limited resources or no capital. Additionally, implementing effective paid advertising campaigns usually necessitates some level of experience and technical knowledge. Moreover, while paid advertising can be scalable as brands grow, the initial investment and complexity may deter those just starting out. Finally, when comparing the years of experience in blogging with the responses regarding paid advertising, it became clear that only bloggers with 4 to 5 years of experience chose this method. None of the bloggers who have been in the field for less than one year selected paid advertising as a strategy.











Next on the list is email marketing, which can be a low-cost option for staying connected with existing audiences. However, email marketing's effectiveness depends on having an established subscriber base, which many beginners lack. Additionally, none of the bloggers in the survey who utilized email marketing had been in the blogging sphere for less than a year, indicating that this strategy typically requires some experience to implement successfully. Creating compelling content and understanding audience segmentation can also present challenges for those without technical expertise, making it less accessible. Lastly, while email marketing can be scalable over time as a blog grows, beginners may struggle to build and manage their email lists effectively without prior experience or resources.

Guest blogging is often low-cost or free. Many blogs accept guest posts without charge, allowing beginners to share their expertise without significant financial investment. Second, guest blogging is easy to implement, especially when beginners leverage existing connections or online communities to find opportunities for collaboration. This approach helps them gain exposure and establish credibility quickly. Additionally, guest blogging is scalable over time; as bloggers build their skills and audience, they can gradually pursue more prominent platforms and write for higher-profile blogs, enhancing their reach. Furthermore, guest blogging focuses on relationship building. By contributing valuable content to others' platforms, beginner bloggers can connect with new audiences, engage with fellow bloggers, and foster a supportive network that encourages growth and collaboration, ultimately enhancing their online presence and authority in their niche. However, according to the survey, only two individuals selected guest blogging as a strategy, one of whom had been blogging for 2 to 3 years and received between 11,000 and 50,000 views per month.

Content marketing is a highly suitable strategy for beginner bloggers and marketing students, mainly because it is low-cost or free. Creating valuable content, such as blog posts, infographics, or videos, requires minimal investment. Additionally, content marketing is easy to implement, as it primarily relies on writing and sharing ideas rather than requiring advanced technical skills or tools. This makes it accessible for those just starting out. The scalability of content marketing also aligns well with the growth trajectory of beginner bloggers; they can start by producing simple posts and gradually expand their content offerings as their skills and audience grow. Furthermore, this strategy supports relationship building, as engaging content fosters connections with readers, encouraging them to return to the blog, share posts, and actively participate in the community.

Table 1. Marketing strategies evaluation

	Low Cost	Easy Implementation	Scalable Over Time	Relationship Building	Quick Start
SEO	✓	✓	✓	✗	✓
Social Media	✓	✓	✓	✓	✓
Paid Advertising	✗	✗	✓	✓	✓
Email Marketing	✓	✗	✓	✓	✗

Guest Blogging					
Content Marketing					

3.4 Product Creation

For this project, I selected four key strategies widely recognized for effective blog marketing: SEO (Search Engine Optimization), Social Media, Guest Blogging, and Content Marketing. With these strategies chosen as the foundation, I then began the process of building the product itself. First, I chose a color scheme of dark and light blue paired with white. This combination not only adds depth and contrast but also evokes a sense of calm and professionalism, making it visually appealing to readers. Next, I focused on the layout and design elements to ensure a clean and intuitive interface that enhances user experience. The careful placement of navigation bars, headers, and footers was essential for guiding visitors through the template. High-quality images and icons were integrated to break up text and keep the design engaging.

The final product consists of six structured pages designed to provide a comprehensive overview of blog marketing (appendix2). The first page serves as the main introduction, offering an engaging overview of the mission and what readers can expect. It sets the tone for the entire site, establishing a welcoming atmosphere. Continuing from the first page, each subsequent page dives into one of the four core areas of blog marketing, focusing on essential strategies to help new bloggers succeed. Each section covers two main tips, carefully selected for their impact and practicality. These tips are explained with clear, actionable advice to ensure readers can confidently apply the strategies to their own blogs. The final section includes some valuable tips shared directly from bloggers who responded to my survey.

