

# Blog Marketing

## What we are covering...

- Blog link
- Bio
- Socials
- Shares
- Interest

**Blog Link**

## Blog link: Purpose & Mindset

- Include your blog link in your personal profiles
- People in your immediate circle that want to hear about what you do
- Your avatar exists in your circle, and your blog is a service
- Many jobs will see your blog as an asset / benefit, not as a threat
- One company stole me away from another one for a \$10k hiring bonus. They cited my blog as the reason they knew I was the right one for the job
- Early engagement and followers with your blog, even if it's small, helps legitimize it

**Make your blog link easy to find.  
Here are some places to include  
your blog link...**

# Where to include a link to your blog

- Personal Facebook profile
- Personal Instagram
- Facebook business page
- YouTube channel
- Email footer for work or personal
- Twitter bio
- LinkedIn profile
- Car magnet or bumper sticker
- Forum bio
  - Reddit
  - Quora

\*\*\* Not an exhaustive list. What other ideas do you have?

**Bio**

# Bio

- A short bio about yourself is like a personal tagline
- The purpose of a tagline is to succinctly expand on who you are and what you do
- It can relate to your blog, job, personal interests, etc.
- But should be relevant to your blog to some degree
- This of course should be on your blog as well - but right now I'm talking about your personal social media



# Bio

Here are some things you might want to include in a very short version of your bio:

- Who you are
- What your blog is about
- What's in it for them (why they should care)

The length of a bio will vary depending on what social media platform you're on.

## Bio Examples

- Marketing professional and self care blogger
- Business coach, marketing expert and blogger
- I blog about the awkward art of self improvement
- My hair says “I’m up for whatever,” but my glasses say “Only if I’m home by 10”.
- Food blogger, mom and chocolate lover

**Socials**

# Social media for bloggers

- Make sure your social media is linked prominently on your blog
- Include links in your social media profiles to your other social media profiles
- We will talk more about which socials you should be using, and best practices for each
- Generally though, I'd go ahead and claim a Facebook page, Instagram account and Pinterest account

# Blog Plugins

# What to look for in plugins

- Search for a plugin that will allow others to SHARE your content
- Search for a plugin that will allow others to FOLLOW you on social media
- These can look similar, but they have different functionality and uses
- Share
  - People click on the icon, and a new window opens where the reader can create a caption and share your post to their selected social media platform
- Follow
  - This is a bit more simple. When the user clicks on the icon, it simply links them to YOUR social media for whatever icon they selected
- When researching plugins...

# Researching plugins

- Go to “plugins” then “add new” inside your Wordpress dashboard
- Search for the type of plugin you want, or what you want it to do
- Look not just for good reviews, but high volume of reviews. This helps ensure you’re choosing a plugin that is well supported
- Also look for recent updates

## The plugins I use in 2021

- Sharing: Grow by Mediavine (now called Grow Social. Formerly Social Pug)
- Social media links: Social Media Follow Buttons Bar