

# Bloggging

# Strategy

**“duh anyone can do it”**

# Blog, Blog, Blog it all

No do NOT blog it all.

Successful blogs have a clear objective.

This blog is all about marketing. This blog is about me. This blog is about social media.

Set an objective for your blog.

“The aim of this blog is to.....”

Meet that.

# Back(b)log

Create a post backlog.

Take an afternoon off. Brainstorm 12 ideas.  
Write drafts.

Successful blogs have interesting content  
when everyone else doesn't.

Use this backlog when you are lacking  
inspiration.

# Posting every day, all day

Is a surefire way to confuse your readers.

Set a **post schedule** and stick to it.

Your users will pay you more attention.

Successful blogs post consistently.

# Content

Keep it simple. Scannable.

Avoid technical terms [unless necessary]

Ensure language in align with audience.  
(see above)

Photo's draw attention to users in feeds.  
Use them to your advantage.

Spell check.

# You **MUST** visit my site

Get over yourself.

The aim is to get users to **engage** in your **content**.

Maximise access to your content.

Offer full feeds (plus feed reader readership will increase)

# Feedback loop

Three options:

1. Comments open | anyone can comment
2. Registered users | Must register to comment
3. Moderate all | All comments moderated before live

Pick one. Stick with it. Less barriers = more comments.

# Spread the word

Keep your blog **social media friendly**. Help the talkers talk about you.

Get your **feed syndicated**: Twitterfeed, Squidoo, Technorati, Blog directories

Invite **guest posts**, do guest posts on other blogs

**Be remarkable.** In our nature we talk about remarkable things.

# Done

Now you can do, what anyone can do  
(blogging) but better!

For more Marketing & Innovation talk. See  
my blog: <http://blog.bwagy.com> or follow  
me on <http://www.twitter.com/bwagy> or  
read about me  
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