



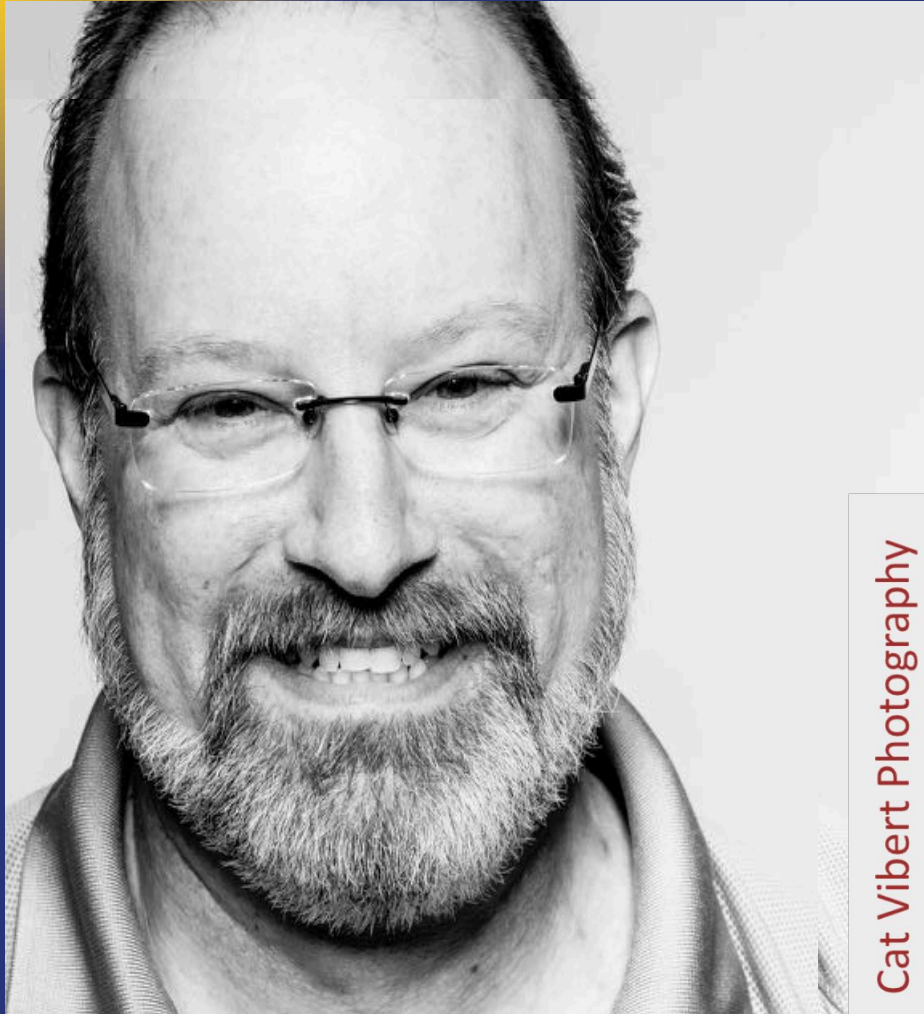
You've Written Your Blog!

NOW WHAT?

**WORDCAMP
ASHEVILLE
2016**

© 2016 Ray Access

**Mark Bloom
Ray Access
Asheville, NC**



Cat Vibert Photography

Hello!

My name is Mark...

I'll be your presenter today, showing you how to promote your blog. Questions? Ask anytime.

At WordCamp Asheville last year, I gave a different presentation: **Online Writing Best Practices. Ready to learn something new?**

You've Written Your Blog... NOW WHAT?

