Learning objectives

Pre-requisite for student: Basics in marketing is recommended.

The student is able to/understands
- The benefits of blog post
- Good practices in a blog post
- Requirements for a good blog post title
- Blog post categorisation
- Useful tools
- Blog post metrics

Topics

- What is blog post?
- The benefits of blog post
- What are the main rules in the blog content creation?
- Good practices in a post
- Requirements for a good title
- Blog content types
- How AIDA methodology helps with the blog content creation?
- Useful tools
- How to get traffic and promote your blog
- Metrics

- Pro-tips and useful reading
- Assignments

What is a blog post?

A blog post is any article, news piece, or guide that's published in the blog section of a website. A blog post typically covers a specific topic or query, is educational in nature, ranges from 600 to 2,000+ words, and contains other media types such as images, videos, infographics, and interactive charts.

-   Hubspot

DEMS
Developing E-marketing Skills
for the Business Market

One above all - BLOG BENEFITS

- Preferred by Google
- Blogs have the longest lifespan of web content
- a good format for providing help and advice
- Great for sales: providing information that promotes purchasing decisions on a voluntary basis
- Findablity in Google searches is crucial – don't forget SEO!
- Always a conversion objective – the visitor needs to be steered forward along customer journey

Grow Your Traffic
with Google

DEMS
Developing E-marketing Skills
for the Business Market

Be Customer Centric

Relevant content that helps people solve their problems, satisfy their needs or wants

- 80% of the content must be related to topics of interest to customers
- Only 20% should be branded publications

DEMS
Developing E-marketing Skills
for the Business Market
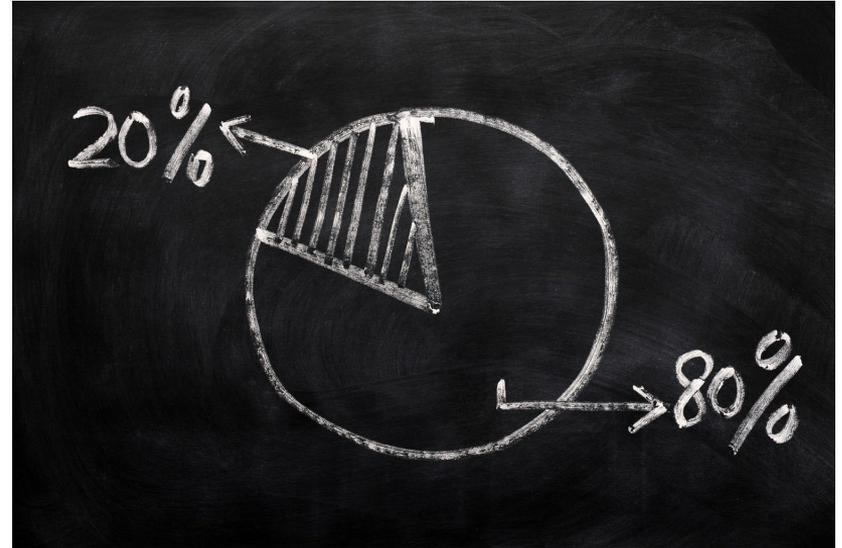
Good practices in a post
1/4 Before You Start

Who are you writing to?

Buyer persona

What is your objective? What is your persona's pain point, in which your blog post should help? And how?

What is the conversion you aim for?

Conversion = an action you desire your reader to take having read your post. Conversion takes him/her along the buyer's journey to the next step – towards the final decision (~purchase)

Commit to regular, frequent posting. Like in SEO, results can only be achieved by consistent blogging.

Know your audience!

Before drafting content, ask yourself these questions:

- Who is my primary audience?
- What about a secondary audience who can influence and inform my primary audience?
- How will they find my site online?
- Audiences find web content through many different paths—social media sharing, links from other websites, email sharing, and search engine results.

Think of your audience again: what search terms would they type into Google?

Make sure to include those terms in **headlines and sub-headers,** use your keyphrase in them.

2/4 Enough Words + Other On-Page Optimization

- A blog post needs to be long enough, at least 300 words. Why? Shorter than 300 words are considered too light to be able to bring value to reader (by Google)
- But remember: quality over quantity! If your content doesn't add value to your readers, or if it's of inferior quality, it will not rank high in search engine results

Remember other SEO requirements, too:
- What are your keywords? =
  which keywords you want to be found with?
- Ideal number of keywords: 5
  Use both long and short tail keywords
- Include your keywords in your
  - ✓ Title
  - ✓ Title tag
  - ✓ Meta description
  - ✓ Content
  - ✓ Images (alt txt, image title)
  - ✓ Url

