CHECK LIST | BEST PRACTICES FOR STRATEGIC BLOG WRITING

Blogging is an essential part of any strategic digital marketing mix. Here is a check list to help you optimize your existing efforts.

1 DEFINE YOUR GOALS

Any smart initiative begins by defining your goals. These can be:

- Driving traffic to your website
- Increasing lead generation opportunities
- Increasing your rank in search engines
- Solving your customers' questions
- Showing your brand's expertise or sharing a Point of View (POV)
- Enhancing other brand marketing functions

2 DEFINE YOUR AUDIENCE

It's imperative to know who you're blogging for. When defining your audience, keep the following considerations in mind:

- What does your customer do?
- What are their goals?
- What are their challenges?
- Why would they not buy from you?
- What solution can you offer?

3 BRAINSTORM AND DEVELOP YOUR CONTENT IDEAS

There are numerous ways to develop relevant content for your audiences. Consider the following:

- Use your existing content, such as CEUs, white papers, customer presentations, etc.
- Conduct customer surveys or focus groups to learn what customers find useful
- Talk to your company's thought leaders to gain topic ideas
- Develop a list of the most common questions you get from customers
- Follow industry influencers to learn what they are writing about

4 ORGANIZE YOUR CONTENT

Once you've curated all your content ideas, you can organize them by category or topic. Some of the most popular include:

- "Thought-Leadership" or "POV" Articles
- "How To" Articles
- "List" Articles
- "Expert Q&A" Articles

5 FORMALIZE YOUR PROCESS

Now it's time to formalize the process. This includes:

- Setting Up an Editorial Calendar – Plot out all articles in advance and account for key messages, keywords, images and other essential elements.
- Establishing Tracking and Measurement –Be sure to set up Google Analytics, HubSpot or other website tracking tools on your websites and blog pages
- Informing & Engaging Stakeholders – Get your entire organization, partners and other stakeholders involved with the process. And get them engaging with the content!

6 SET YOUR KPI

With all your key pieces in place, establish your Key Performance Indicators (KPIs) to track your progress and re-direct activities as needed.

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