1 How to Present Your Blog to Attract an Audience

2 How to Find Your Audience

3 *How to Promote Your Blog to Gain Attention*

4 Review: Put the Tips into Action!

PART ONE

**Present Your Blog to
Attract an Audience**

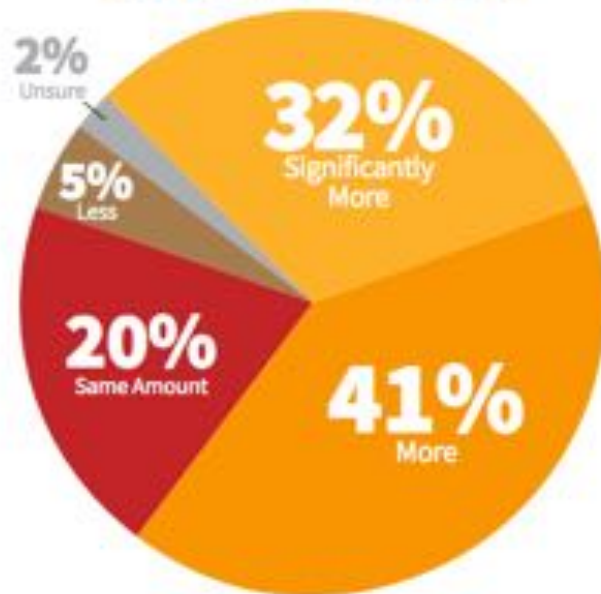
**WORDCAMP
ASHEVILLE
2016**

© 2016 Ray Access

**Mark Bloom
Ray Access
Asheville, NC**

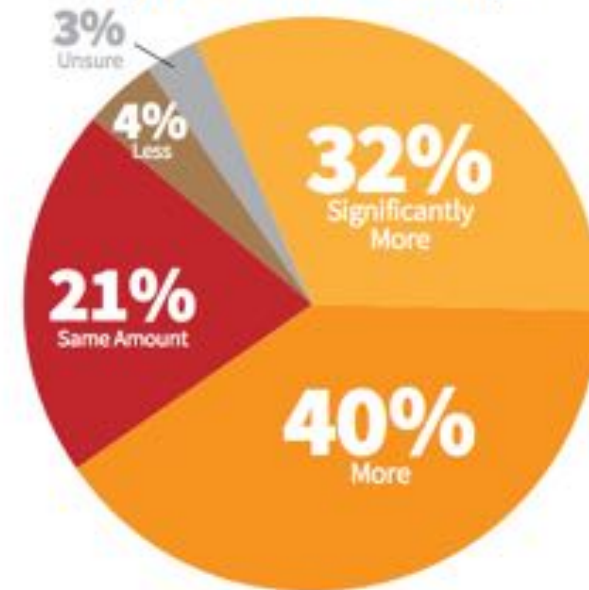
The Competition Is Getting Fierce...

Change in Amount of
B2B Content Creation
(Over Last 12 Months)



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Change in Amount of
B2C Content Creation
(Over Last 12 Months)



2014 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

How to Present Your Blog to Attract an Audience

- **Build It and They Will Come?**

NOT ANY MORE...

- **What Can You Do to Make Your Blog Stand Out?**

KNOW YOUR AUDIENCE!



How to Present Your Blog to Attract an Audience

Tips to Get Noticed and Gain an Audience:

- Make sure your message is valuable.
- Make sure your information is right for your audience.
- Use the right language to connect with them.
- Format with subheadings to help readers scan.
- **Most of all** — give your blog post a title that your audience will want to click on.

How Much Does Website Content Cost?

Posted by [Mark Bloom](#) in [Content Provider](#)

[Home](#) [Blog](#) [Content Provider](#) [How Much Does Website Content Cost?](#)

Blog Post

What You Need to Know When Hiring Writers

You can find someone to write your website content for as little as five dollars a page. Even twenty dollars a page may seem reasonable to you if you're a small business. But the content you end up with most likely will be worth only that much, and **the costs to your business may run a lot higher.**



Poor writing on your website reflects poorly on your business. Plus, and this is inarguably more important, **badly written content doesn't generate any leads.** It has no ROI, a zero return on your investment.

