

How to Write Marketing Blogs Your Clients Will Actually Read

Over 340 million people world-wide are waiting to read your blogs.

(<http://thefuturebuzz.com/2009/01/12/social-media-web-20-internet-numbers-stats/>) Here's how you can reach them.

We can't all be great writers- but we can all improve on the way we write and what we write about. Here are a few insider 'tricks of the trade' that have worked for me. They'll get you started on writing marketing blogs that actually get read.

1. Get it right

Decide what you're going to write about. Think about it. Plan out what you're going to say- before you touch the keyboard.

- What are you selling?
- Who is going to buy it?
- Why would they buy it from you?
- What can you say to convince them?

Most importantly, **do your research.**



(Image Pixabay)

Keep up-to-date with your industry at all times and follow other blogs. Don't just look at the posts. Look at the comments. What is *your market* saying? What do *they* want?

There are loads of things people *want* to read about- choose one of those. The 'Top 5 This' or the 'Top 10 That' are always popular. Recipes, 'How To Make a....', FAQs, beginner guides- in fact anything where you're giving advice or information- as long as it's good.

2. Get them by the throat with the first sentence

If you don't get the reader's attention immediately, you've lost them. I've often spent more time getting the first line right than I have on writing the entire blog post.

It doesn't have to be controversial or rude- though that can work too! Throw out a stat that will surprise or shock them, just make sure you can prove it.

If you're writing about a really 'Hot' topic, then hit the reader with it straight away. It's called a 'hook' and it works.

3. Get down and personal

You're not writing a manual. Get involved, be involved. Talk from experience. Try and include real people in your posts. Whether it's Mark the Mailman or a guy who wrote a comment last week, readers identify with people more easily than with ideas.



(Image Pixabay)

So, don't just talk about Mark the Mailman. Let's see a pic- and the goofier he's looking the better! Blog posts containing images get almost double the views, so why not? (<https://www.impactbnd.com/blog/25-little-known-blogging-statistics-to-boost-your-strategy-in-2016>)

4. Don't crowd me in

Give your reader plenty of space. Nothing will turn a viewer off more than a solid wall of text. Break it up into bite-sized pieces. Again, images help with this.

5. Get automated

There are lots of tools out there. They are your friends. Use them.

Buzzsumo (<http://buzzsumo.com/>) will find all the most popular posts for any word you type in.

SEMrush (<https://www.semrush.com>) is the King of the Keywords

With copyscape (<https://www.copyscape.com/>) you can check you're not plagiarizing other writers.

Get free images from Pixabay (<https://pixabay.com/>)

And there are new, more exciting tools coming along all the time. They will make your life easier- and your blog better.

So, it's not just about the writing. It's about presentation and research and effort and, most of all, of course, **it's about you.**