To create the product, I chose Canva as my primary design platform. I have used Canva extensively in the past and I am very familiar with its wide range of features, which made it an ideal tool for this project. Canva's user-friendly interface allowed me to efficiently design and customize the guide, from choosing fonts and layouts to selecting images and icons that enhance readability and visual appeal. I am also delighted with Canva's flexibility, which allowed me to easily experiment with different design elements, ensuring that the final product was both polished and professional. Additionally, Canva's downloadable options and high-resolution exports ensured that my PDF guide would maintain quality across devices.

4. Discussion and Conclusion

The development of this project centered on creating a practical and accessible guide for new bloggers to navigate key strategies in blog marketing. Through extensive research, I identified four main approaches that form the foundation of the guide: SEO, Social Media, Guest Blogging, and Content Marketing. These strategies were chosen due to their proven effectiveness in building an online presence, driving engagement, and increasing the visibility of new blogs. By focusing on these approaches, the product aims to equip novice bloggers with essential marketing techniques in an easy-to-understand and actionable format. One of the key aspects of the project was ensuring that each strategy was broken down into straightforward steps, avoiding complex jargon that could overwhelm beginners. For example, in SEO, the guide emphasizes the basics, such as keyword usage and meta tags, while Social Media tips focus on choosing the right platforms and consistent engagement. Guest Blogging is approached as a collaborative tool for outreach, suggesting ways to research and reach out to relevant blogs, and Content Marketing is simplified through the creation of a content calendar and the effective use of visuals. Each tip aims to provide clear and immediate guidance that can be applied to any new blog.

In terms of future use, this guide can serve as an introductory tool for anyone starting in blog marketing. It is well suited for self-learning and could even be used as supplementary material in introductory blogging or digital marketing workshops. Additionally, the guide has potential for expansion. Future iterations could delve into more advanced strategies, such as influencer marketing, email list building, or paid advertisements, catering to bloggers who have mastered the basics and are ready for more complex growth strategies. Updates could also address emerging trends in digital marketing. The modular design of this guide allows for future content updates to be easily integrated without extensive redesign. This flexibility makes it possible to adapt the guide over time, ensuring that it remains relevant in the rapidly evolving field of digital marketing. As such, the product has the potential to serve as a long-term resource that can grow and develop alongside the needs of its users.

Additionally, the author of this thesis has been considering the idea of starting a marketing-focused blog for some time. The blog would be tailored to audiences in the Czech Republic, so the content and approach would need to be adjusted to better align with local preferences. Given the author's interest in marketing, the product developed in this thesis could be effectively used in this context, offering valuable insights and strategies to the target audience in the Czech market.

In conclusion, this project has provided a valuable opportunity to explore the fundamental strategies essential for effective blog marketing while enhancing my understanding of the blogging landscape. By focusing on SEO, Social Media, Guest Blogging, and Content Marketing, I gained insights into

how these elements contribute to a comprehensive marketing strategy. I learned the importance of creating accessible content tailored to the needs of new bloggers and marketers, ensuring that the information is not only relevant but also easy to implement. Throughout the creation process, I discovered the significance of design and layout in presenting information. Utilizing a platform like Canva enabled me to develop a visually appealing guide that maintains user engagement while conveying essential tips. This experience reinforced my belief in the power of clear communication and attractive design in educational materials. Furthermore, I am very pleased with the overall outcome of the product, as it aligns with my initial goal of making the content both accessible and easy to understand for a wide audience. Throughout the development process, my primary aim was to keep the information concise while ensuring that it remains clear and actionable for all readers, particularly beginners. I wanted to create a resource that would not overwhelm users with excessive detail or technical jargon but instead provide them with straightforward, practical tips that could be immediately applied. Achieving this balance between brevity and clarity was important to me, and I am satisfied with how the final product reflects these values.