No one is going to buy your products or services if your website doesn't persuade them that you're capable of delivering. We're not just saying this because we're in the business of writing website content. We want you to understand **the difference between what most companies have on their websites and what successful companies have on their sites.**



Like us on Facebook!



Recent Blog Posts

- [Part 1: When to Write Your Own Content](#)
- [Your Shadow Knows](#)
- [Business Blogging: A Baseball Analogy](#)
- [Attraction, Not Promotion](#)
- [The Cachet of Asheville, NC](#)
- [7 Tips for Converting Website Visitors](#)
- [Why Blogs Matter](#)
- [Writers' Cramp and Baseball Camp](#)

Blog Categories

PART TWO

How to Find Your Audience

WORDCAMP
ASHEVILLE
2016

© 2016 Ray Access

Mark Bloom
Ray Access
Asheville, NC

How to Find Your Audience

- **Promote Your Blog to the Right Audience**
- **Make It Easy for Them to Find YOU**

USE KEYWORDS...



How to Find Your Audience

Tips Regarding Keyword Selection:

- Weigh keywords vs. keyword phrases.
- Use common-sense keywords.
- Compare competitive keywords vs. low-hanging fruit.
- Localize whenever possible (if important to business).
- **Most of all** — place keywords correctly in your blog and use the correct keyword density.

How Much Does Website Content Cost?

Posted by Mark Bloom in Content Provider

[Home](#) [Blog](#) [Content Provider](#) [How Much Does Website Content Cost?](#)

Blog Post

What You Need to Know When Hiring Writers

You can find someone to write your website content for as little as five dollars a page. Even twenty dollars a page may seem reasonable to you if you're a small business. But the content you end up with most likely will be worth only that much, and the costs to your business may run a lot higher.



Poor writing on your website reflects poorly on your business. Plus, and this is inarguably more important, **badly written content doesn't generate any leads**. It has no ROI, a zero return on your investment.

No one is going to buy your products or services if your website doesn't persuade them that you're capable of delivering. It's not just saying this because we're in the business of writing website content. We want you to understand **the difference between what most companies have on their websites and what successful companies have on their sites**.



Like us on Facebook!



Recent Blog Posts

- [Part 1: When to Write Your Own Content](#)
- [Your Shadow Knows](#)
- [Business Blogging: A Baseball Analogy](#)
- [Attraction, Not Promotion](#)
- [The Cachet of Asheville, NC](#)
- [7 Tips for Converting Website Visitors](#)
- [Why Blogs Matter](#)
- [Writers' Camp and Baseball Camp](#)

