

Choctaw Websites Marketing Courses

Blog Content Strategy

Proven ways to easily write blog posts



Introduction

Strategizing your social media can seem incomprehensible. I know, because at one time it was for me. I was determined to post on my blog once a week for an entire year but I didn't have enough good ideas to blog about. I was stuck and frustrated.

So I devised this fool-proof blogging strategy; a strategy that can be completed in only *one workday*.

Follow the step-by-step directions set out below in conjunction with the spreadsheet. Each column is explained & some have a corresponding sheet that will have options that auto-populate.

Problem/Pain Point

Each customer you service will have specific needs that you and your product will fill. You may have to do some introspection as to what they are because you might not have taken the time to think about them. You only need to determine six needs you fill and add them to the sheet Pain Point. See the tabs at the bottom of the worksheet. If you describe your product as “a special oil-infused lotion that helps ease pain in sore hands,” then you have just identified your pain point and your solution.

Blog Solution

You’ve identified the pain point and the solution should be clear. Sometimes you’ll have to think backward. What is the benefit of my product? What problem does it solve for the consumer? This column does not have a corresponding sheet that will auto-populate. Each blog post must have a purpose, a point that it is working towards. It doesn’t have to be about your product. In fact, most of your posts should not be about your product or services. 80% of your posts need to be about other things. You’ll see more about that in the Blog Category section.

Campaign

Once you’ve determined the needs your product fills, or the Pain Points, as they are so often called, you can determine what solutions your company provides. The example above should give you a good idea of what those may be. Now you’ll build a campaign based on these solutions. We’ll use the lotion above as an example. You can create a campaign entitled, “Welcome Spring.” Your entire blogging campaign will be based on welcoming spring after a long winter. Determine one corresponding campaign for each of the six solutions and fill in the sheet Campaign at the bottom of your worksheet.

Blog Persona

By now you should have identified your ideal client. If you haven’t, we have a download to help you accomplish this. For now, just imagine you are writing a post directly to your favorite customer.

Blog Content Stage

Each blog post should be written in a tone that falls into one of the following categories; Awareness, Interest, Consideration, and Decision. Awareness refers to brand awareness;

just letting a new reader see a little bit about you and your company. Interest refers to piquing the reader's interest with a little more depth about you. Consideration refers to a reader considering purchasing from you. Finally, the Decision is closing your sale; giving the reader the final push to buy. It is crucial to understand that 80% of your posts are about Awareness and Interest. The remaining 20% should be in Consideration and Decision.

Blog Category

The drop-down list is already completed for the Blog Categories. Simply select a category you feel you could write about. For example, with the campaign "Welcome Spring" you could offer a "How To" post. Do your best to stick with either these categories or create a few of your own, but then stick to your list. Too many categories can become very confusing and will diffuse the message of your blog.

Blog Topic

Picking a topic comes much easier now that you've narrowed down these other categories. For our "Welcome Spring" campaign we selected a "How To" post. How about "feel refreshed after being inside all winter" for a topic? This is a general topic that you can apply more than once for each campaign. You'll just pair it with a different blog category.

Blog Title

Now that you've come this far, you can see how the post is coming together. Now you'll get very specific with a title. "How To Welcome Spring Into Your Home" incorporates the columns you've created. I purposefully selected "into your home" because as I said, only 20% of your posts are going to be about your products. This title gives you a topic other than your products but something you obviously know how to discuss. Think to yourself, "What do I do at home when we have the perfect spring day?" Then write that blog post as if you're telling your favorite customer about your home.

Offer/Call To Action

Hey, there's nothing wrong with getting a little something out of every blog post, right? Of Course! You should have an "ask" in every post, however small or large. Make sure you have more small asks than large ones. A small ask is "follow me on Instagram" or "watch this video about . . ." or "read this other blog post I wrote." A large ask is "buy my product." Sometimes "sign up for my newsletter" is a really big ask too. There are

plenty of ways you can get people to sign up for your newsletter without ever asking them to sign up. You can find more information on my website ChoctawWebsites.com on that topic.

Keywords

Before you write one word you need a list of keywords for your site. This is the way to build in SEO without having to pay someone to do it. Search engines like Google reward sites with keywords built in their posts in natural language. You'll want to always include your keyword in the first paragraph if it's natural and possible.

Status

This should be self-explanatory. Since you're creating your strategy months in advance, this gives you an easy place to just glance at the progress of your posts.

Content Finalized Date

This is the date I have set to complete the post and make it ready to be published.

Visual Assets Needed/Created

Make notes of infographics, images, and graphics you will need for your post and if you have them completed.

Promote On Social Media

This gives you the ideal place to evaluate your best social media audience and determine where you choose to spend money to promote your posts. Knowing who your ideal customer is will help you determine which social media platform she uses most.

Newsletter

Every blog post should be included in your email newsletter and sent to your email list. Whether you choose to send an email weekly or bi-monthly you should have a schedule. You can choose to include the entire blog post in the newsletter if it is short, or just a tease.

Video Created

With all of the video options available to create videos into blog posts, it shouldn't be too hard to find one that is easy for you to use. Many of the apps use the photos from your blog post and your text, but if you don't have enough photos the app will find images available. Research these apps and utilize the option of video. Many people learn through video much better than they do from reading.

Summary

You only need to select 6 Campaigns per year, with 7 selections from the Blog Categories. This will give you 42 blog posts to write.

I highly suggest that in each Campaign you collaborate with another blogger and/or business owner, which is one of the options in the Blog Categories. This will give you an 8th post for each Campaign. The benefits are that you are reaching another audience of consumers who would love to know about your business, you can reuse content you've already written, editing it for the collaborators blog, and in exchange, you'll get free content from another blogger.

This will leave you with 48 posts for 52 weeks. Those remaining 4 blog posts could be simple holiday posts, reminders of a special sale you have coming, or just a photo of you with your friends or family with big smiles sending a big thank you to your customers. These 4 posts will probably be the easiest posts you'll create.