

Blogger/Vlogger

Making Sense
of Online Marketing

The



DOWN LOAD



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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This guide is designed to give you practical advice on how to get started and grow your audience using online marketing.

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With your knowledge of how to make online marketing work for your business, you're ready to take the next steps.



Introduction

Have you been thinking about getting into blogging and/or vlogging?

It can be a wonderful creative outlet and a legitimately profitable business. People are looking for products, resources, and information online all the time.

As a blogger, you have the opportunity to deliver that information and become their go-to online resource with your content.

The past several years have certainly seen a significant rise in new influencers, especially micro-influencers, entering the market thanks to the success of channels like Instagram and YouTube.

320 new platforms and influencer marketing-focused agencies in the last year

INFLUENCER MARKETING HUB

92% of brands believe influencer marketing to be effective (thanks to word of mouth)

INFLUENCER MARKETING HUB

92% of consumers trust user-generated content more than they trust traditional advertising

NIELSEN CONSUMER TRUST INDEX

86% of brands intend to dedicate a portion of their budget specifically to working with bloggers

INFLUENCER MARKETING HUB

That gives you a great opening to build trust with your audience. The key is to be true to your vision and organically share content that is in line with your desired brand profile.



As a blogger, vlogger or influencer, your business differs from a traditional business in that it is entirely online.



Having a strong, clear online presence for people to find you is critical. There are plenty of online tools available to you, but you also need to understand the fundamentals of marketing, so you can get the most out of those tools.

But online marketing and social media can be overwhelming, especially when you're just starting out. Trust us. Everyone feels that way at the beginning.

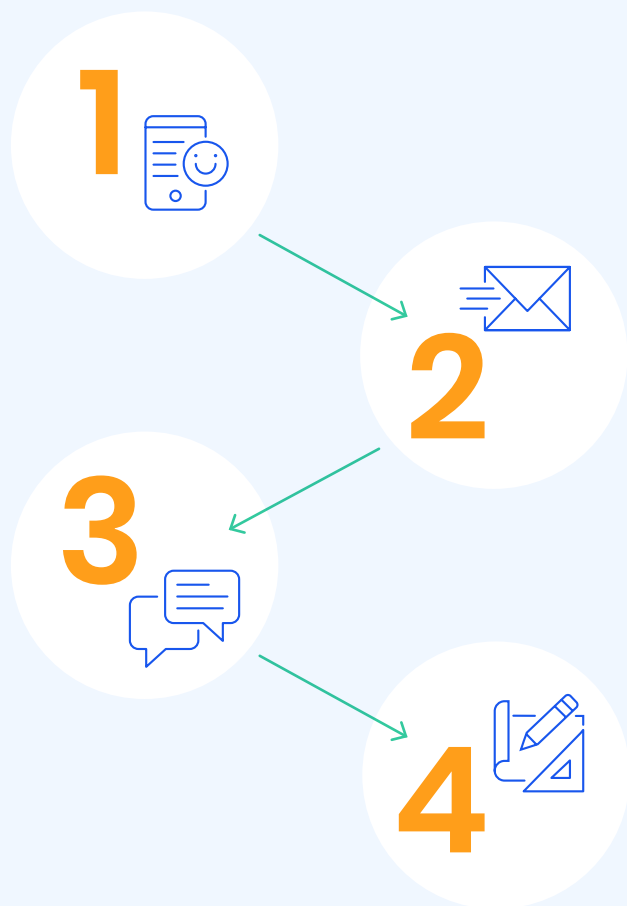
What if there were a way to make sense of online marketing?

This guide is designed to give you practical advice on how to get started and grow your audience using online marketing.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.

Our mission is to help you keep your head down and hone in on those all-important first steps so you can devote more time, energy, and funds to building your brand.

After digesting this guide, we want you to walk away with understandable, actionable advice on building your online community, without which, your marketing efforts will be in vain.



There's something else that's important to note.

48%

of brands surveyed believe audience relationships to be the most valuable factor when considering a collaboration with a blogger.

This is especially true for micro-influencers, whose followers often look to them as a "friend" of sorts.

More traditional forms of paid media simply do not have the capability to allow brands access to an audience in the intimate way an influencer can provide. It's that intimate knowledge that makes you stand out!

Engaging with real people is the end game. And people turn to other people they trust. That is what you are, the person behind the brand. Never forget that. Make them feel like you're a part of their circle.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

First and foremost, you need to identify and understand your audience. Who are you ultimately trying to reach? In order to be a successful influencer, you need to cultivate an audience and then monetize it. It's your ability to influence your audience that will make you valuable to brand partners.

In essence, you are marketing to two distinct groups: your audience and potential partners. You will produce all of your content for your target audience. Write, and film if you're a vlogger also, with that group in mind. Then, once you have built up your following, you can demonstrate to potential partners that you are a person of influence who can add value to their brand.

Since the key to your success as a blogger is growing your reach and influence, your most important relationship will always be with your audience. Online marketing helps you strengthen existing relationships with your audience and grow them further.



Here's what we're going to cover:

Chapter 1: How prospects find you online

Chapter 2: How to turn those prospects into clients

Chapter 3: How it all comes together

Chapter 4: How online marketing can work for you

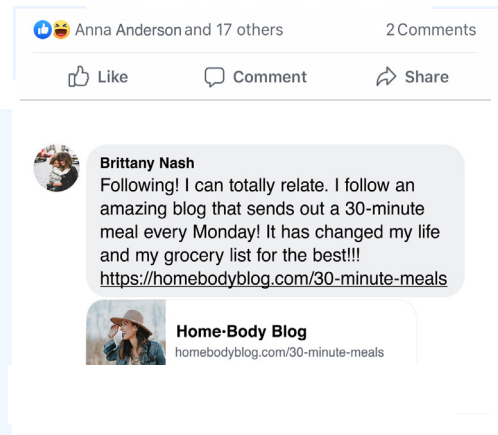
Now let's get to it!



How people find you online

Word of mouth now happens online too.

People are searching for information and resources online. They are consuming and sharing content they find useful or entertaining with their communities. They are also asking their connections for recommendations. People use and recommend the products and services they trust.

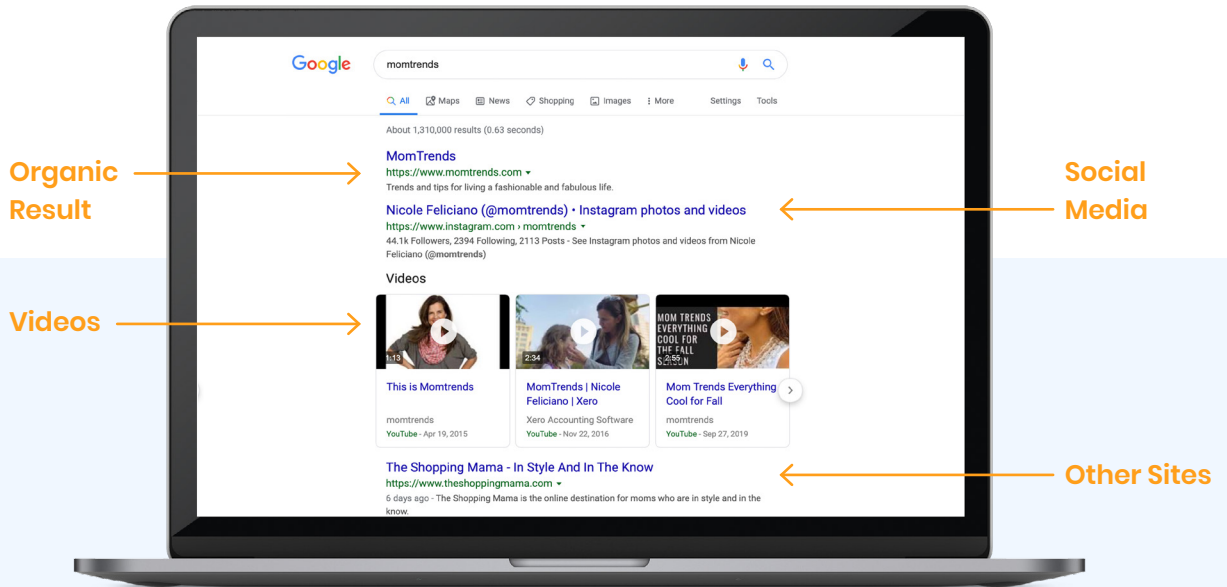


The more you can do to keep your blog top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need the type of content you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your site specifically by name, or by something your blog offers. You need to be visible.

And, of course, be aware that if people don't find your blog when they go looking online, it begs the question, "Does it even exist?"

What do people find when they go looking online for your blog?



