

MODULE 8 WORKSHEET

ONLINE MARKETING

Blog Tips

If you have a blog, use these tips to review its effectiveness.

If you don't have a blog, why should you? It showcases your expertise and gives you a chance to connect with potential clients. It allows you to set yourself apart from other designers through your topics and viewpoints. But most importantly, it allows you to use those SEO terms and words to drive people to your website – and to your services!

Here are some tips to make your blog shine:

- Remember your branding – use the appropriate SEO (see the SEO tips sheet).
- Remember that $\frac{3}{4}$ of your posts should be valuable content, not promotional material.
- That doesn't mean that you have to write a book – in fact, photos and videos are just as effective as blog posts. Use them effectively.
- The photos you use must either be your own photos, or must include appropriate credit. That includes other designers, photographers, and magazines. It's also good form to include links to their websites.
- Be sure to engage with anyone who comments on your blog posts.
- Be customer-centric – in other words, write about what your audience wants to read.
- Stuck for topics? Most popular for design enthusiasts are how-to's, color selections, before-and-after posts, and trend stories. Remember to make it YOUR viewpoint, though. Showcase your niche and unique selling proposition in those posts.
- Remember, at the end of the day this is storytelling. You should pull people into your blog and website, not push them away with hard sales.
- Consider posting at least once per week, but preferably three times a week to most quickly build an audience.
- Promote your posts – and link back to them – on all of your social media channels.

ONLINE MARKETING

Blog Tips, page two

One of the best ways to keep up with a blog and posting regularly is to create an editorial calendar for your blog. It will give you a schedule and topics, which will make your writing much faster. Set aside time each week to do write and schedule your posts for the week, or even the month.

Determine how often you want to blog and the days on which your blog will post.

Decide if you will have a regular feature or two – for example, Motivation Monday, or Furnishings on Friday.

Now set up your editorial calendar, and include notes and ideas.

	A	B	C	D	E	F	G
1	My Blog Editorial Calendar						
2							
3		Mon. June 12	Wed. June 14	Fri. June 16	Mon. June 19	Wed. June 21	Fri. June 23
4							
5	Motivational Monday	Be Positive			No Place Like Home		
6							
7	Best Tips		Mixing Colors			Pattern Play	
8							
9	Furnishings Friday			Upholstery Tips			Traditional Cues
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