DEMS
Developing E-marketing Skills
for the Business Market
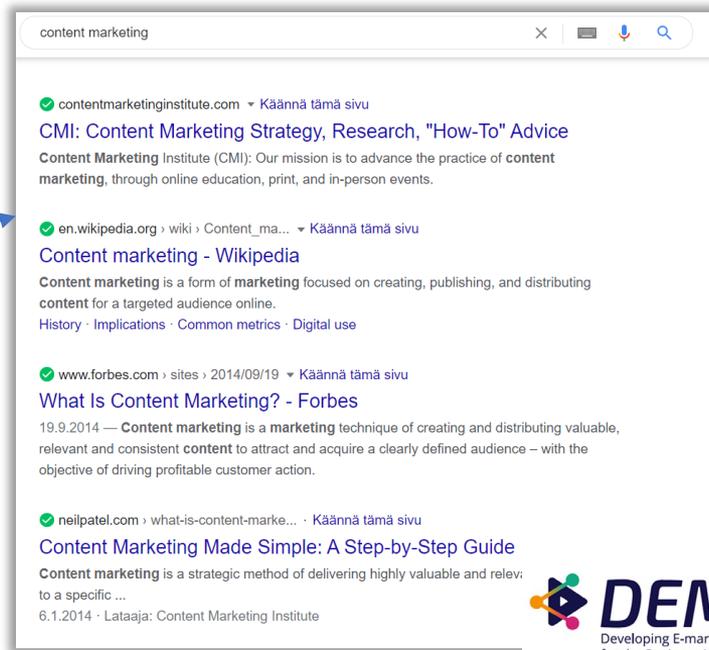
- Links: both internal and external
- Social media buttons help immediate sharing
- Headings
  - H1 the main heading (Headline)
  - H2 subheading
  - H3 "sub" subheading

"Interesting content, which addresses to reader's needs and interests, is the best search engine optimization."

Hanna Isohanni-Nikula, Advance B2B

Keywords: it is a question of the persona in which she performs a search based on words. These are important terms for the brand and that lead the reader to the brand and its products.

- SHORT TAIL
  - ## More generic;
  - ## High search volume;
  - ## High competitiveness;
  - ## Less chance of conversion.
- LONG TAIL
  - ## Specific;
  - ## Lower search volume;
  - ## Lower competitiveness;
  - ## Greater chance of conversion.

- URL of post
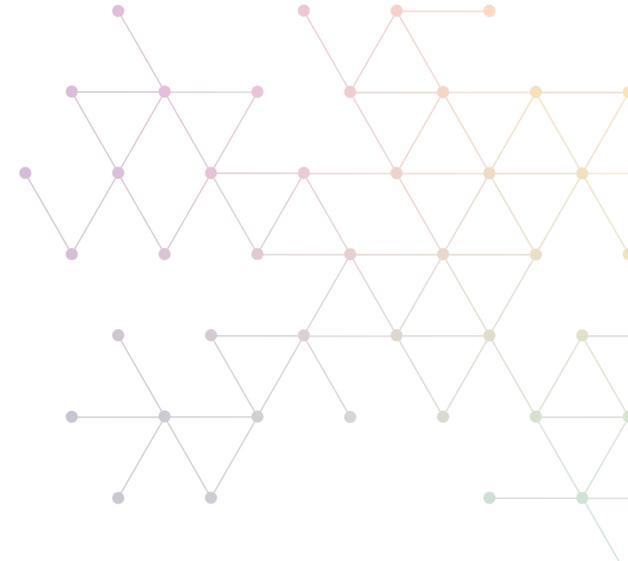
In-class activation

- in pairs or one at a time, go online and search for the keyword rules of the page you want. What rules have been included?

DEMS
Developing E-marketing Skills
for the Business Market

3/4 Call to Action

Call to Action = CTA

- CTA is used to guide your reader along the customer journey to the next stage. Ie. to take the desired action, ie. to *convert*.
- Make it explicit, easy to find
- Do not place it in the very end of the text only, but in 1-2 visible places of the page

What should it be like?

- Depends on your buyer persona, customer journey stage and your content
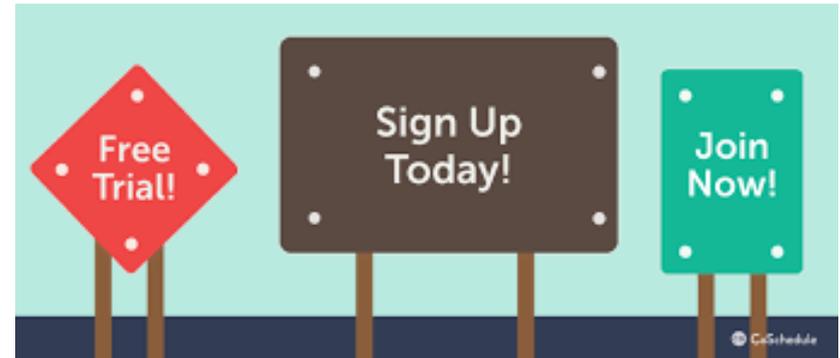
In-class activation

- in pairs or individually, go online and search for CTA's. What do you think is good?

DEMS
Developing E-marketing Skills
for the Business Market

4/4 Make It Reader Friendly (=Google Friendly)

- **Headline / Title**
  - ✓ The most important function of the title is to SELL the blog post to a reader. Keep it as short as possible. Include keyword(s)!
- **Lead paragraph / Introduction section**
  - ✓ The first paragraph of the post. It should tease about the content, attract the reader to keep on reading. For example: "In this post blog post I'll give you five tips of how to…"
  - ✓ Don't make it too long – 2-3 lines is enough
- **Subheadings**
  - ✓ Long and heavy text mass is a turn off, subheadings are eye catchers
- **Avoid long sentences**. Rather full stop than comma.
- Remember **your own voice**, your point of view. Stories and personal touch work.
- **Images!**
  - ✓ Human eye scans images first. They are eye catchers.
  - ✓ Remember source. There are many free photo libraries, but source needs to be marked. (a tip: Unsplash)
- **Grammar**
  - ✓ No one wants to read text filled with spelling and grammar mistakes

- **Title of post (needs to be attractive - catch attention)**

  - First thing people see, so it should clearly state what the article is about

  - Clarity and specificity attract readers and encourage them to share the article with their circles.