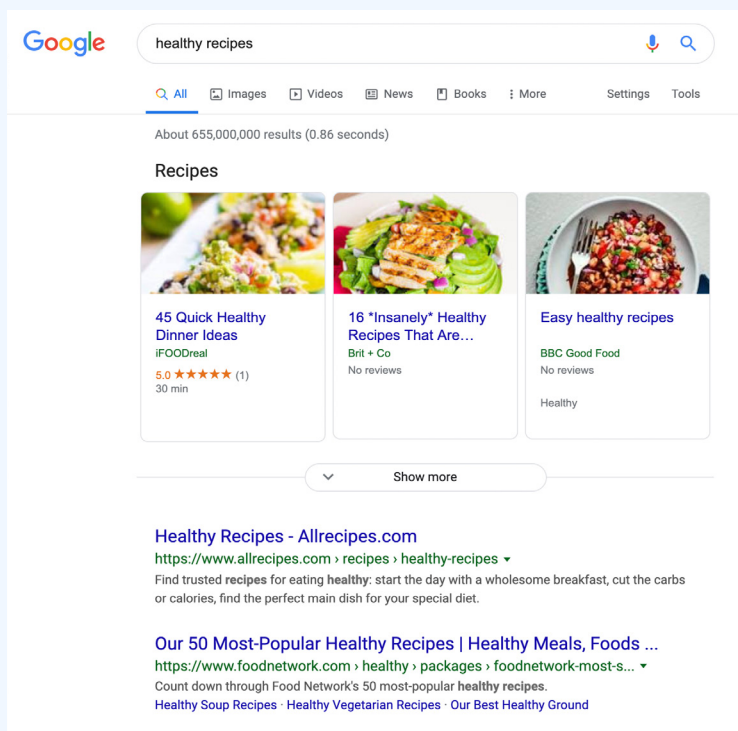
Here's an example using "momtrends" as the search term

It's no secret that people turn to search engines like Google to get more information about things they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP when someone performs a search for a specific blog by name:

- Organic (non-paid) search results
- Social media accounts
- Videos or images
- Info from other sites

What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business—“momtrends”—by name. But, people don’t always search by name. Sometimes they are looking for information or results for a particular topic. Then they type in a more generic search term, like “recipes” or “fall fashion.”



Let’s take a look at an example.

Imagine you want to find more nutritious dinner options for your family. So you go on your computer or phone and search “healthy recipes.” Here’s an example of what may come up—of course, your actual results will differ.

Best Healthy Dinner Recipes – A Couple Cooks

<https://www.acouplecooks.com/best-healthy-dinner-recipes>

★★★★★ Rating: 4.7 - 13 reviews - 20 min - 472 cal

For years, we've been writing healthy dinner recipes here on A Couple Cooks. Because: if you're going to the trouble of eating dinner, why not make both ...

45 Easy Healthy Dinner Ideas (Good for Beginners ...

<https://ifoodreal.com/Healthy-Dinner-Recipes>

★★★★★ Rating: 5 - 1 review - 30 min

Jump to **Healthy Salmon Recipes** - These healthy salmon recipes are ready in under 30 minutes. And again, serve them with a whole grain and a ...

People also ask

- What are some good healthy meals? ▾
- What are the healthiest dinners? ▾
- What should I make for dinner tonight? ▾
- How do you make healthy meals taste better? ▾

Videos



7 Healthy Recipes For Guilt-Free Snacking

Tasty
YouTube - Jan 15, 2019



Top 5 Best Healthy Eating Recipes

Donal Skehan
YouTube - Jan 7, 2018



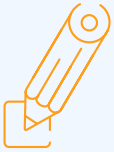
6 Healthy Meal Recipes for the New Year

Tasty
YouTube - Jan 10, 2019

In the search results, you will find websites where you can find healthy recipes. You may also find social media accounts, recipe reviews, and related search topics.

If we apply these results to what may show up for your business, your customers may find:

- Paid Ads
- Your website
- Social media accounts
- Review sites
- Business listings
- Other blogs that cover the same or similar content as you do



ACTION STEPS



Search for your blog.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms for your blog.

Is your blog there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.



Consider getting an SEO audit.

Here's the reality: If you're not online, prospects can't find you.

Whether people search for your blog by name or something related to the type of content you share, your potential new audience members and advertisers should be able to find you. You'll want to make sure your blog can be found, the content is high quality, and that you're answering the questions people within your niche would be asking.

As people click through from various search results and visit your blog, they're formulating opinions and ultimately asking themselves "Is this content relevant to me?", "Do I trust the information?" and "Is this someone I want to follow?"

The more active you are on your site, the more content you create, and the more engaging you are online, the better chance you have of people finding your blog and choosing you as a valued source for information.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.



How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website/blog



2

An email marketing tool



3

A primary social channel



4

A way to easily create content



1



A mobile-responsive website: Your online hub.

Your blog/website must be mobile-responsive. While social media is an extremely important piece of growing your audience and building your brand, you should not rely on social media sites alone. In doing so, your reach and ultimately the business side of your blog is subject to the ever-changing landscape of social media algorithms and changes in operating rules for engagement.

Even if most of your content is delivered on a channel like YouTube, for instance, make sure to also maintain a website. You don't "own" your social channel and you always want to drive your community to properties that you own.

And since today's consumers are frequently searching the internet on a mobile device, having a mobile-responsive website is important to appeal to today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



FACT

63%

of people conduct
internet searches
on a mobile device

MERKLE INC



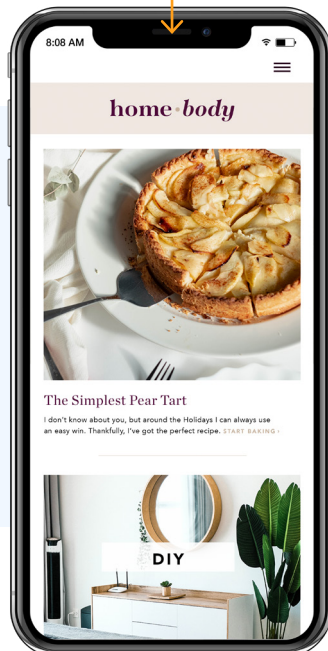
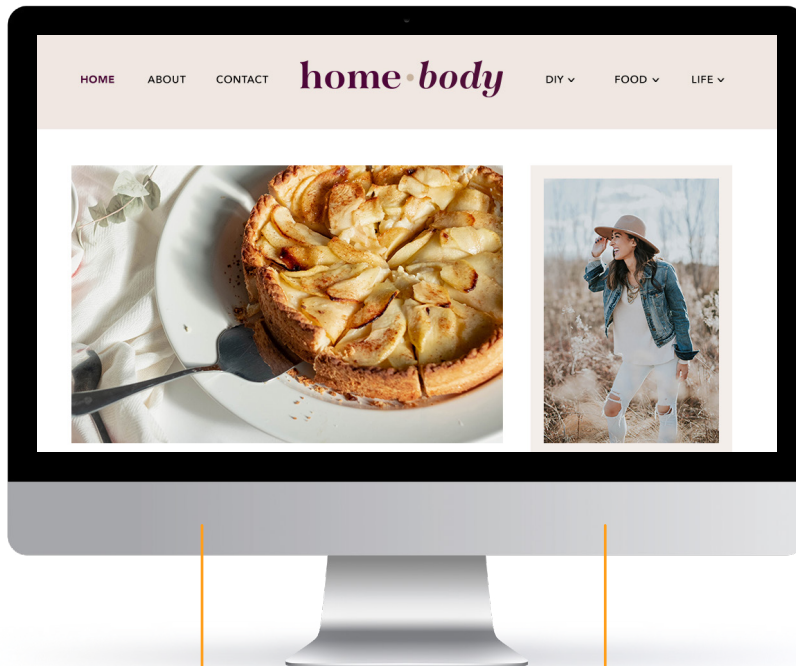
TIP

Buy a domain name for your website to match your business name.

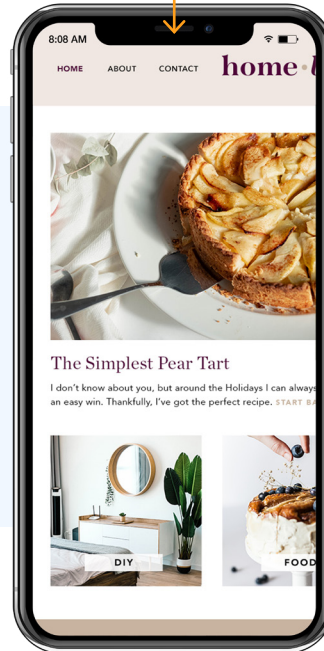
In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile



DID YOU KNOW?

Want a custom designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

Your website should have at least four pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



← **HOMEPAGE**
Your front door



← **ABOUT PAGE**
Your story



← **CONTACT PAGE**
Your chance to connect – this is vital. Don't make it hard for your community or potential advertisers to get in touch with you!



← **CATEGORY PAGES**
Divide your content into easily navigable categories.

Think about your blog specifically to add additional pages. For example, if you're selling products, you should have an *Online Store Page*. If you offer services, you should have a *Services Page*. If you earn income from your blog you need a *Disclaimer/Privacy Policy Page* to let readers know if your site is collecting their information.

What should you put on these core pages?
Let's take a look.



HOMEPAGE

What questions should you answer on your Homepage?

What is your niche?

People don't have a lot of time. Be clear. Be specific. They should leave this page knowing exactly what your blog is about.

Who is it for?