Furthermore, I recognized the importance of adaptability in content creation. As the digital marketing landscape evolves, there is a continual need for updates and revisions to keep the material current and valuable. The potential for future iterations of this guide excites me, as it offers an opportunity to incorporate new trends and strategies that can further assist aspiring bloggers in navigating the complexities of online marketing. Overall, this project has deepened my understanding of the challenges faced by new bloggers and the practical strategies they can employ to overcome them. It has also enhanced my content creation, design, and strategic thinking skills, equipping me with tools further to pursue my interests in blogging and digital marketing.

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Appendices

Appendix 1. Survey Exploring Effective Marketing Strategies for Blogging: Insights from Experienced Bloggers

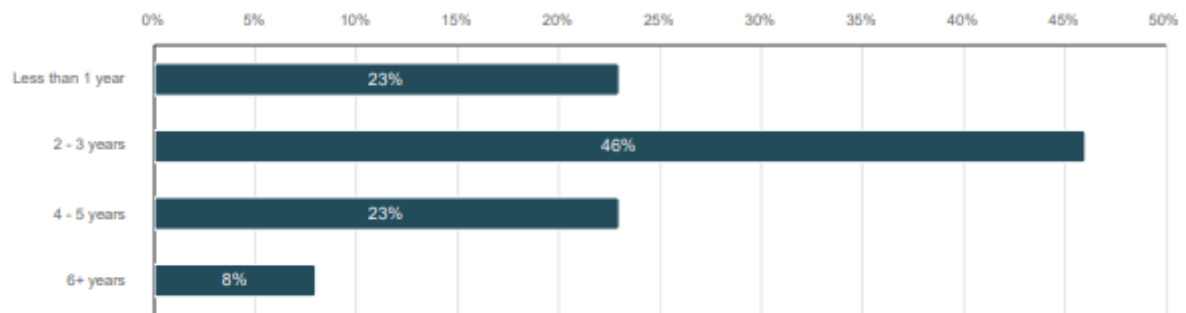
Basic report

Exploring Effective Marketing Strategies for Blogging: Insights from Experienced Bloggers

Total number of respondents: 13

How long have you been blogging for?

Number of respondents: 13



	n	Percent
Less than 1 year	3	23.1%
2 - 3 years	6	46.1%
4 - 5 years	3	23.1%
6+ years	1	7.7%

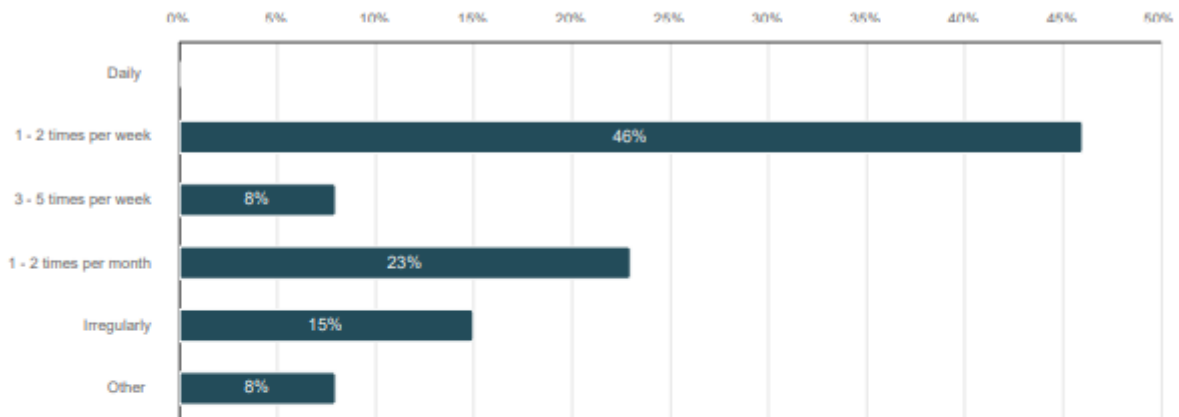
What is your blog's primary niche or focus area?