Blog Categories

PART THREE

**Promote Your Blog
to Gain Attention**

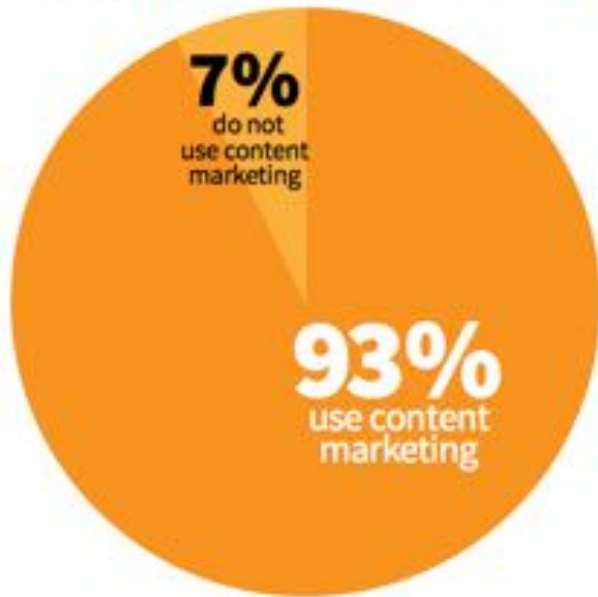
**WORDCAMP
ASHEVILLE
2016**

© 2016 Ray Access

**Mark Bloom
Ray Access
Asheville, NC**

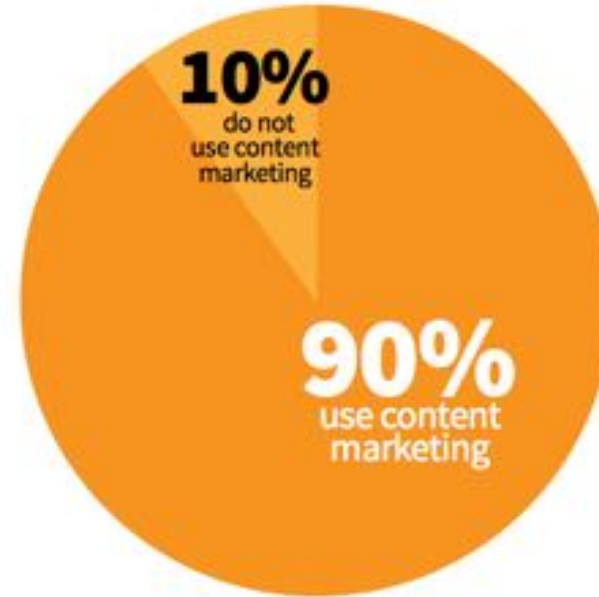
The Competition Is Already Fierce...

Percentage of B2B Marketers Using Content Marketing



2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Percentage of B2C Marketers Using Content Marketing



2014 B2C Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Promote Your Blog to Gain Attention

Repost Your Blog on Social Media with Plug-ins:

- Social
- Social Media Auto Publish
- Facebook Auto Publish
- Twitter Auto Publish
- LinkedIn Auto Publish
- Blog2Social
- REFLY
- Social Integration
- Social Smart WordPress Plug-in
- Social Time Master



Promote Your Blog to Gain Attention

Don't Forget the Other Social Media:

- Pinterest
- Google+
- Tumblr
- Instagram
- Reddit
- Flickr
- YouTube



**Wherever Your Audience Hangs Out...
Find Them and Put Your Content There**

Promote Your Blog to Gain Attention

Social Broadcasting

Sent to:

Ray Access, Writing for Business ·

[Facebook](#)

Broadcast [My Accounts](#)

Social Publishes Your Blog Posts
on Facebook... Automatically!

 **Ray Access, Writing for Business**
Published by Social Proxy by Malchimp | 11 | March 18 | 48

You can find someone to write your website content for as little as five dollars a page. Even twenty dollars a page may seem reasonable to you if you're a small business. But the content you end up with most likely will be worth only that much, and the costs to your business may run a lot higher...