- **Well-written and formatted text**

  - Important for readability

  - Short paragraphs

  - Consider using headings and tags to signal section breaks
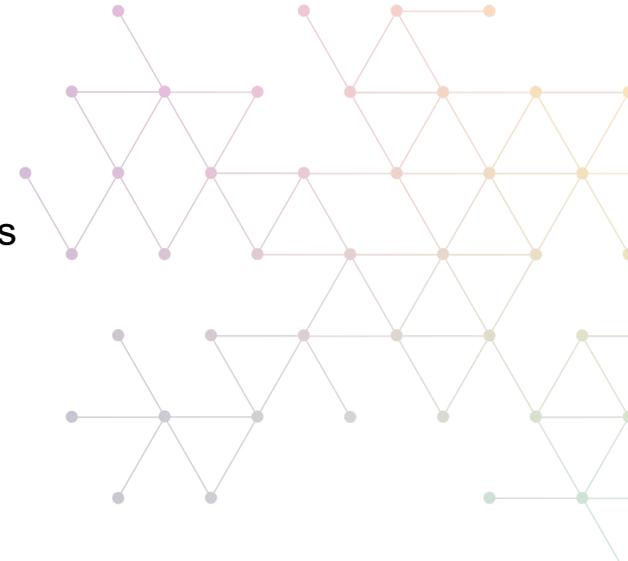
Writing form

**Use short sentences and paragraphs;**

- Use intertitles: eye-catching and showing benefits to the reader
- Using images, videos and other media;
- Bold important passages and words;
- Make lists: bullet points and numbering.

Conclusion of the post

- Do not give new arguments;
- close the ideas of post;
- Summarize the solution presented;
- Incite the reader to something more (call-to-action)
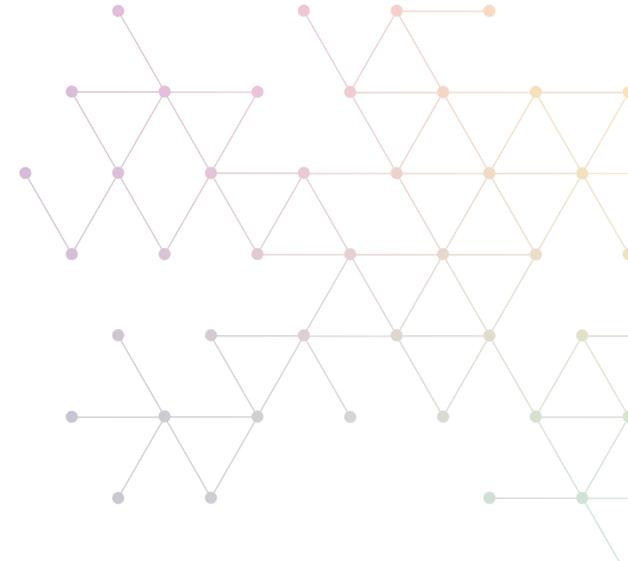
Length of the post: tips

- **up to 500 words**
  - High volume of posting
  - Very specific keywords
  - More direct questions
  - Basic contents
  - Low volume search and low competition

- **up to 1000 words**
  - Contents a little more comprehensive and detailed
  - Keywords that would look too shallow at 500 words

- **2000 words or more**
  - Very complete and detailed contents
  - Complete guides, large lists,…
  - Very competitive keywords with high volume of searches
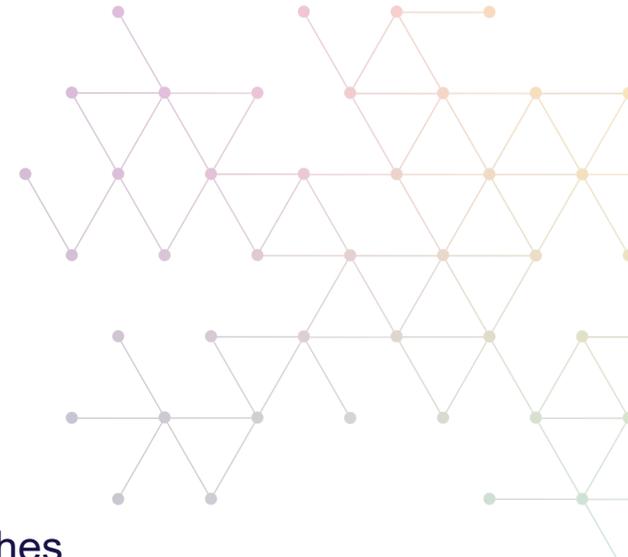
- **Relevant multimedia content**

  - To make an article memorable and fun to read

  - It also helps break up as text, making the article more pleasing to the eye.