Number of respondents: 13

Traveling
Books
Makeup
Hair care
Pets
Shopping and fashion
How to make money online
It's a mix
Games
Sport News
Beauty
Books
Beauty

How frequently do you publish new blog posts?

Number of respondents: 13



	n	Percent
Daily	0	0.0%
1 - 2 times per week	6	46.1%
3 - 5 times per week	1	7.7%
1 - 2 times per month	3	23.1%
Irregularly	2	15.4%
Other	1	7.7%

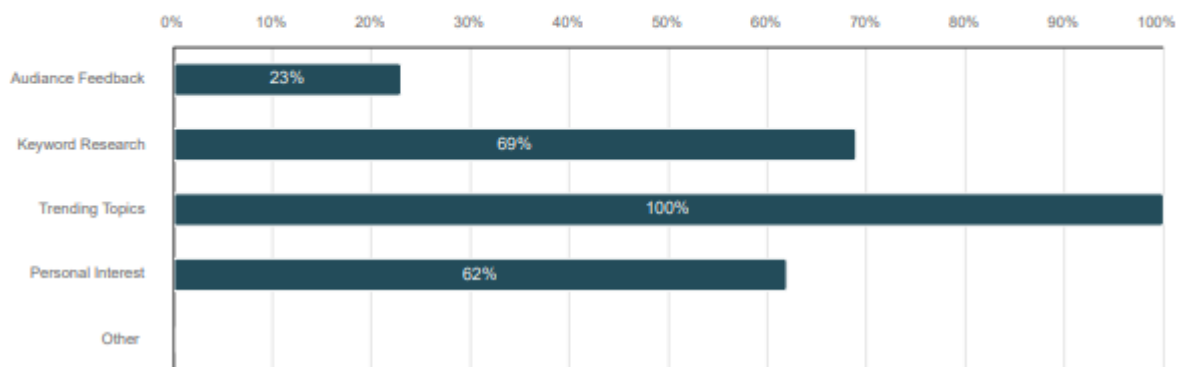
Answers given into textfield

Show all

Option names	Text
Other	Probably 12 times per month

How do you decide on topics to write about for your blog?

Number of respondents: 13 , selected answers: 33



	n	Percent
Audience Feedback	3	23.1%
Keyword Research	9	69.2%
Trending Topics	13	100.0%
Personal Interest	8	61.5%
Other	0	0.0%

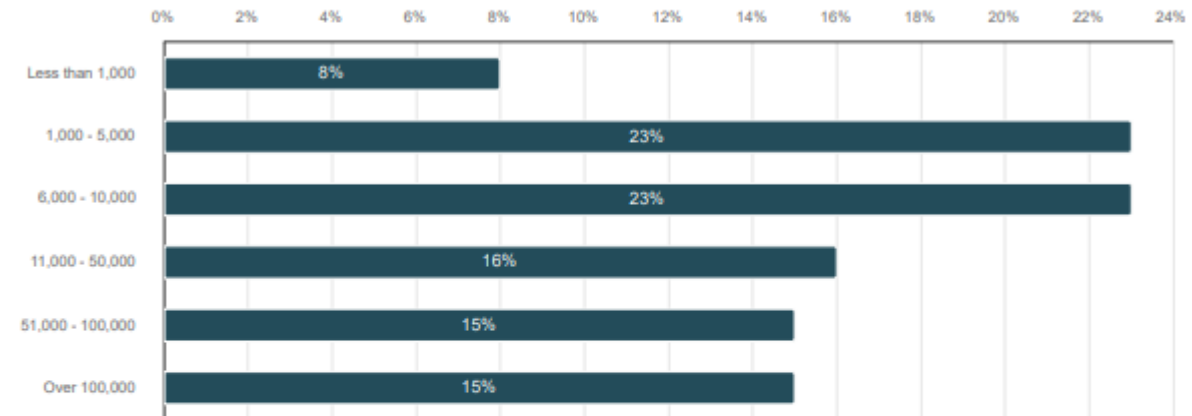
Answers given into textfield

Show all

Option names	Text
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On average, how many views does your blog receive per month?