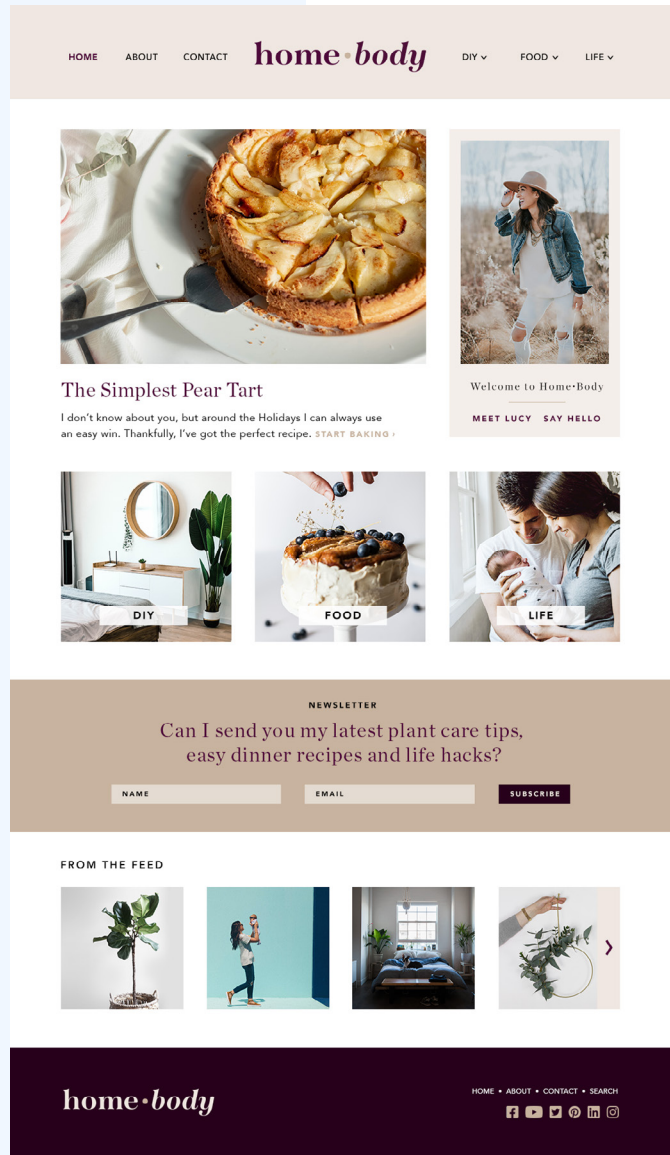
The visitor is asking, "Is this for me?" Who is your ideal audience? Do you serve a particular group or market? Make it clear who your content is for and speak directly to that person in all of your content.

So what?

Why would your potential follower care? Why should they subscribe to your blog and trust you? Is there something about your content that makes it unique?

What should visitors do next?

Make a purchase? Contact you? Visit your social channels? Give an email address for resources? Make it clear what action people should take as their next step.



Homepage example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

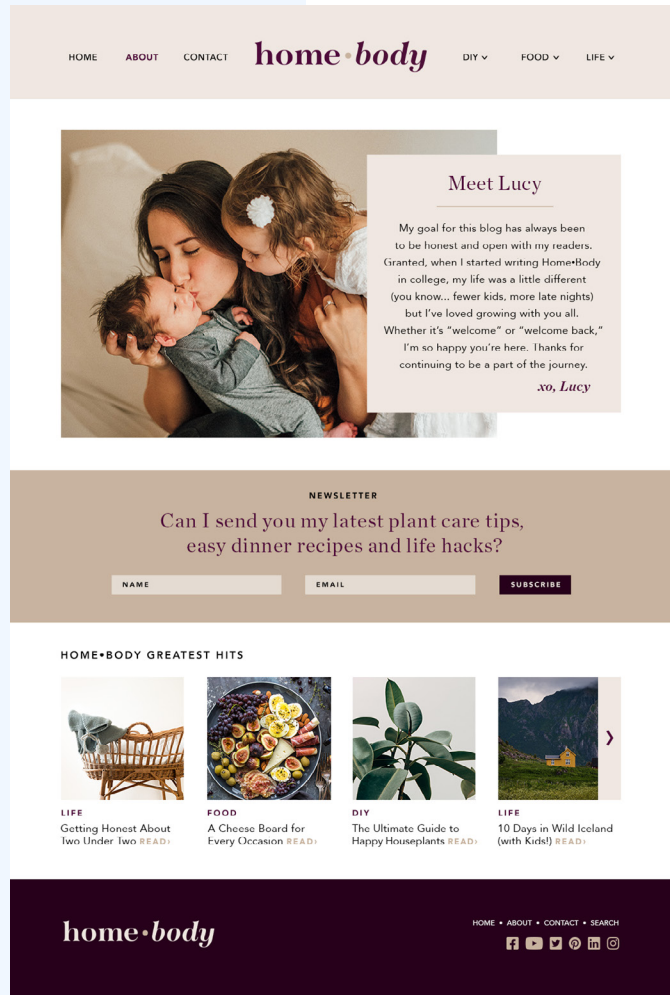
What value are you trying to bring to your audience? Why are your message and content important to you? Make it personable. Your audience should get to know you here.

Why should people care?

How will your potential audience benefit from what you are offering? How will you solve their problem and give them peace of mind? Why should they trust you?

What makes you or your blog different?

What are you better at than anyone else? How will you use your skills to help your followers? What's your plan for them?



About page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can I find you?

What are the links to your social media channels?

How can I contact you?

Is there more than one way? Start with your preferred method. Always include your email address. What should they expect in terms of a reply?

Even if you have a contact form on your contact page, make your email address very visible too. You want to make it as easy as possible for your community and potential advertisers to reach you.

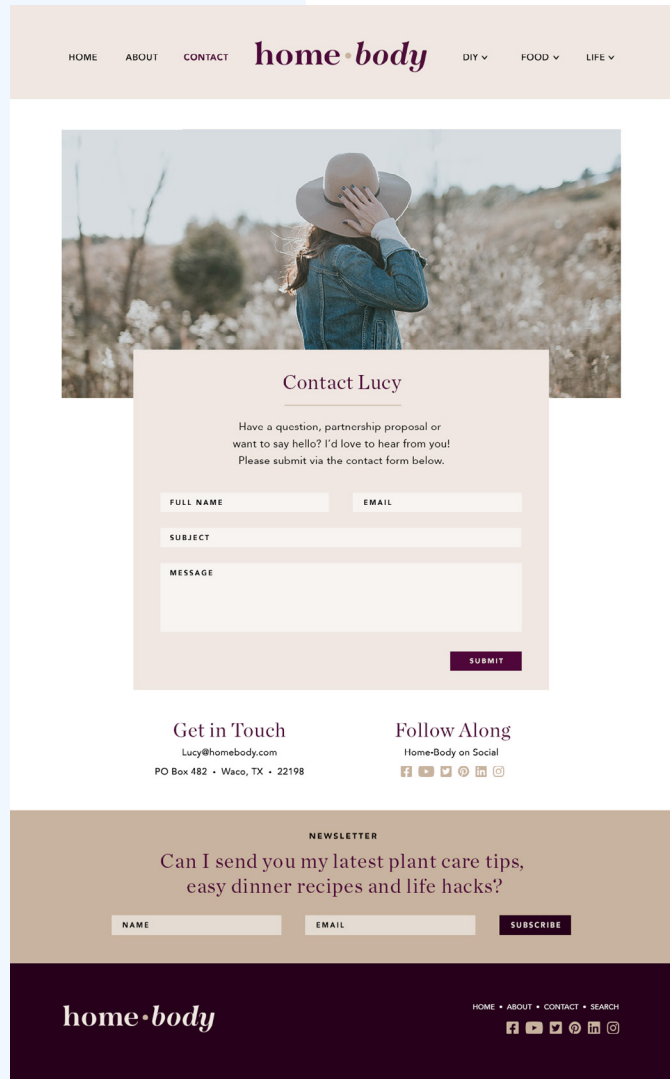


TIPS

Include your email address in your home and about pages too.

Invest in a P.O. box.

As an online personality who probably has a business without a physical address, you don't necessarily want your audience having access to your home address.



Contact page example



CATEGORY PAGES

What questions should you answer on your Category pages?

Your category pages don't have to answer a lot of questions but they should showcase relevant blog posts for their featured topic.

Make your category pages easy to browse so that your readers can quickly find what they are searching for.

home·body

HOME ABOUT CONTACT

DIY FOOD LIFE

Recipes, Tips and Cheat Sheets

LATEST • 30-MINUTE MEALS • BAKING • BREAKFAST • FOODIE TOUR • HEALTHY • ENTERTAINING

BAKING
The Simplest Pear Tart
[READ](#)

HEALTHY
Spinach and Goat Cheese Salad with Peaches
[READ](#)

FOODIE TOUR
5 Bakeries to Visit in Pittsburgh, PA
[READ](#)

30-MINUTE MEALS
Easy Carne Asada Tacos w/ Tomatillo Salsa
[READ](#)

BREAKFAST
Raspberry, Hibiscus & Lemon Smoothie
[READ](#)

BAKING
Rustic Passionfruit Lemon Sponge Cake
[READ](#)

LOAD MORE

NEWSLETTER

Can I send you my latest plant care tips, easy dinner recipes and life hacks?

NAME EMAIL SUBSCRIBE

home·body

HOME • ABOUT • CONTACT • SEARCH

Facebook, YouTube, Instagram, Pinterest, LinkedIn, Twitter icons

Category page example

Tips for using images on your website.

Overall, use high-quality images on your website whenever possible.