  - Dynamic presentations, video and infographics are multimedia content to consider

  - consistency with others posts or other means

- **Utilization of hashtags**

- **Use of categories**
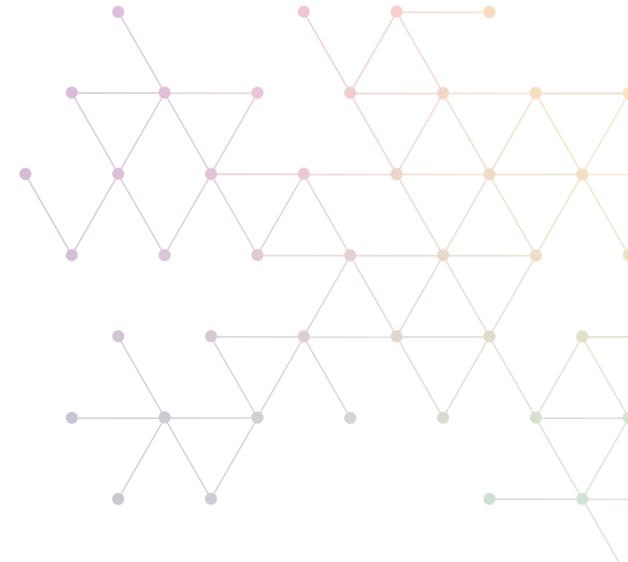
In-class activation

- in pairs or individually, go online and check the first website in SERP, related with keywords: healthy coffee

Discuss why this website is on the first place?

DEMS
Developing E-marketing Skills
for the Business Market

Requirements for a good title

Title of any blog post or page is equally important as the content of the post.

DEMS
Developing E-marketing Skills
for the Business Market

Requirements for a good title

Clarity

- Avoid terms that are too far-fetched to attract attention
- The more understandable the headline, the greater the chances that the reader will connect with it.

Specificity

- What exactly is your text about?
- Use the article's keywords, using creative writing to make that term an invitation to read the whole thing
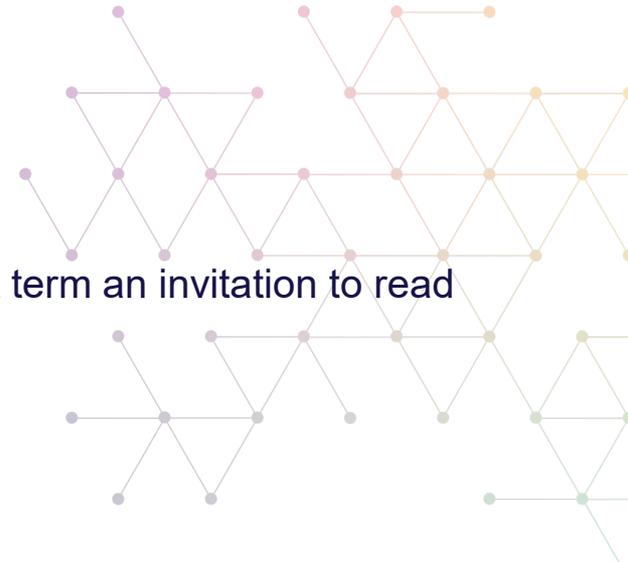
Requirements for a good title

Precision

- In the text write only what is relevant

- In the title, this care must be redoubled, since it is necessary to capture the reader's attention in a few seconds.

- Writing is the art of cutting words

- Look for short and interesting synonyms for big words, when applicable

Requirements for a good title

Persuasion

- Try to be suggestive in the title, leave a blank space that will only be filled by reading the text

- Use short verbs that prompt an action

- Asking open-ended questions, putting yourself in the reader's shoes: using the "how" or "why"

Requirements for a good title

<u>Title example:</u>

The 103 best free image banks you need to know

Let's analyze the elements:

- The number 103 attracts the attention of my readers;

- Best generates an interest in knowing the best image banks;

- free image banks generates a desire in my reader to get good images for free;

- **Need to know** encourages reading.
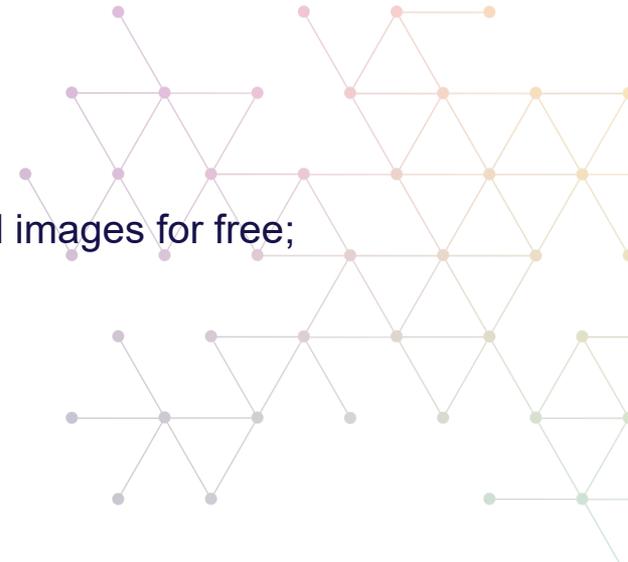
Requirements for a good title

Title example:

Yoast SEO: plugin tutorial that will make your text perfect in the eyes of Google

Let's analyze the elements:

- Yoast SEO: quickly catches the attention of my readers who are looking for it

- Plugin Tutorial: arouses interest to learn how to use the plugin

- It will make your text perfect in the eyes of Google: promise that generates a great desire (who doesn't want to have a text that pleases the search engine?

Please find more useful tips on titles in the end of the slide set. See "Pro-tips and useful reading"

DEMS
Developing E-marketing Skills
for the Business Market

Blog Content Types

- Articles based on studies and data
- Book reviews
- Indication of products and/or applications
- Roadmaps of other content or market trends
- Interviews with other professionals
- Step by step tutorials
- Opinion articles on a particular topic
- Articles with lists

Tip! Read further about different kinds of post in the end of the slide set. See "Pro-tips and useful reading", s. 44 onwards.