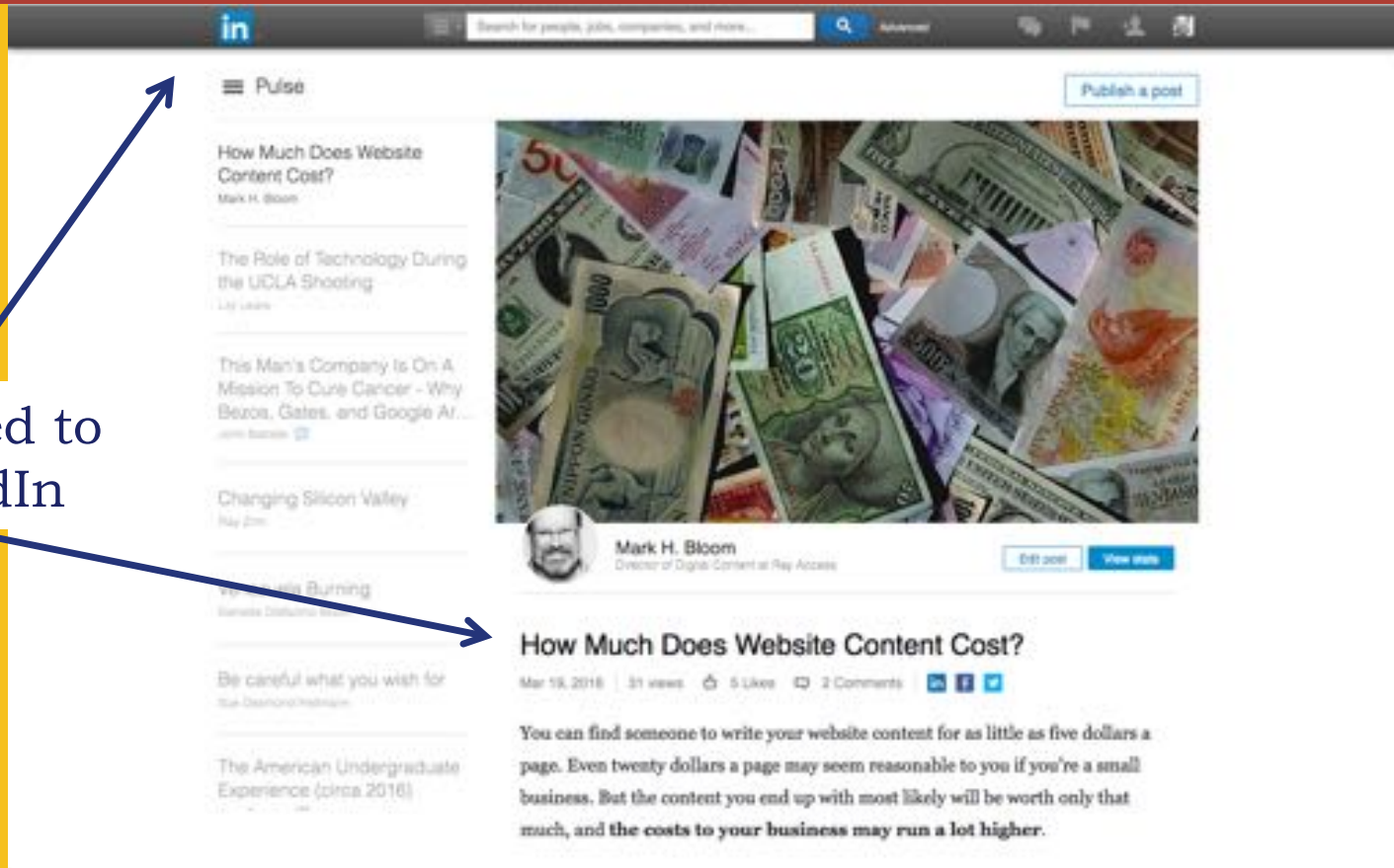
How Much Does Website Content Cost? - Ray Access

How much would you pay for website content that could increase your sales by ten percent? What's that be worth to you? And yet, that's your website's job.