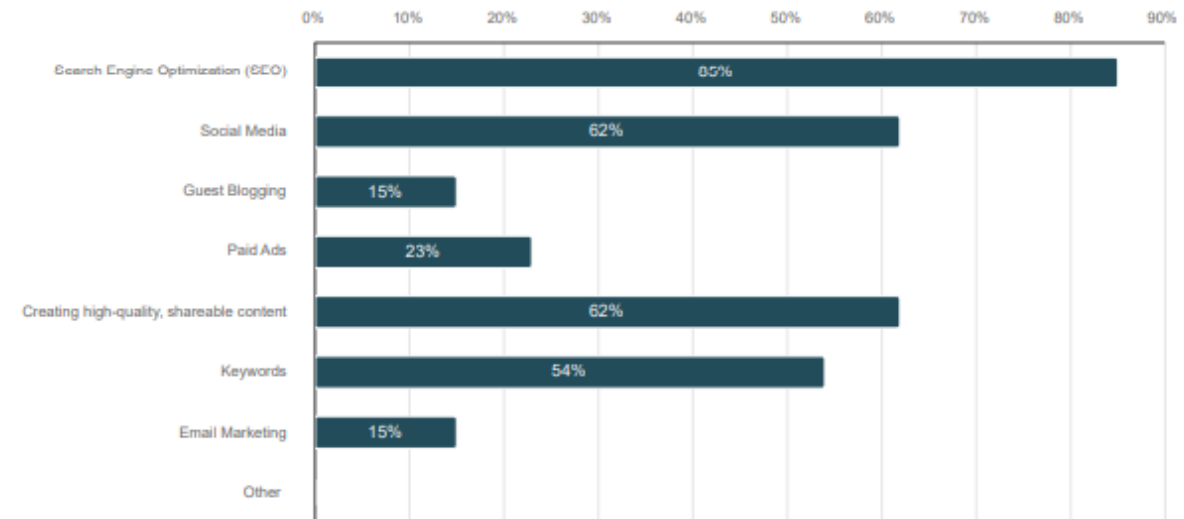
Number of respondents: 13



	n	Percent
Less than 1,000	1	7.7%
1,000 - 5,000	3	23.0%
6,000 - 10,000	3	23.1%
11,000 - 50,000	2	15.4%
51,000 - 100,000	2	15.4%
Over 100,000	2	15.4%

What strategies do you use to increase your blog's visibility?

Number of respondents: 13 , selected answers: 41



	n	Percent
Search Engine Optimization (SEO)	11	84.6%
Social Media	8	61.5%
Guest Blogging	2	15.4%
Paid Ads	3	23.1%
Creating high-quality, shareable content	8	61.5%
Keywords	7	53.8%
Email Marketing	2	15.4%
Other	0	0.0%

