



## Blogging to Boost Your Business

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Springfield Chamber of Commerce  
HEROweb Marketing & Design



## Goals for This Presentation

- Understand what it takes to be a successful blogger.
- Evaluate whether blogging is right for you.
- Learn the necessary steps to get started.

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## Key Questions

- How are your blogging activities connecting to the goals of your business?
- Have you developed a clear strategy?
- Will the effort you put in produce a return for your business?
- How do you measure success?

This is all about business... and, online business is all about connecting and providing value

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## Planning

- Coming up with a theme
- Come up with 10 post ideas
- Follow others in your industry closely
- Types of blogging
  - **Written**
  - **Podcasts**
  - **Video Blogging**

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## Tools

Wordpress.com  
Tumblr.com  
Blogger.com

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## Design

- Themes & Templates
- Utilizing a Designer
- Widgets

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## Launching

- Get all the pieces in place
- Seed some content
- Get feedback

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## Publicizing

- Twitter/Facebook
- Guest posting
- Commenting
- Website
- Associates/Friends

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## Developing

- Schedule
- Keep it short
- Don't worry about your numbers
- Search optimize your blog and blog posts

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## Interacting

- On your blog
- On other blogs
- Communicate with other top bloggers in your arena

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## Blog as your Hub

- Connecting with other social media venues
- Integrating with your website
- Developing a “call to action”

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## Monetizing

- Affiliate links
- Banner ads
- Leveraging your expertise

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## Tracking

- Knowem.com
- Feedburner.com
- GoogleAnalytics
- Technorati.com

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## Conclusion

Build your personal brand

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