If you don't have your own images, sites like Reshot and Unsplash offer free, high-quality stock images.



HOMEPAGE

Your homepage should represent who you are and what your blog is about. The photos featured here should be on theme with your color palette and branding. This is what people will see when they first visit your site.



ABOUT PAGE

Use professional images of yourself to show your personality and who you are. You want people to feel like they know you, trust you, and imagine what it would be like to be friends with you.



CONTACT PAGE

Share a cheerful photo of yourself or the type of content you produce. You want to appear approachable.



CATEGORY PAGE(S)

Use relevant images for each of the posts within a category. These images will encourage people to click around and explore your site more. Depending on your site design, make sure you have high-quality lead images within your blog posts as they will display either as thumbnails or larger images on your category pages.



ACTION STEPS



Create a simple website.

Don't have a website?
[Create one with Constant Contact](#)
[Contact](#) in minutes!



Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



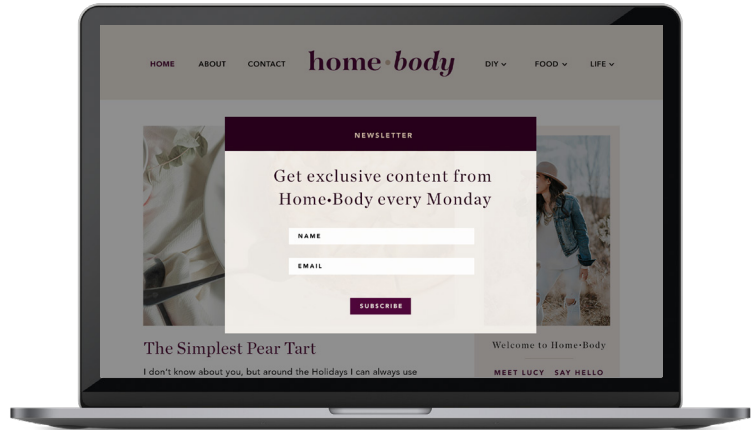
Add sign-up forms to your website.

DID YOU KNOW?



One way to monetizing your blog is through advertising.

The simplest way to do this when you first get started is with a service like Google AdSense. Google AdSense provides a way for you to earn money from your website by opening it up to advertisers. AdSense is free to join and works by adding ads to your site based on your content and visitors. The ads are created and paid for by advertisers who want to promote their products. Google will pay you for the number of clicks an ad gets.



What happens after someone visits your website for the first time?

What if someone finds you on Pinterest, for example, digests that particular post and bounces off your site, never to return again? You've lost a potential member of your community. It's not enough for people to visit your website. You want them to keep coming back!

But what if you had a way to contact them? Then you could encourage them to return to your site. Remember, building your audience is how you will monetize your blog, so it is vital to capture contact information.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. Offer something of value to visitors in exchange for their email addresses—like exclusive content, a free E-Book, or a discount code if you are selling a product—to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to engage or do business with you by sharing a combination of helpful and promotional messages.

2



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business.

Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list.



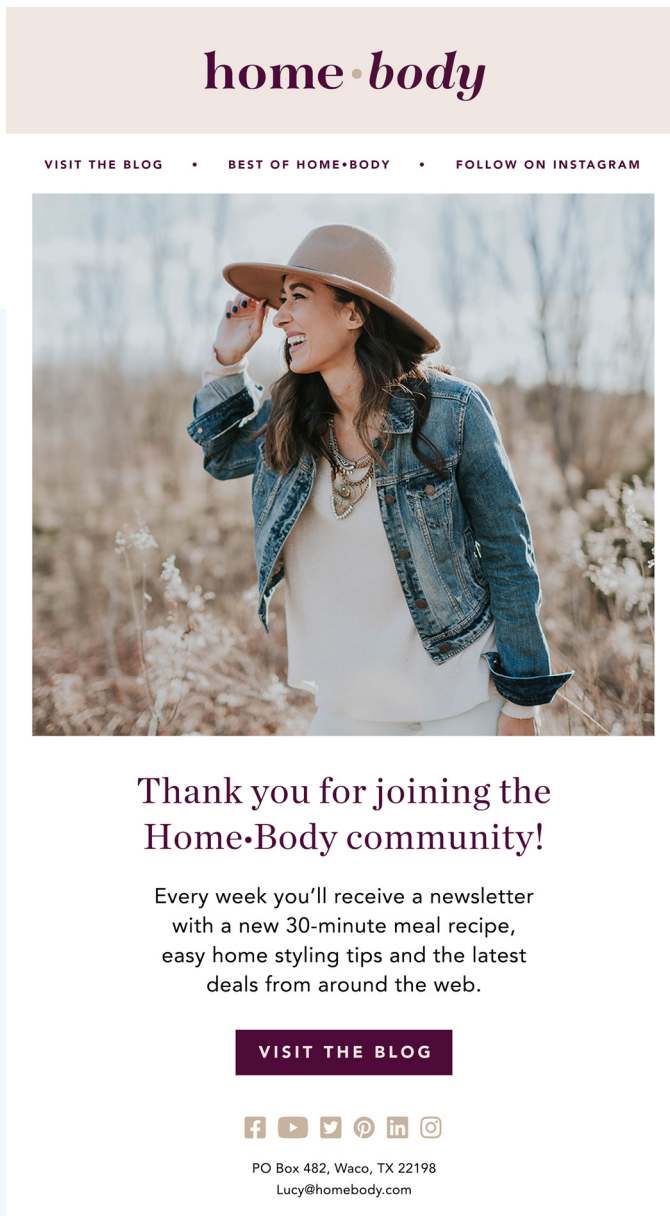
Here are two emails to include in your automated welcome series.



WELCOME SERIES
EMAIL ONE

Welcome/
Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised (like a free printable), welcome your new subscribers, and reiterate what they should expect in the future.



Welcome email example



WELCOME SERIES
EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you—this will most likely be on your social channels—so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these channels, your blog gets exposed to their connections who are likely also to make excellent prospects for your community.



TIP

Use email automation to save time and get new and repeat visitors to your website. Need some ideas?

[Find some here.](#)

CONSTANT CONTACT

home • body

VISIT THE BLOG • BEST OF HOME•BODY • FOLLOW ON INSTAGRAM



Let's Connect!

Join us on our social channels to see the latest content and sneak peaks of upcoming projects.

#homebodyblog

A grid of four images: a potted plant, a woman holding a child, a bedroom, and a hand holding a plant. To the right is a Facebook post from 'Home-Body' showing a plate of food with 12 likes and options to like, comment, and share. Below the grid are buttons for 'FOLLOW' (with Instagram icon) and 'LIKE' (with Facebook icon).



PO Box 482, Waco, TX 22198
Lucy@homebody.com

Let's connect email example



ONGOING COMMUNICATION

Plan on sending email consistently thereafter.

Consistency is key in any form of marketing and will help you to build relationships with your audience if done correctly.

Create a calendar of potential opportunities to email your contacts. You may consider emailing whenever you have a new blog post to share.

Be sure to offer value and quality content in all of your communication. Your communications should be a mix of promotional emails and resource emails. If you're not providing value to your audience you will lose them. Always ask yourself, "Does what I am saying or sending add value?"



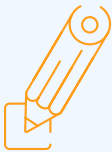
DID YOU KNOW?

Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

The screenshot shows an email header with the 'homebody' logo. Below the logo are navigation links: 'VISIT THE BLOG', 'BEST OF HOME•BODY', and 'FOLLOW ON INSTAGRAM'. The main content features a large image of Carne Asada Tacos with lime wedges. Below the image is the title '30-Minute Meals: Carne Asada Tacos' and a short paragraph describing the meal. A purple button labeled 'GET THE RECIPE' is positioned below the text. At the bottom of the email content are social media icons for Facebook, YouTube, Twitter, Pinterest, LinkedIn, and Instagram, followed by the address 'PO Box 482, Waco, TX 22198' and the email 'Lucy@homebody.com'.

Resource email example



ACTION STEPS



Set up a simple, automated welcome series.



Plan to send email consistently, in the blogging world, weekly emails are very popular.



Think about other emails you may want to automate.



home•body

VISIT THE BLOG • BEST OF HOME•BODY • FOLLOW ON INSTAGRAM



Exclusive Home•Body partnership and discount!

We've partnered with our favorite kitchenware brand to bring an exclusive sale to your inbox.

Get 20% off with the code **homebody20**

SHOP NOW



PO Box 482, Waco, TX 22198
Lucy@homebody.com

Promotional email example



In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

3

Social media: It doesn't have to overwhelm you.

If you are just starting out in blogging, [social media marketing](#) can feel overwhelming, especially if you're trying to be active on every channel out there. Which platform do you choose? What types of activities should you focus on? It often feels like you are spinning your wheels and doing a lot of activity across many channels with little to show for it.

That being said, you should go ahead and reserve your name on the important social channels so you have those handles available to you. But you don't necessarily have to be active everywhere. Think about which channels make most sense for your niche. Fashion bloggers could do great with Instagram, while food bloggers' bread and butter could be Pinterest.

Also, consider what channel you're most comfortable using and how it fits with the personality of your blog. Are you already scrolling through Instagram every day? Then you might want to let your audience know they can quickly reach you in your DMs. Maybe Facebook is more your speed. Whichever channel speaks to you most, and has proven success with your niche, should be your primary channel.