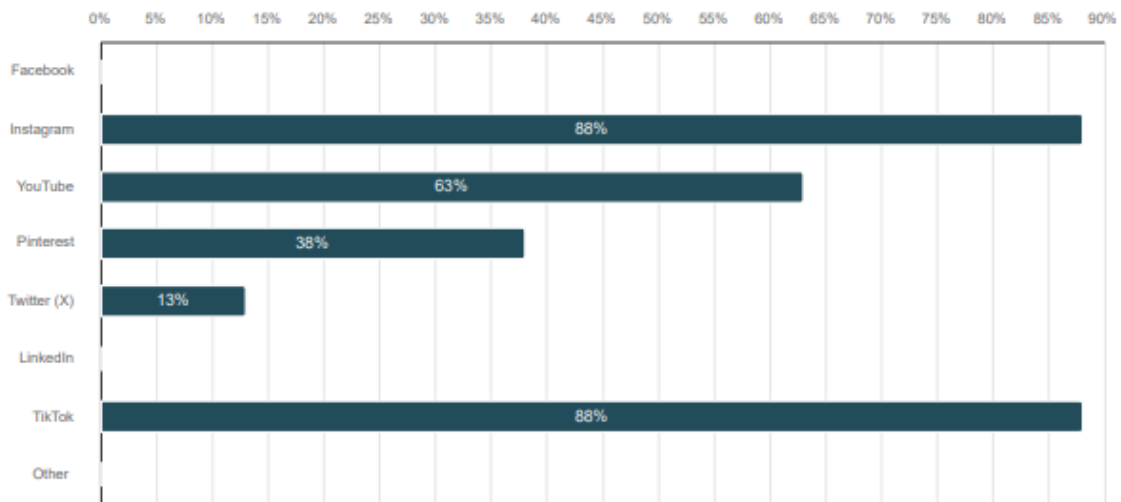
Answers given into textfield

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Option names	Text
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Which social media platforms do you use to promote your blog?

Number of respondents: 8 , selected answers: 23



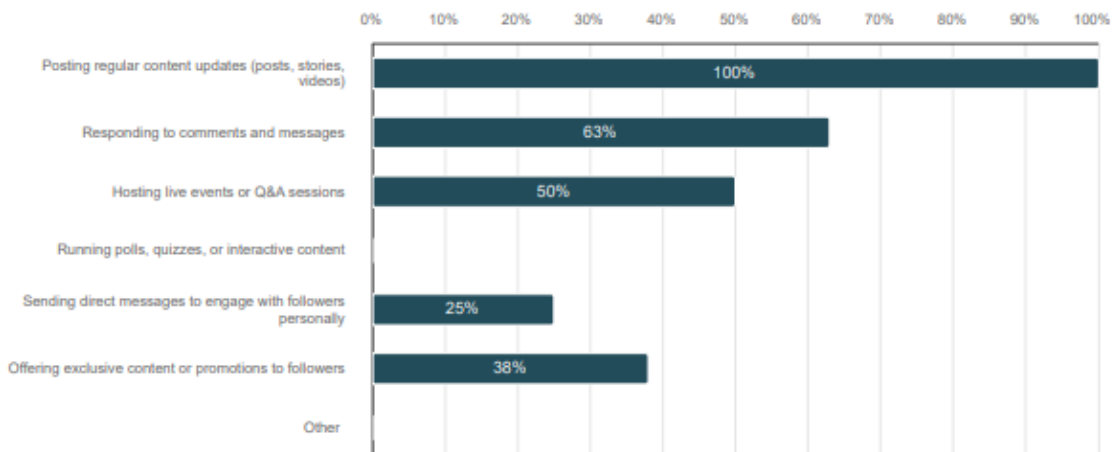
	n	Percent
Facebook	0	0.0%
Instagram	7	87.5%
YouTube	5	62.5%
Pinterest	3	37.5%
Twitter (X)	1	12.5%
LinkedIn	0	0.0%
TikTok	7	87.5%
Other	0	0.0%

Answers given into textfield
[Show all](#)

Option names	Text
--------------	------

How do you engage with your audience on social media?