Content creation using the AIDA methodology

Content creation using the AIDA methodology

- The AIDA methodology makes the message customer-centric

- If the user perceives the value of the content, he will feel compelled to contribute by responding to the requested action.

- Publication must consist of several parts
    - A – Draw **Attention** (10% of the message)
    - I – Create **Interest** (60% of the message)
    - D – Awake **Desire** (20% of the message)
    - A – Lead to **Action** (10% of the message)
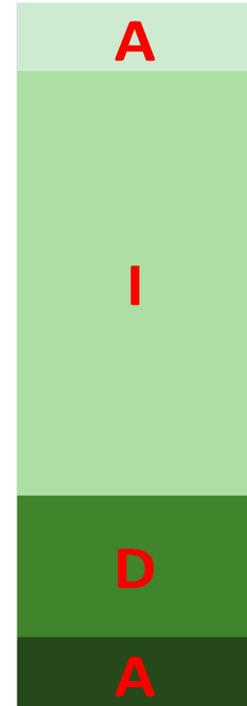
A

I

D

A

Content creation using the AIDA methodology

The PG in health management for those who want to evolve

The Health area is one of the fastest growing areas in Portugal. If you already work in the area, or want to work, what are you doing to enhance your training? If you do nothing, nothing will change.

A

Investment in education is an ongoing need for a professional who wants to stand out. In turn, the different configurations of the health units and the very complexity of the national health system, lead to the management and health units forcing the holding of transversal competences from strategic management, human resources management and marketing. In fact, users' access to information and the possibility of choosing between different health service providers have made this market increasingly competitive. In this context, the management of health facilities has a very clear objective: to ensure the provision of health care in a coordinated manner, through the efficient management of resources. Despite this, when it comes to careers associated with health, management is perhaps one of the last on the list of options. However, a manager or director of health facilities assumes a key role. His ability to manage teams, to understand the challenges of financial and budget management, to analyze data and make decisions, to define the organizational and marketing strategy, to be able to organize the production system, knowing and using the new technologies applied to health, will help the health units they manage to be more efficient, effective and competitive.

I

In order to be able to develop its skills in health management, DEMS Academy launched a Postgraduate Program in Organization and Management of Health Entities, which is unique in the country and has a faculty made up of professionals in the area and also academics with professional experience. specialized in the health field. You will have the opportunity to start managing in the health area, keeping the focus on the strategy, improving the quality of service and with the best financial results ever.

D

Sign up or ask for more information by clicking on this link. Enrollments are limited. Apply today, tomorrow might be too late.

A

Useful Tools

Buzzsumo

It is not always easy to find topics to write new posts for the blog. This is one of the biggest headaches of the bloggers. The platform helps to solve this task.

Just type in the search engine a term related to the blog. Hundreds of blog results are immediately returned, organized according to their popularity on social networks.

Crazy Egg, Hotjar

People are entering post. But are they reading it? with the tool CrazyEgg you can generate heat maps that let you know if people are doing scroll on the page and reading the article to the end.

It is also an excellent resource for those who want to test banners or operate color changes on the blog.

Emails

Emails continue to bring a lot of traffic to blogs. This technique should not be devalued for what they say about SPAM. Just carefully outline the sequence of emails you want to send to your followers and make sure they are timely topics. Note! The best opening and click rates are obtained, when a reader subscribes to your newsletter. (in many countries it is forbidden to send btoc emails without receiver's permission)

Tools like the Aweber, E-goi and the MailChimp they also detect flaws that can be improved, in order to increase the Opening Rate.

GoogleAnalytics

Indispensable tool for any blog or website. Through this free service from Google, you can check how your page is performing and get to know your target audience better.

The daily analysis of the reports generated by this tool is essential in order to have a real perception of the growth of the blog or website.

HelloPub

Regardless of the niche market, all websites have specific goals, whether they are converting into cash, downloading a lead magnet or clicking on a specific link.

To help you understand whether or not your goals are being achieved, you can use the HelloPub.

The trial version allows you to install a bar on the screen that keeps you constantly updated on how your blog is performing.

Open Site Explorer

This software organizes all URLs of a certain domain, associating the external links (back links) that are pointing to it.

It is easy to see what kind of posts bring new visitors, and then you should bet on more of this genre.

Quick sprout

Excellent tool that evaluates the performance of the blog and allows you to make comparisons with 3 competitors.

One of the features unknown to most is to understand, through the "Social Media" tab, which posts of the competition that are becoming more successful in social networks. From this data, you can get some ideas about what to do in the future.

W3 Total Cache

Simple tool that promises to improve blog speed.

With this tool, just add a few lines of code and, in half a dozen clicks, the blog will perform better.

Tools

Yet Another Related Posts Plugin (YARPP)

Display posts related is a great way to decrease the abandonment rate of pages by giving the reader options for similar content.

Most of the themes WordPress do not have the ability to posts related. Others use their own system, but with very shallow criteria to associate the posts and end up appearing content that is actually not relevant. There are few themes that do this efficiently.

YARPP is a relationship plugin that finds posts peers to make recommendations. It has a great system templates, which makes it easy to adapt to the theme used in the blog.