TIP

Choose the right social media platform for your business.

[Find out how.](#)



TIP

A social media image size cheat sheet can be found [here](#).

We recommend that you be active on at least two social media channels with Instagram being one of them. Growing your Instagram following is crucial in monetizing your blog these days. Keep in mind that social media trends are constantly changing and your strategy may need to adapt accordingly.

Ultimately, social media should allow you to interact with your audience in ways you might not have by generating awareness, providing education, responding to customers, and creating engagement.



You can use the same general content across your channels, but you may need to modify your posts or the format a bit to suit the personality of the channel.

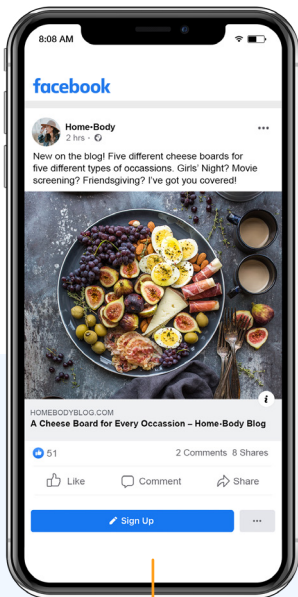




EACH SOCIAL CHANNEL IS UNIQUE

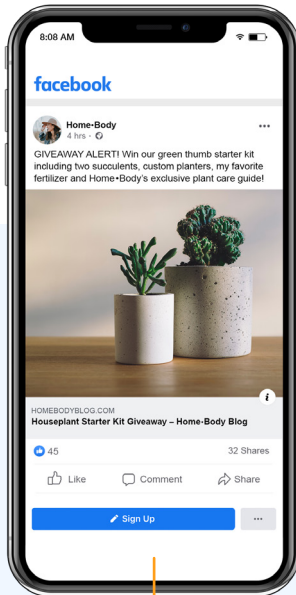
Facebook

In the news feed, you'll be competing with friends, family, and news. In addition, Facebook's algorithm for business pages is a "Pay to Play" model, which means your posts may get limited visibility unless you boost them through Facebook ads.



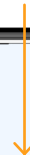
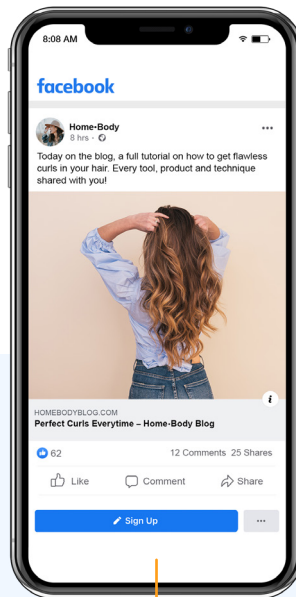
AWARENESS

Share each new blog post to your Facebook Business Page.



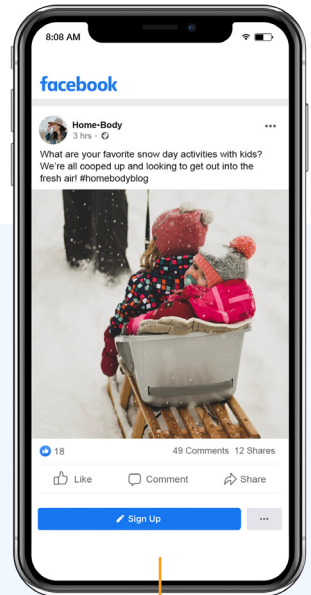
DRIVING ACTION

Drive people to your website, to enter a giveaway, or another action item.



EDUCATION

Give people educational content that is of value or offers a solution.



ENGAGEMENT

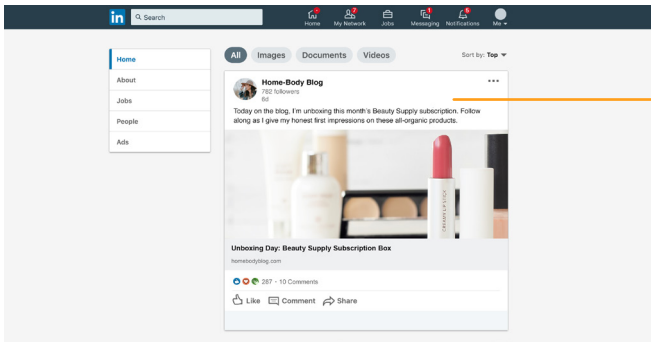
Post fun or entertaining content your audience may want to engage with by liking, commenting, and sharing.



EACH SOCIAL CHANNEL IS UNIQUE

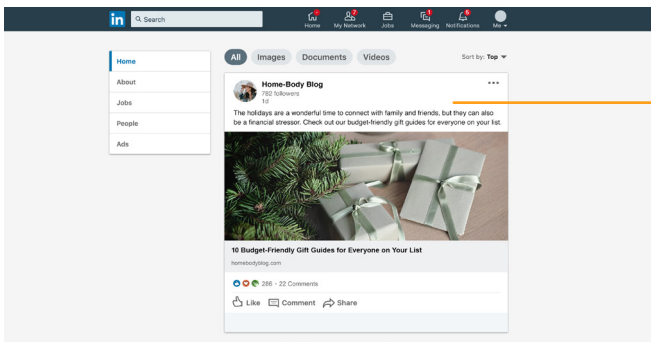


More of a professional network. Great for business-to-business communications.



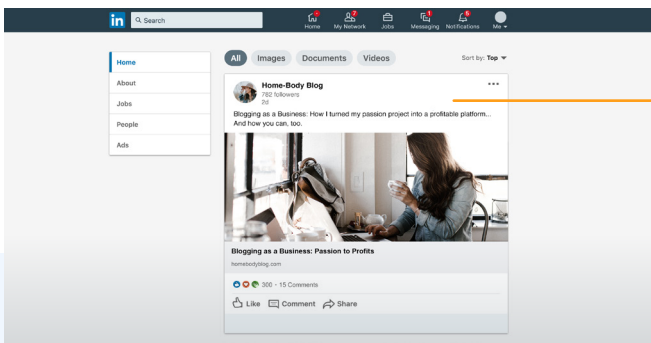
AWARENESS

Share a video or a blog post.



DRIVING ACTION

Send people to your website to get more information.



EDUCATION

Share tips and helpful content for your followers. Education should add value and not outwardly be trying to sell something.

TIP



Pay attention to your insights to see which type of content they engage with the most, then serve up more of that. Your community will tell you what they want through their actions.



EACH SOCIAL CHANNEL IS UNIQUE

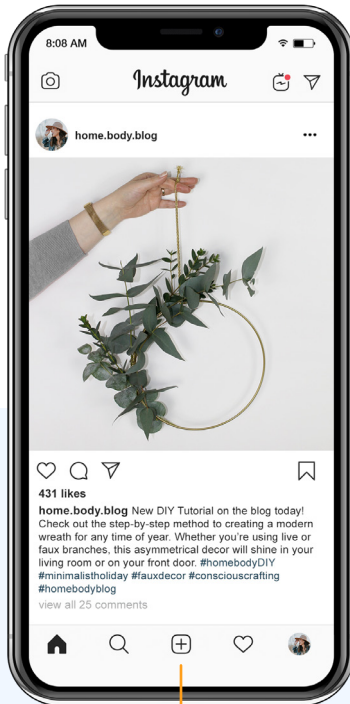


A highly visual network. Let people see what's happening with your blogging life.



AWARENESS

Let people know about your new blog posts, promotions, giveaways, brand partnerships.



EDUCATION

Share useful tips and or facts with your audience. Always remember that Instagram is a visual platform and that education content must also contain this visual element. Video can be a useful tool here.



COMMUNITY ENGAGEMENT

Respond to direct messages from your community.



EACH SOCIAL CHANNEL IS UNIQUE



Public news feed of what's happening now.



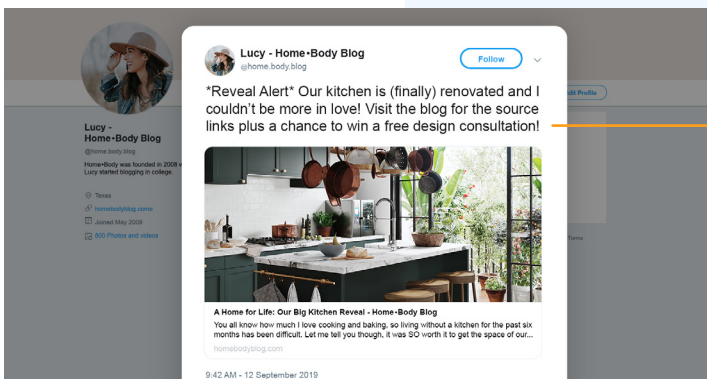
ENGAGEMENT

Engage in and encourage conversations with your followers through comments, retweets, and likes.



EDUCATION

Share helpful information or tips with your followers.