RAYACCESS.COM | BY RAY ACCESS, WRITING FOR BUSINESS

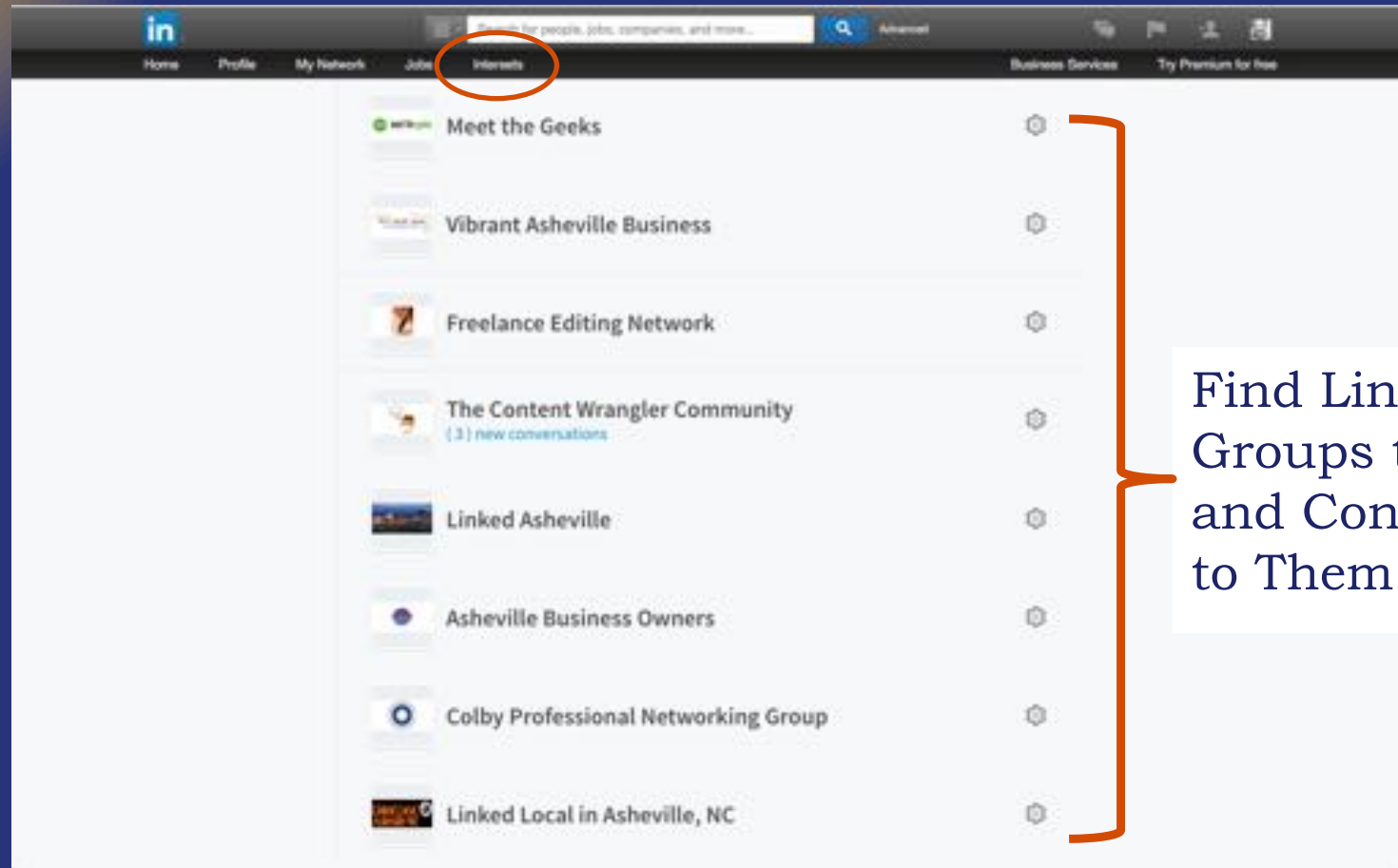
Promote Your Blog to Gain Attention

Reposted to
LinkedIn



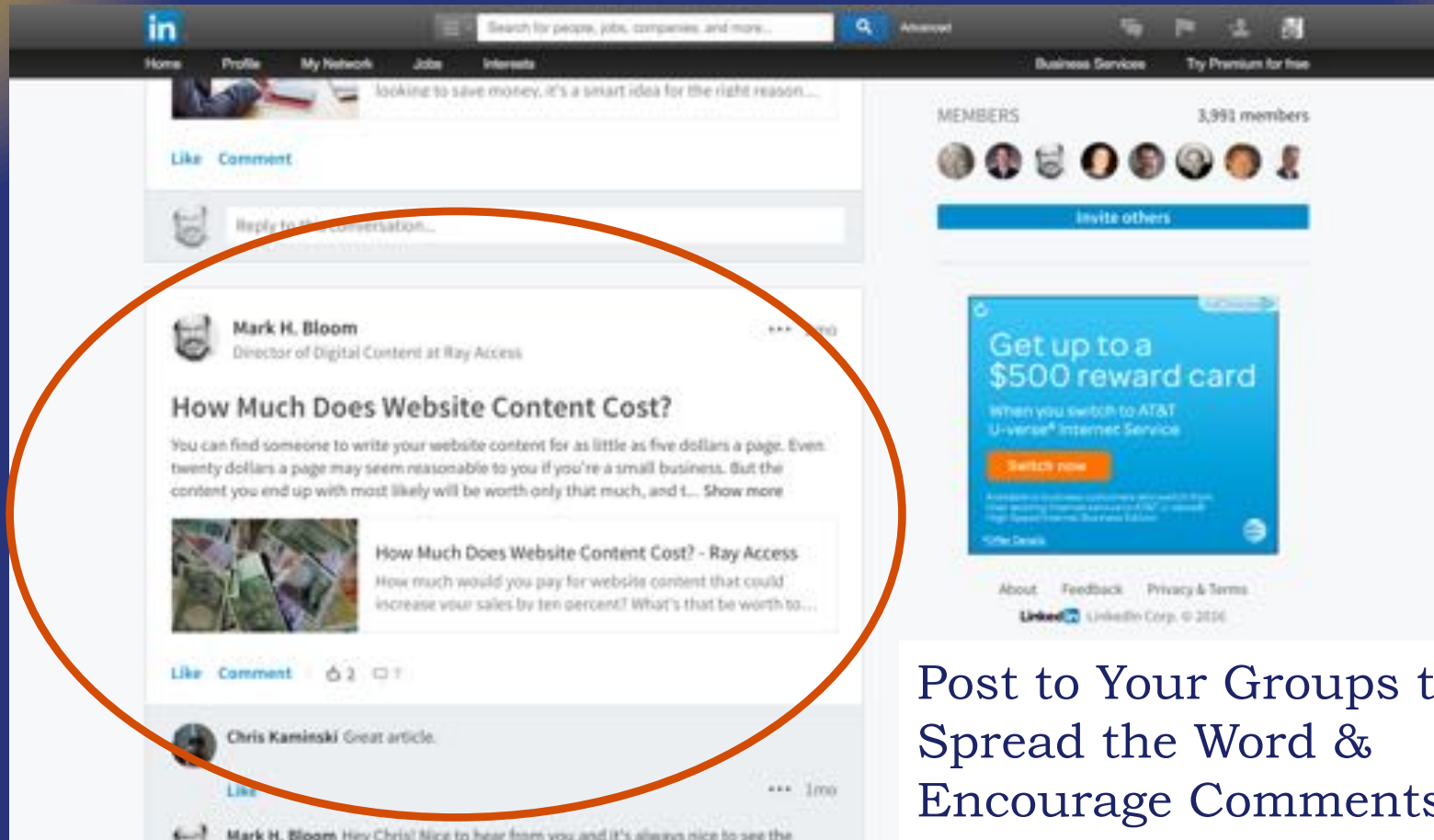
The image shows a screenshot of a LinkedIn post. The post is by Mark H. Bloom, Director of Digital Content at Ray Access. The title of the post is "How Much Does Website Content Cost?". The post content reads: "You can find someone to write your website content for as little as five dollars a page. Even twenty dollars a page may seem reasonable to you if you're a small business. But the content you end up with most likely will be worth only that much, and the costs to your business may run a lot higher." The post has 31 views, 5 likes, and 2 comments. The background of the post features a collage of various international banknotes, including US dollars, Euros, and Japanese Yen.