Number of respondents: 8 , selected answers: 22



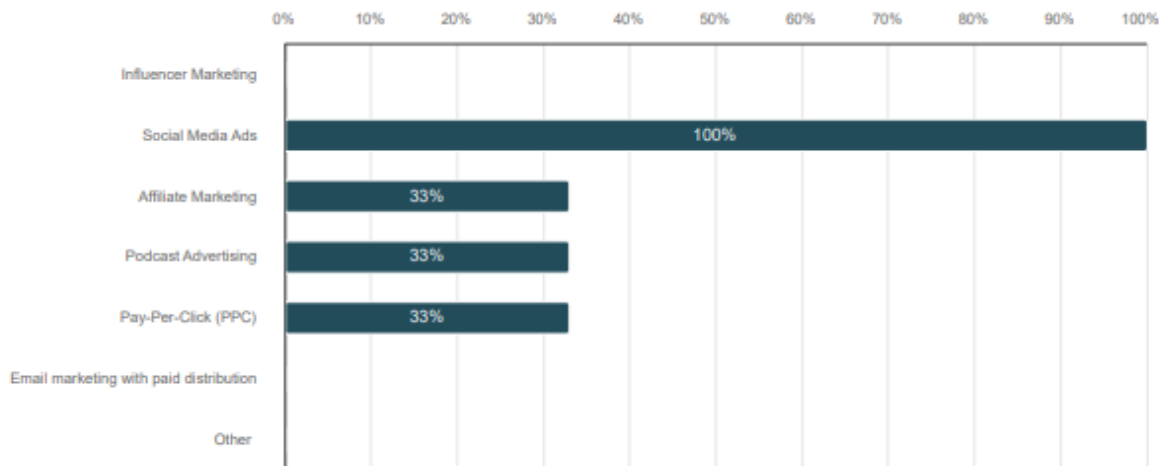
	n	Percent
Posting regular content updates (posts, stories, videos)	8	100.0%
Responding to comments and messages	5	62.5%
Hosting live events or Q&A sessions	4	50.0%
Running polls, quizzes, or interactive content	0	0.0%
Sending direct messages to engage with followers personally	2	25.0%
Offering exclusive content or promotions to followers	3	37.5%
Other	0	0.0%

Answers given into textfield
[Show all](#)

Option names	Text
--------------	------

Which paid advertising methods do you use to promote your blog?

Number of respondents: 3 , selected answers: 6



	n	Percent
Influencer Marketing	0	0.0%
Social Media Ads	3	100.0%
Affiliate Marketing	1	33.3%
Podcast Advertising	1	33.3%
Pay-Per-Click (PPC)	1	33.3%
Email marketing with paid distribution	0	0.0%
Other	0	0.0%

Answers given into textfield

Show all

Option names	Text

How much do you usually spend for advertising per month? (write you currency please)

Number of respondents: 3

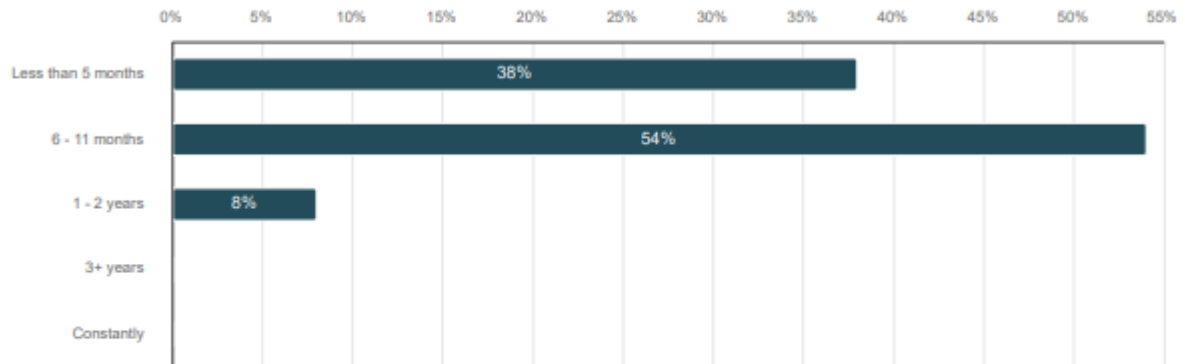
400\$

500\$

80€

How long did it take for you to start seeing significant growth in your blog traffic?

Number of respondents: 13



	n	Percent
Less than 5 months	5	38.5%
6 - 11 months	7	53.8%
1 - 2 years	1	7.7%
3+ years	0	0.0%
Constantly	0	0.0%

What was the biggest challenge you faced when trying to make your blog more visible to readers?