DRIVING ACTION

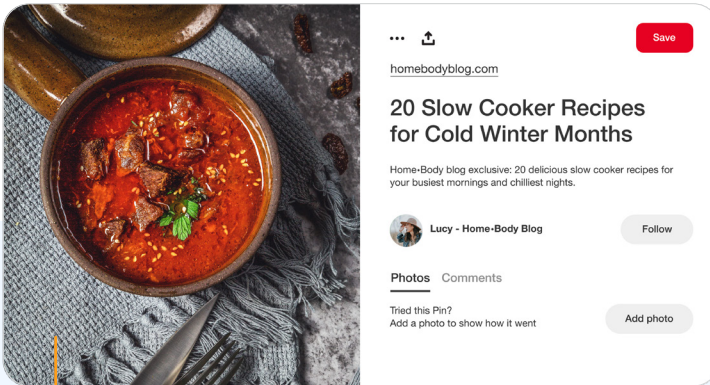
Encourage followers to read your latest blog post, enter your giveaway, or sign up for a service.



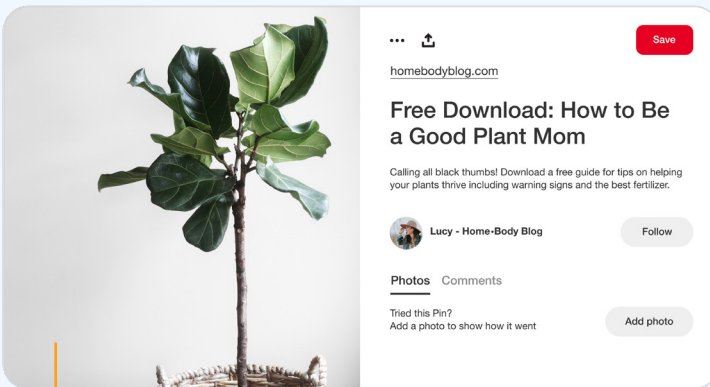
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

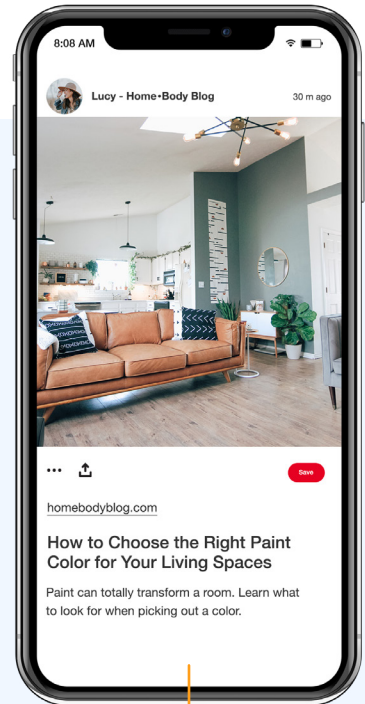
Boards with tips and ideas. This channel is more of a search engine, so interacting isn't as important here, but if you see comments on your pins, it doesn't hurt to respond to them.



AWARENESS Pin images from new blog posts, engage with the community, repin content that makes sense for your boards and brand. Feed it new content often to keep your site a high-quality source in Pinterest's eyes.



DRIVING ACTION Provide links to content resources on your website to help the audience you're trying to reach.



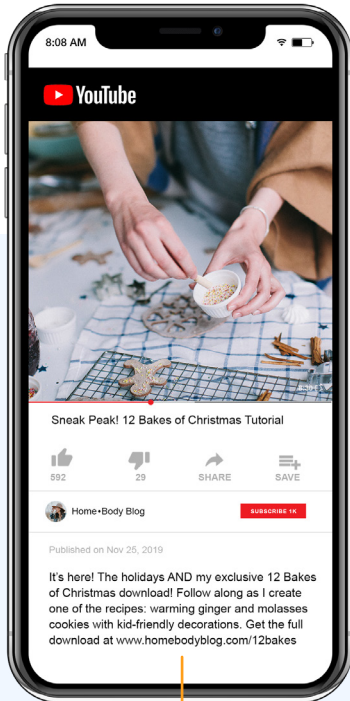
EDUCATION Provide tips and useful tactics to your followers. People look to Pinterest for inspiration and to learn how to do things.



EACH SOCIAL CHANNEL IS UNIQUE

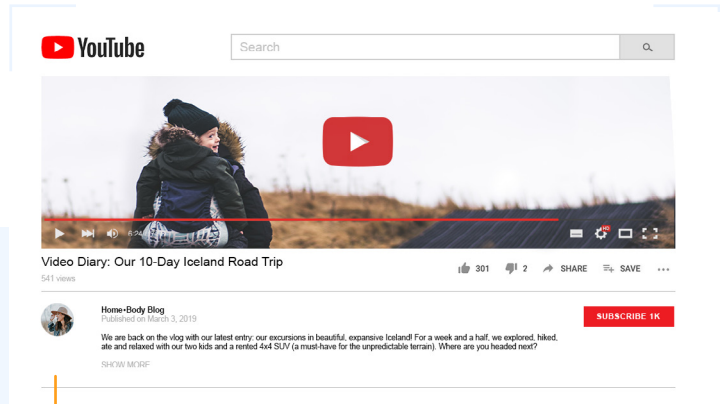


Video content that's educational and entertaining.



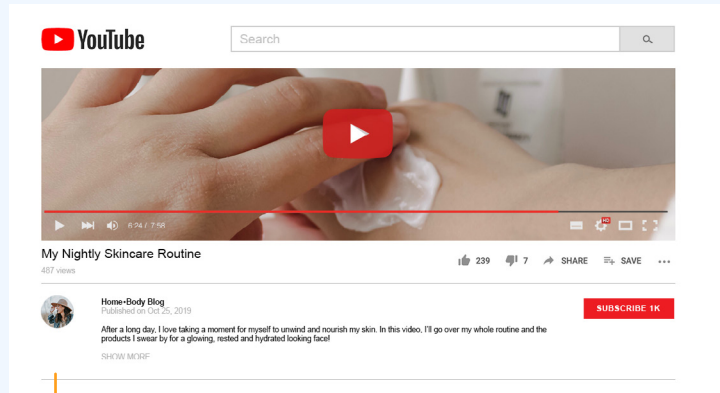
DRIVING ACTION

You can share everything from tutorials, to your favorite products and even glimpses of your everyday life. Tailor this content based on your target audience.



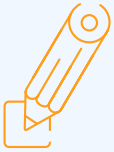
AWARENESS

Create video content to let people know what your brand is all about.



EDUCATION

Teach your followers something. What is your area of expertise?



ACTION STEPS



Determine which social channel makes the most sense for your business.



Set business goals for this primary channel across three categories.

- Awareness
- Customer service
- Driving action



Create a plan for this channel to reach your business goals.



DID YOU KNOW?

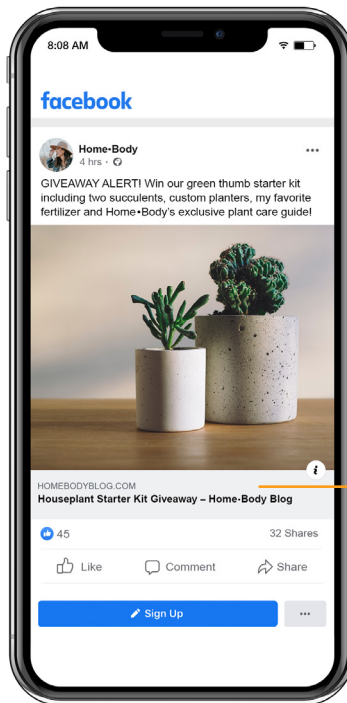
Want to know more about social media marketing?

Get started with our Social Quickstarter.

Keep focused on how social media can help you with business goals such as awareness, customer service, and driving action.

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.

Don't forget social media isn't the only place where people may find and engage with your business.



TIP



Link to your sign-up form from your social media channels. Remember to offer something of value to visitors in exchange for their email addresses to get more people joining your list.

4



Create content: Increase your chances of getting found.

As a blogger, your business is creating content. Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content.

The three things you need to focus on with your content strategy are:

QUALITY

Quality is king! Your audience is smart. They won't keep coming back if your standards slip. Carving out time in your schedule to create well-written, well-researched, and beautifully shot content will be more than worthwhile. Shareability is essential and people simply won't share low quality content.

QUANTITY

When content is your core "product," you must deliver it frequently enough to keep your audience interested. In general, you should aim to post new content at least once or twice a week, especially when you are just getting started. To help in this process, create a monthly editorial calendar with content ideas. Fresh content wins with search engines and social channels, so the more frequently you can serve it up, the better.



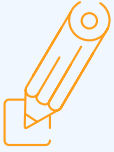
DID YOU KNOW?

Search engines love fresh blog content. Creating high-quality content should be your main priority.



TIP

Being plugged into your community is so important. If you know what type of content is resonating with your audience, that content is more likely to see traction.



ACTION STEPS

✓
Keep track of the top questions you get from your community.

✓
Make a list of potential blog topics.

✓
Create a calendar to regularly publish content.

CONSISTENCY

Once you choose a publishing frequency, stick to it. For instance, if you are a food blogger and you designate Mondays as the day you publish a new “Meatless Monday” recipe, be sure to do it consistently. Your readers will come to expect this new content and you will not want to disappoint them.