Promote Your Blog to Gain Attention



Find LinkedIn Groups to Join and Contribute to Them

Promote Your Blog to Gain Attention



The image shows a screenshot of a LinkedIn post. The post is by Mark H. Bloom, Director of Digital Content at Ray Access. The title of the post is "How Much Does Website Content Cost?". The post text reads: "You can find someone to write your website content for as little as five dollars a page. Even twenty dollars a page may seem reasonable to you if you're a small business. But the content you end up with most likely will be worth only that much, and t... Show more". Below the text is a thumbnail image of money and a link to the full article. The post has 2 likes and 1 comment. The comment is from Chris Kaminski, who says "Great article.". The post is circled in orange.

Post to Your Groups to Spread the Word & Encourage Comments

Guest Blogging

Put Your Name —
and a Link to Your
Website — on Other
Popular Websites

6. Keep coming back.

Relationship-building happens over time, so don't expect to accomplish all your networking goals in one event, no matter how good it is. You have to keep showing up, talking to people and getting to know them while they get to know you. It's a continual process, where showing up is 90 percent of the work.

7. Help others whenever you can.

As you become part of any group, but especially with a small group like FABA, you get to know who does what and what interests others have. So when you hear of a person having a business problem or looking for some particular product or service, introduce that person to others you think can help. Making connections within the group helps everyone, including yourself.

8. Eat, drink and be merry.

Networking events often offer food and beverages. If you get there early (see Tip #1), you can get your meal out of the way and focus your attention on meeting other people. It's difficult to talk and pay attention to others with a plate (and mouth) full of food. When you're conversing, give it your full attention.

9. Take notes when necessary.

Keep a pen or smart phone handy for taking notes. If you learn something from a conversation (see Tip #5), write it down or speak it into your phone for use later. Speaking from experience, it's a great feeling when someone takes your card and writes on the back of it. Make someone's day by doing the same for him.

10. Develop your own networking tips.

These networking tips are useful if you follow them, but they are far from complete. Consider the way you network and then create your own top 10 list. They'll help you reflect your networking at FABA events, which is what you need to keep your business growing.

Written by [Biz Access](#), which provides clear, consistent online writing services. For businesses, we make your website attract attention and improve your bottom line. For web professionals, we make content delays disappear.

Promote Your Blog to Gain Attention

Republish Your Blog Posts in an eNewsletter

- Emailed eNewsletters allow you to share valuable information, tips and insight.
- Email marketing keeps you top-of-mind.
- Services like MailChimp and Constant Contact are affordable for small businesses. (There are others.)
- If you're not collecting the email addresses of your clients and website visitors, get busy!

Promote Your Blog to Gain Attention

Your Ray Access eNewsletter

RayAccess.com <info@rayaccess.com>
to Mark

May 27 (9 days ago)

People (2)

RayAccess.com
Add to circles
Show details

RAY ACCESS
Clear, consistent online writing services

Hi Mark,

Welcome to the newest edition of the Ray Access newsletter. We'll share blog posts you missed and provide you with news and opportunities to save even more money when you buy our services!

How Much Does Website Content Cost? - Ray Access
How much would you pay for website content that could increase your sales by ten percent? What's that be worth to...

Why Blogs Matter - Ray Access
Paying for good website content isn't a necessary evil; it's an opportunity to grow your business. It's a new way to find ne...

Recycled Blog Posts

PART FOUR

**Review: Put the
Tips into Action**

**WORDCAMP
ASHEVILLE
2016**

© 2016 Ray Access

**Mark Bloom
Ray Access
Asheville, NC**

Review: Put the Tips into Action

- Write for an audience you know well.
- Tell them something they're eager to learn.
- Use keywords correctly so they can find your blog.
- Repost (either directly or indirectly) on social media, especially if that's where your audience hangs out.
- Put your blog post in as many places as possible.
Be persistent and consistent!
- **Most of all** — don't get so overwhelmed you don't blog; produce consistently. **The rest will come.**



Your blog can get noticed, too, if you follow this advice and stick to it!

THANK YOU!

Any Questions?

WORDCAMP
ASHEVILLE
2016

© 2016 Ray Access

Mark Bloom
Ray Access
Asheville, NC