Build a profitable business around your content and turn your blog into a revenue-generating asset

13x

Content marketers who blog are 13x more

likely to see positive ROI

HUBSPOT

How to get traffic and promote your blog

- Motivate to subscribe to blog content in email ☐ Create landing page

- Write more and more ☐ Deepen topics with greater adherence

- Share on social networks and by email ☐ Share each new blog post across your social media networks and by email.

- Routine publication schedule☐ Start with knowing your audience and plan a valuable content for them

- Invite readers to leave a comment☐ Then respond and let them know you're engaged.

- Collaborate and write guest posts ☐ When others write for your blog, you add more content that you didn't have to write yourself. As a bonus, those contributors will also share with their networks

Metrics

- Visitors
- Unique visitors
- Length of stay
- Frequency of publication
- Number of views per post
- Posts viewed per session
- Percentage of organic traffic
- Bounce rate (single page session on your site)
- Shares on social networks (social share)
- Comments
- External links to the blog
- ROI

Assignments

Individual Assignment

Objective: Understand and practice what makes **up a good** blog post. Even if you don't write blog posts as a "grown up", but give the job to writing professionals, it's good for you as a buyer to know what to expect from a blog post

Assignment: Write a blog post for your business, keeping in mind the instructions described above "Elements of a good blog post", as well as the rest learned in this class. (A CTA doesn't have to be really clickable.)

Choose a company you want to write a blogpost for. Tell us in a separate document:

The buyer persona that the blog post is aimed at. Remember the comprehensive buyer persona description.

Which goals do you set for your blog post: a) what pain point and in what ways a blog post should help b) which conversion you are aiming for; c) What are your KPIs d) which SEO activities you have taken into account in your text N.B! The documentary doesn't have to be an essay, but rather a bullet point-type doc where things are listed succinctly.

Individual Assignment

Fail: Late return. The writing is too short, SEO is ignored. The buyer persona is not told, there are plenty of grammatical errors in the text. It turns out that the text or part of it is plagiarized.

Pass: The writing is at least 300 words long, and content matches the title. SEO has been taken into account at least to some extent. The text is enriched with images. The description of the buyer persona is satisfactory, including the pain point of the persona. The blog post helps the buyer persona at least to some extent. For the most part, the writing meets the instructions given.

Outstanding: The text is 400-500 words long, it is in accordance with the title. The CTA is explicit, the text is pleasant to read, and the blog post takes into account all the instructions given and helps the buyer persona.

Group assignment

Form a group of 4-5 people.
Choose one brand and familiarize yourself with them.

Find out:
- What is the audience?
- What are competition?
- What kind of keywords could be used by this audience?
- Who are the authorities, influencers, potential authors;
- What kind of blog categories could be suitable for this group?
- Prepare the plan for blog post, including: titles of blog post, list of keywords, sources, try to plan internal linkages.
- Prepare the plan for the next quarter - assign the goal of each post, plan how you will promote it.
- Choose the metrics.

Provide a .ppt presentation about your insights. Remember to mention your sources.

Assessment:
Fail:
The work is missing most of the required elements. The use of sources is limited. The work does not show an understanding of the blog post in content marketing.
Pass:
The group has studied blog posts, but only superficially, and the use of sources is limited. They have some understanding of the possibilities of using blog posts in marketing.
Outstanding:
The group has studied blog posts thoroughly from different angles. Their work demonstrated a profound understanding of the possibilities of using blog posts in content marketing.

DEMS
Developing E-marketing Skills
for the Business Market

Pro-tips and useful reading

Titles centered on learning

Everything you need to know about _____

What everyone should know about _____

_____ step by step

The world of _____ step by step

What you should never do in _____

__ key ideas for choosing _____ perfect

The __ rules/rules of _____

The Lessons I Learned About _____

__ steps to create _____ in _____

___ _____ mistakes you should not fall into

The most common _____ mistakes

The art of _____

How to start from zero to be one_____

Popularity-centric titles

Best _____ to/from _____

The most popular _____

The most _____ examples of _____

The most _____ of _____

The _____ best reasons to _____

The perfect plan for _____

The most _____ success stories in _____

Make the most of _____

The popularity of _____ and _____

The most viral _____

The word of mouth of _____
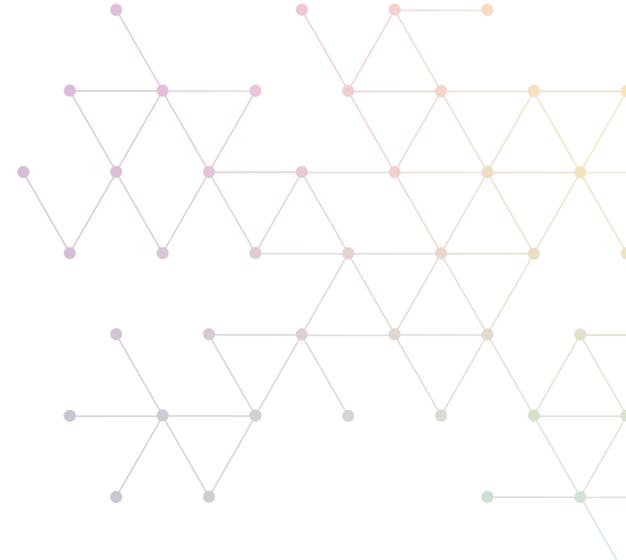
Confession-centric titles

My secrets about _____

Which say_____ about yourself / your brand / your business?