The screenshot shows a blog post from 'home body'. At the top, it says 'home body' in a serif font. Below that are navigation links: 'VISIT THE BLOG', 'BEST OF HOME•BODY', and 'FOLLOW ON INSTAGRAM'. The main image is a close-up of several tacos on a wooden board, topped with carne asada, tomatillo salsa, and fresh vegetables. A lime wedge is also visible. Below the image, the title reads '30-Minute Meals: Carne Asada Tacos'. The text below the title says: 'This week's 30-minute meal is one of my tried-and-true. Juicy, tender and lean skirt steak with a simple tomatillo salsa. Only eight ingredients for a whole meal!'. At the bottom of the post is a purple button that says 'GET THE RECIPE'. Below the button are social media icons for Facebook, YouTube, Twitter, Pinterest, LinkedIn, and Instagram. At the very bottom, it lists the address 'PO Box 482, Waco, TX 22198' and the email 'Lucy@homebody.com'.

If you produce relevant content on a consistent basis that aligns with what your audience is searching for, more people will find you and share your content. Content helps search engines like Google find your website and can result in free traffic for you.

Yes, there are some technical aspects to consider like search engine optimization, or SEO as its known. The most important thing, however, is to regularly deliver topical and meaningful content to the people you're trying to reach. That way your audience and the search engines know they can count on you.



How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach the number of people you want to reach.

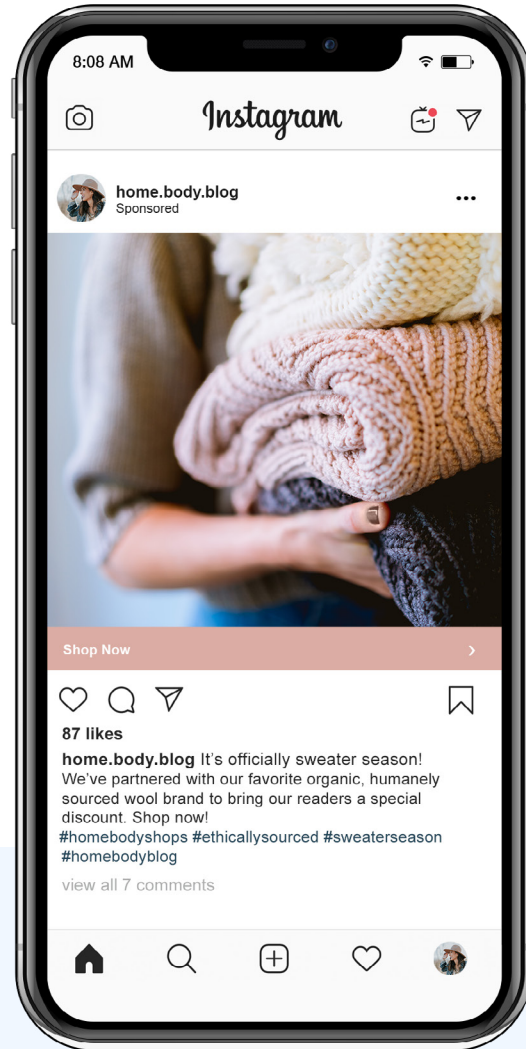
**That's not a bad thing, it just requires a shift in your thinking.
You want to spend your advertising dollars in smart ways.**



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

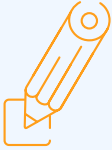
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.



DID YOU KNOW?

Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)



ACTION STEPS



Set aside a budget of \$100 to experiment with paid advertising.



Drive traffic to top-performing pages on your website.



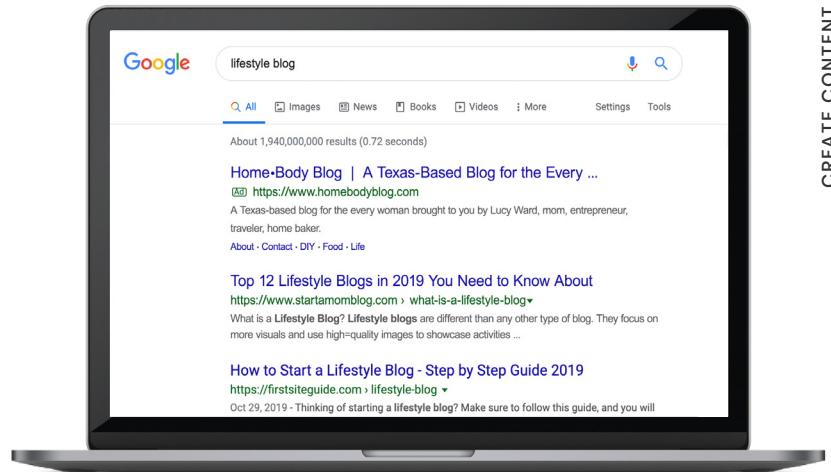
Use ads to get new signups for your email list.



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

How much should you spend on ads?

When you're first getting started set aside \$100 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



How it all comes together

Now you have a better sense of how consumers are finding blogs and the tools you'll need to position yourself for success.

How do you bring it all together to grow and monetize your blog?

Connect

It's all about getting people to your mobile-responsive website. You now know that happens through engaging with your audience, searches online, paid advertising, mobile searches on apps, or through the online community sharing and recommending your blog.

Experience

Your blog and social media channels should be a fun experience for your audience and should provide value. That's often as simple as making sure people are finding the answers to their questions, that you're engaging in conversation, responding to comments, being helpful, and staying positive.

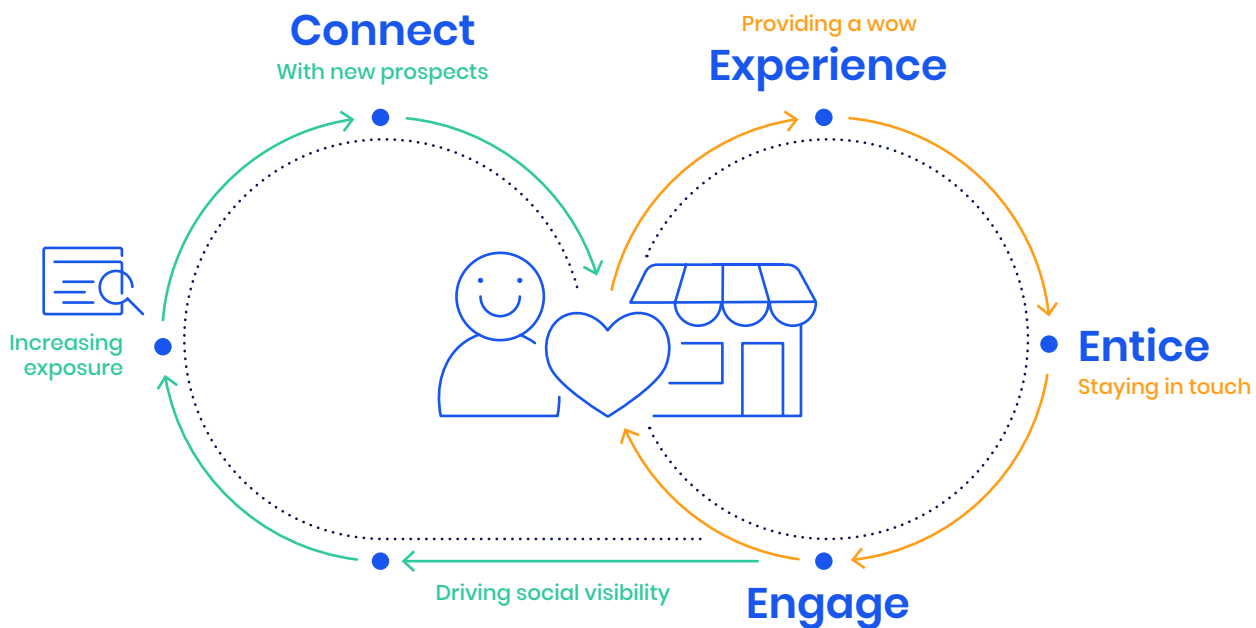
Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a blogger and followers.

Engagement keeps you top of mind and puts you on the path to building readership, return readers, loyalty, referrals, and increased exposure for your brand. Simply, engagement creates more awareness for your blog and grows your audience.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a blogger can create the relationships and interactions that keep existing readers coming back and increase word of mouth and social visibility that brings new people to your site. This growth is how you will build your blog into a business!

