



Developing Blog Content : Build an Effective 12 Month Plan

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Developing Blog Content may seem daunting at first. If developing an effective 12 month plan is what you need to grow your bottom line, join me to learn what you can do to engage clients, buyers and brand advocates through your blog.

In order to build an effective 12 month plan, it is integral that your blog content is part of an overall social media strategy and that is integrated with your traditional marketing efforts. This is key to knowing what goals you and your company will be growing towards with each blog post.

Understanding what your goal of the blog will be, deciding what topics you want to blog about and realistically determining your level of commitment is the foundation of where your content and your readership will grow.

The content you decide to cultivate can share :

Expertise, interests, update clients about a new product or feature, trade shows, personal travels, videos, company news, views on the industry as a whole, links to valuable articles of community leaders and peers, interviews of industry leaders and celebrities, community charity commitments . . . I think you see my point!

Top 5 Tips we will cover in depth, during the roundtable discussion, to help you develop an effective 12 month plan :

Getting inspired

Keeping a blog post idea log

The secret to reading more blogs

Scheduling time to write

Gathering your tools

Those who attend roundtable discussion will also receive :

- Downloadable and printable 2012 blog editorial calendar (excel and numbers version available)
- Customizable 2012 social media editorial calendar (excel and numbers version available)

Regardless of whether you are a seasoned pro or a new comer to the blogosphere, when it comes to developing valuable content that consistently engages your readers, and builds brand awareness . . . we are all learning how to spark the post!

So be sure to bring your successes, questions, concerns and blogging challenges to the round table discussion so that we can learn from one another and leave ready to build an effective 12 month content plan!



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We will also discuss why you should:

- Have a blog editorial calendar.
- Know trade magazine editorial calendars and publish dates.
- Know who your industry influencers, peers, vendors, sales team & clients are online.
- Develop a schedule to write and publish and stick to it.
- NOT publish big blocks of text with no links or photos.
- Respectfully comment on blogs that inspire you. DO NOT self promote with your comments.
- Get inspired. Read magazines, chat with peers, take a walk in the park.
- Announce your blog posts on other social sites.
- Develop "ever green" content.
- Cultivate an informative and personal about page.
- Learn how to relax, be yourself and have fun.

Resources :

- <http://www.experiencefarm.com/blog/2011/01/the-importance-of-using-a-social-media-editorial-calendar/>
- <http://www.experiencefarm.com/blog/resources/>
- <http://www.experiencefarm.com/blog/2012/02/business-blogs-inspiration-to-grow-your-audience/>
- <http://www.daniellehatfield.com/2012/04/7-blog-commenting-articles-every-blogger-should-read/>

Recommended Reading :

Social Media 101: Tactics and Tips to Develop Your Business Online



With Social Media 101, you can quickly bring your business up to speed on the most effective social media marketing

strategies. Chris Brogan compiles all the tactics and tools you need to get up and running.

Chris Brogan
ISBN: 0470563419 **from \$11.91**

ProBlogger's Guide to your First Week of Blogging



This ebook takes a systematic approach to the tasks that author Darren Rowse believes are essential in the first week of a blog's life.

It's the model he uses for every new blog he starts.

Darren Rowse
probblogger.net/first-week/ **\$19.99**

Engage



Social media has democratized influence, forever changing the way businesses communicate with customers.

Without engagement in these communities, we miss major opportunities to shape our marketing messages.

Brian Solis
ISBN: 0470571098 **from \$11.95**

Helpful Blog Posts :

<http://www.probblogger.net/how-to-write-great-blog-content/>

<http://www.chrisbrogan.com/40-ways-to-deliver-killer-blog-content/>

<http://www.daniellehatfield.com/2010/09/blog-inspiration-how-to-spark-the-post/>

<http://mashable.com/2011/09/16/blog-content-sticky/>