The _____ really want

The x stuff what no body tell about _____

My advices in _____most well saved

What never was told about _____

My_____ experience to obtain _____
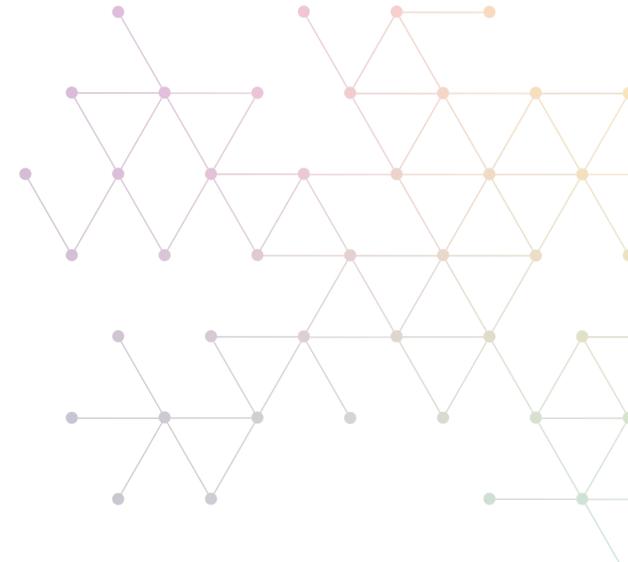
Titles centered on temporality

The future/present of _____ in _____

_____ keys of success for to reach (time/money) in _____

Convert You_____ in 15 days

No get lost _____ in 5 minutes

Create a_____ minute by minute
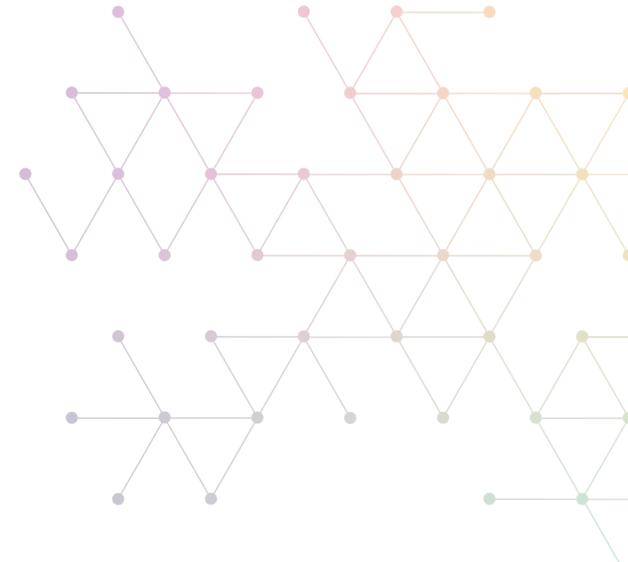
Need-centric titles

How to find the best_____ in _____

As if to convert in a_____ in _____

How to lose the fear of _____

X _____ that need for _____

Increase your_____ sales with_____

How to convince your boss of (that) _____

Calculate how many_____need for _____
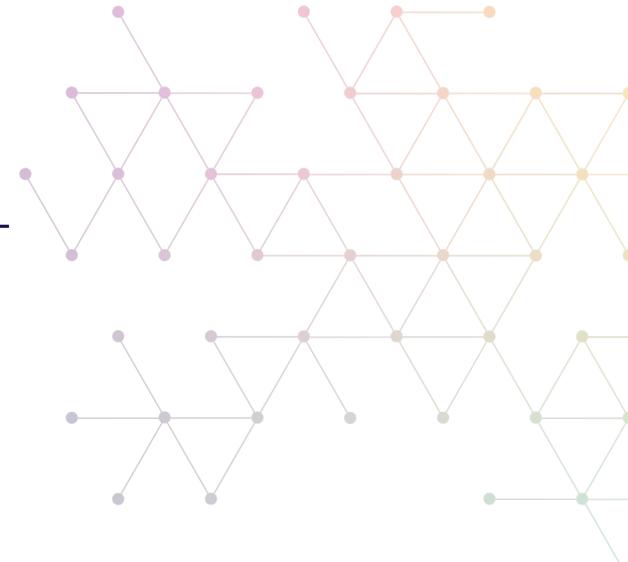
Titles centered on contraposition

Benefits and is advantages in _____

The best and the worse in _____

Lies and Truths in/from _____

_____ vs. _____[phrase about the point that opposes both the concepts]

The day and the night in _____
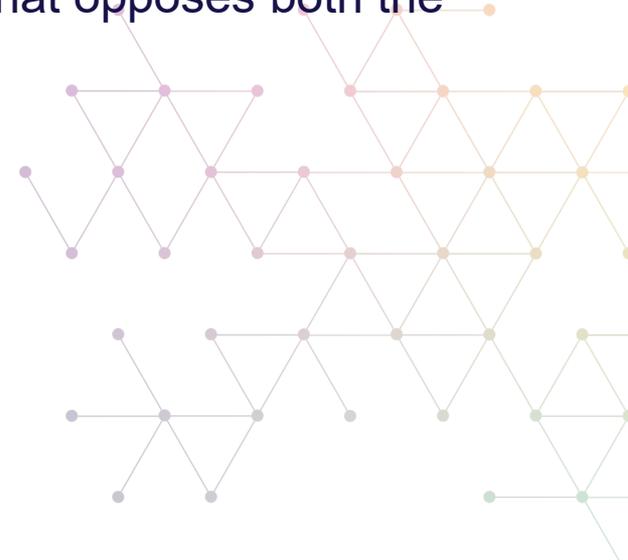
Titles centered on justification

Why _____?