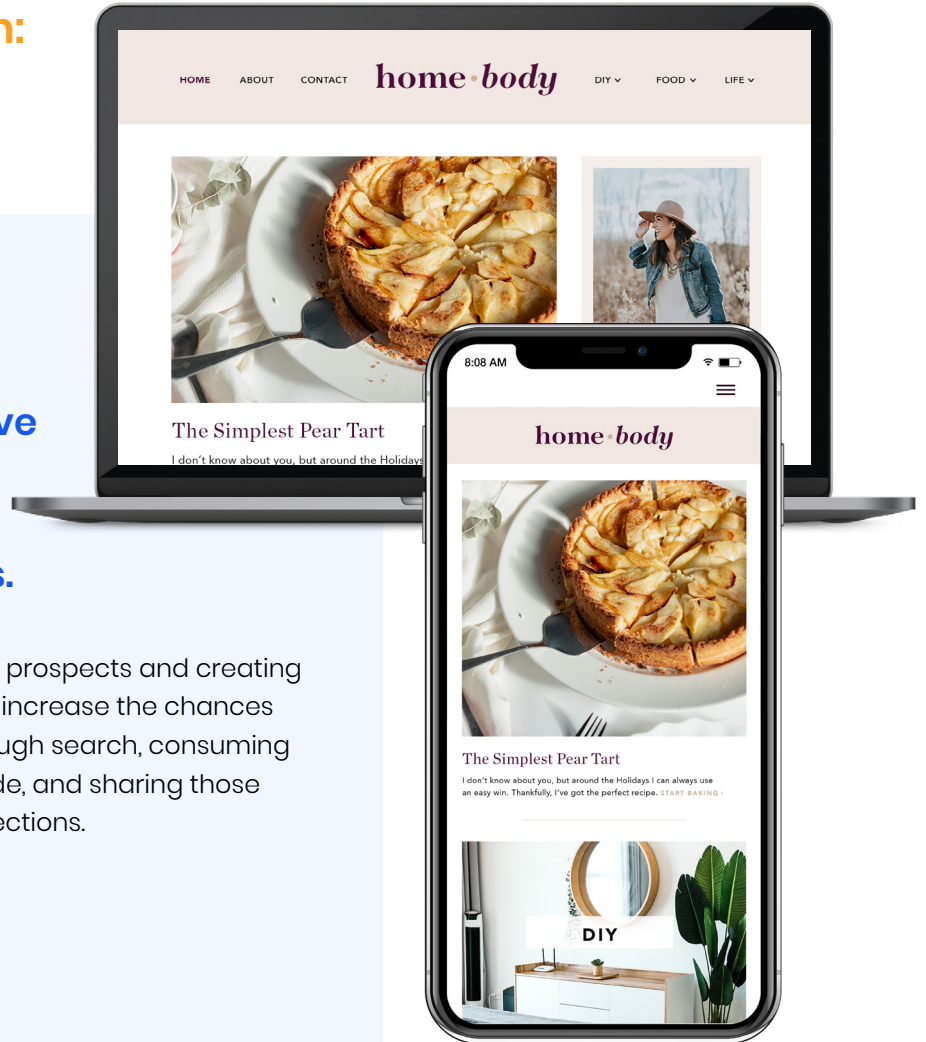
TO RECAP

Here's how you can take action:



Create a mobile-responsive website as a resource for potential readers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



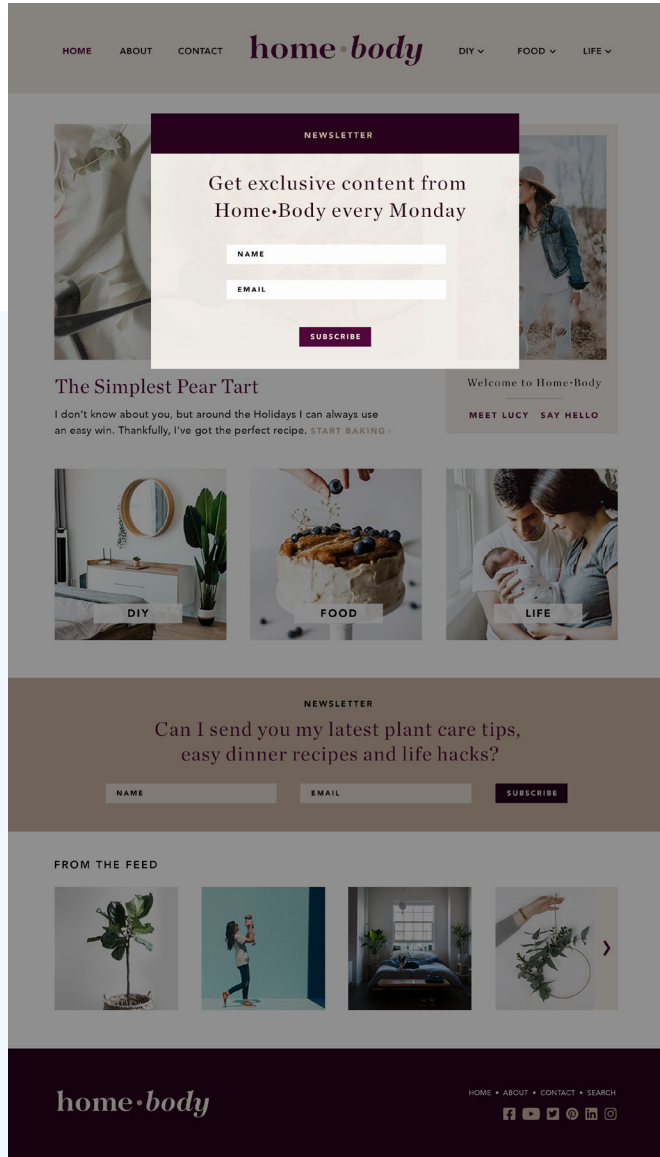
TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to continue to visit your blog and buy any products or services you offer.



TO RECAP

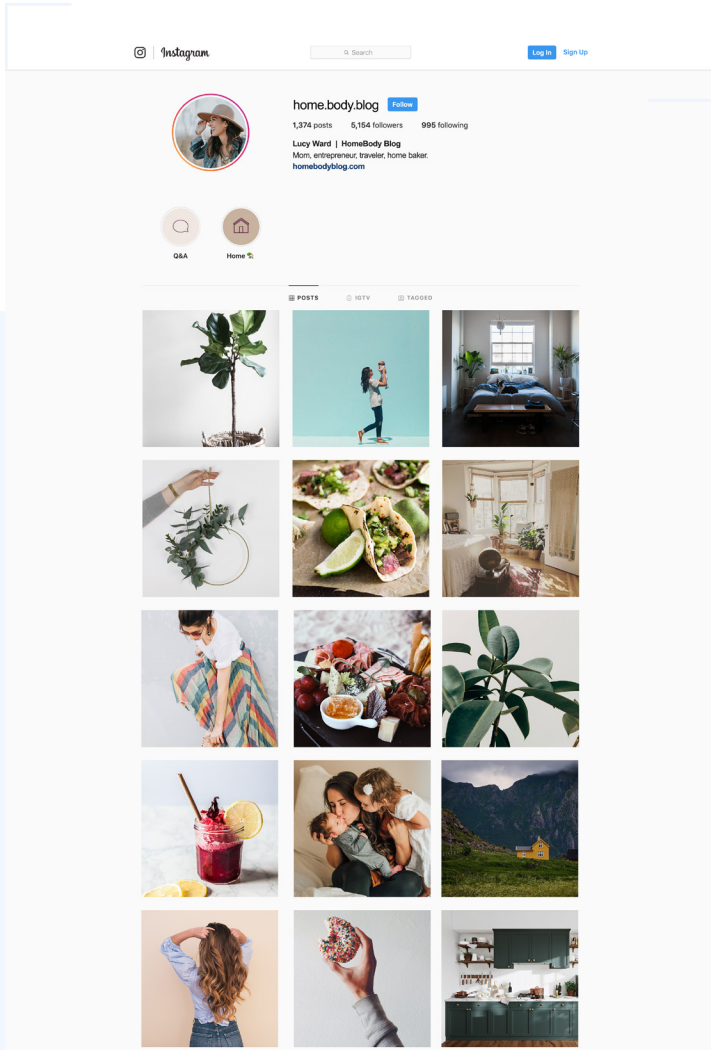
Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason. Social works best when you're not just trying to sell yourself or your sponsored content. Use social to generate awareness, educate your community, and drive action.

Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you can take action:



Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with deals and information they won't receive other places. Email can also drive action on your social channels.

home•body

VISIT THE BLOG • BEST OF HOME•BODY • FOLLOW ON INSTAGRAM



Exclusive Home•Body partnership and discount!

We've partnered with our favorite kitchenware brand to bring an exclusive sale to your inbox.

Get 20% off with the code **homebody20**

SHOP NOW



PO Box 482, Waco, TX 22198
Lucy@homebody.com

TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.

home.body.blog
Sponsored

Shop Now

87 likes

home.body.blog It's officially sweater season! We've partnered with our favorite organic, humanely sourced wool brand to bring our readers a special discount. Shop now!
#homebodyshops #ethicallysourced #sweaterseason #homebodyblog

view all 7 comments

How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are people making purchases if you offer products or services?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your audience, the timeframe shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat visitors.



How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your business, drive more people to your website, and see long term success.

You've got this. You've got us.

CONSTANTCONTACT.COM

Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Category Page(s)</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business?

YES NO

Have you reserved your business name on the major social channels?

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

PINTEREST

YOUTUBE

Have you chosen one channel as your primary area of focus?

YES NO

Are you engaging with people trying to interact with your business on this channel?

YES NO

Have you set business goals for your social activity across the four categories?

Awareness

YES NO

Education

YES NO

Driving Action

YES NO

Engagement

YES NO

Do you have a written social plan to achieve those goals?

YES NO

Do you have a way to easily create content on your website such as a blog?

YES NO

Have you made a list of commonly asked questions from your prospects and customers?

YES NO

Do you have a written plan to publish answers to those questions on a consistent basis?

YES NO

Are you currently doing any paid advertising?

- FACEBOOK
- INSTAGRAM
- GOOGLE
- OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your business? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are more people contacting you? YES NO

Are more people making purchases? YES NO

→ Find more powerful tools, marketing advice, and how to win with online marketing at constantcontact.com

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



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Waltham, MA 02451

[CONSTANTCONTACT.COM](https://www.constantcontact.com)