Number of respondents: 13

- SEO
- Creating the content, it takes a lot of time
- Time
- Time to get views you should post regularly but I didn't have time for that.
- Laziness
- Probably differentiation, there are so many blogs similar to mine that I didn't know how to be different
- I really don't know.
- Don't know
- SEO
- Originality
- Be consistent in blog posts
- I was trying to create content for everyone, but it got me only a few readers per month.
- Post every week, competition

What advice would you give to new bloggers struggling to attract an audience?

Number of respondents: 13

Learn the keywords and Seo

Find other blogs to collaborate with

I don't know

Social media thats what helped me get audience.

Get backlinks

Just write and hopefully, you will see the results of your work

Pick something that you like, it is hard to write if you are not interested in the topic.

Stay consistent

Write, write and write

Don't know, probably be consistent with the posts.

Make a plan, in advance write it down in the calendar

Pick a specific niche, for example not just books but fantasy books

Just wait, blogging is a process. It takes time.

What is one tool or resource you wish you had known about when you first started blogging?

Number of respondents: 13

Seo tools

-

-

Backlinks

Get an advantage through social media

Don't know, maybe Grammarly English is not my first language and it is perfect for grammar.

Learn how Google Analytics works. It helped me a lot.

Reddit and Facebook groups (great for collaboration)

Groups on Facebook, some groups are really useful with tips and people ready to help.

Toast SEO

It takes time to take care of a blog, at the beginning though it will be just a few minutes per day but it's not true.

Google Analytics

Keyword research tools (lots are for free)

Marketing Tips for New Blogs



Created By Alexandra Kratochvílová

Search engine optimazitation

01

● Focus on KeyWords

Keywords are the terms or phrases that potential visitors might search for to find your content. Start by identifying a few primary keywords relevant to your content. Use them naturally in titles, headers, and throughout the text, but avoid "keyword stuffing," which can hurt your SEO ranking.

● Optimize Meta Tags

Meta tags, including meta titles and descriptions, give search engines a summary of your page content. Craft each meta title to be clear and compelling with relevant keywords, usually within 50-60 characters. For meta descriptions, aim for a concise summary of around 150-160 characters that encourage users to click through to your page.



Social Media

02

● Choose the Right Platforms

Each social media platform attracts different audiences and has its own strengths. Selecting the right ones ensures your content reaches the right people. For instance, LinkedIn is ideal for professional updates, Instagram works well for visual storytelling, and TikTok excels with engaging, short-form videos.

● Engage Consistently

Consistency is crucial for staying relevant. Post regularly, respond to comments, and interact with followers to build relationships. Engaging with your audience shows that you value their input, encourages brand loyalty, and keeps your brand top-of-mind.



Guest Blogging

03

● Find and Reach Out to Relevant Blogs

Start by identifying blogs in your industry that align with your audience and expertise. Look for reputable sites with active, engaged readers. Once you find these blogs, reach out to the editors or owners with a friendly, personalized message explaining why your content would add value to their readers and suggesting some topic ideas.

● Create High-Quality Content

Once you secure a spot, focus on writing a valuable, well-researched piece. Where appropriate, include a link back to your blog, whether it's in your bio or subtly within the article. This not only enhances your credibility but also encourages readers to explore your site further.



Content Marketing

04

● Develop a Content Calendar

A content calendar helps you plan, organize, and maintain consistency. By scheduling posts ahead of time, you ensure that your content aligns with key dates, themes, and your audience's needs. This can help keep your content strategy on track, avoid last-minute rushes, and improve the overall quality and timing of your posts.

● Utilize Visuals

Visuals are key to capturing attention and increasing engagement. Use high-quality images, infographics, and videos to make your content more appealing and easier to understand, helping to boost reach and shareability across platforms.



Tips from experienced bloggers

05

- Pick something that you like, it is hard to write if you are not interested in the topic.
- Pick a specific niche, for example, not just books but fantasy books.

● Use tools:

- Grammarly English is not my first language and it is perfect for grammar.
- Toast SEO
- Google Analytics

Anonymous bloggers