Reasons for _____

The arguments most_____ for _____

The importance from _____ to _____
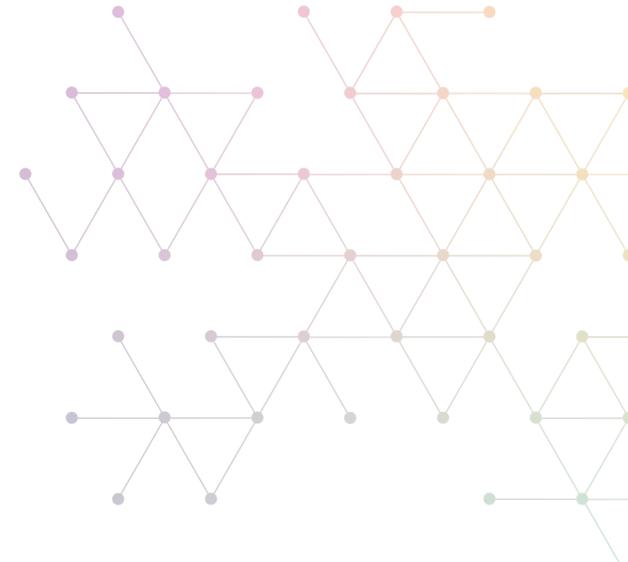
Kind of post

Educational: has as main mission to educate the audience of a certain market about a product/service in which it is inserted

Based on doubts: blog readers' doubts are powerful insights for creating new content

Tutorial: ideal for teaching your audience to perform a certain action in a practical way

Guide: complete content on a given subject; has the characteristic of being a long and detailed content

News: about the market where the blog is inserted

Material launch: promote by placing the summary (for example, from a ebook)

Post institutional: Something important about the company/brand (e.g. logo update)

Curatorship: content production from existing content (don't forget to credit the authors)

Kind of post

Opinion: post more subjective, but which must have solid arguments

Review: analysis, review of a product, book, movie,….

Experience: describe sporadic or continuous event

Check list: can be based on a set of questions for the reader to see if they thought/executed a set of ideas/tasks

Video: description of a video that has been made available and promotion of this

Podcast: promotion and/or transcription

Image gallery: presentation of an image album (example: coverage of an event; a project,…)

Interview: with influencers, personalities, associated with the sector; don't forget to value the interviewee

Kind of post

List: easily display multiple items

Search: statistics and data referring to a study carried out

**Experience:** describe sporadic or continuous event

Infographic: graphic element to simplify the presentation of ideas; convenient to have a supporting text to give body to the text

interactive content: use of small questionnaires that allow the reader to make an assessment/obtain a solution

Case study: way of demonstrating/proving the value of a product/service by presenting a concrete situation

Template: ready-to-use preconfigured example

Guest post: interesting to involve business partners
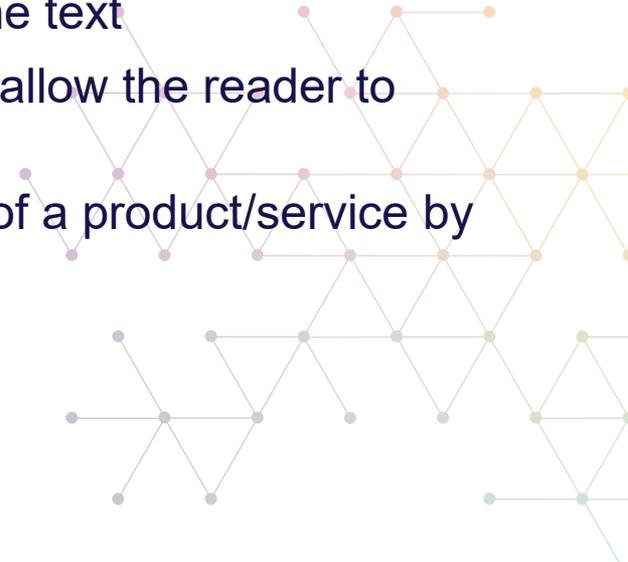
Kind of post

Translation: post translated from another language, with due authorization and citation

Glossary: post which explains what are the most common terms of the business in question. Often very popular.

Comparative: can be useful to resolve queries about different products or services

Expert tip: post which gathers tips from various experts on a particular topic

Problem x solution: post about the error/problem that the persona tends to make and showing what can be done to improve the situation

Live broadcast: post where information is placed about a live broadcast that will take place and with the possibility of inserting information in real time of what is happening

Contents seasonal: seize seasonal occasion

Quotes: use phrases from personalities to demonstrate the importance of the subject

Important Notice

The DEMS material aims to enhance digital marketing skills in higher education, comprehending the essential needs in organizations. You have access to extensive slide sets with in-class activities and assignments, as well as detailed user instructions for teacher.

Note: The material includes contents and figures retrieved from the internet and is thus subject to changes. The sources have been announced according to the rules of fair use. The publisher´s responsibility is restricted to the original material stored at www.dems.pro. All material is produced for open use and co-funded by Erasmus +.