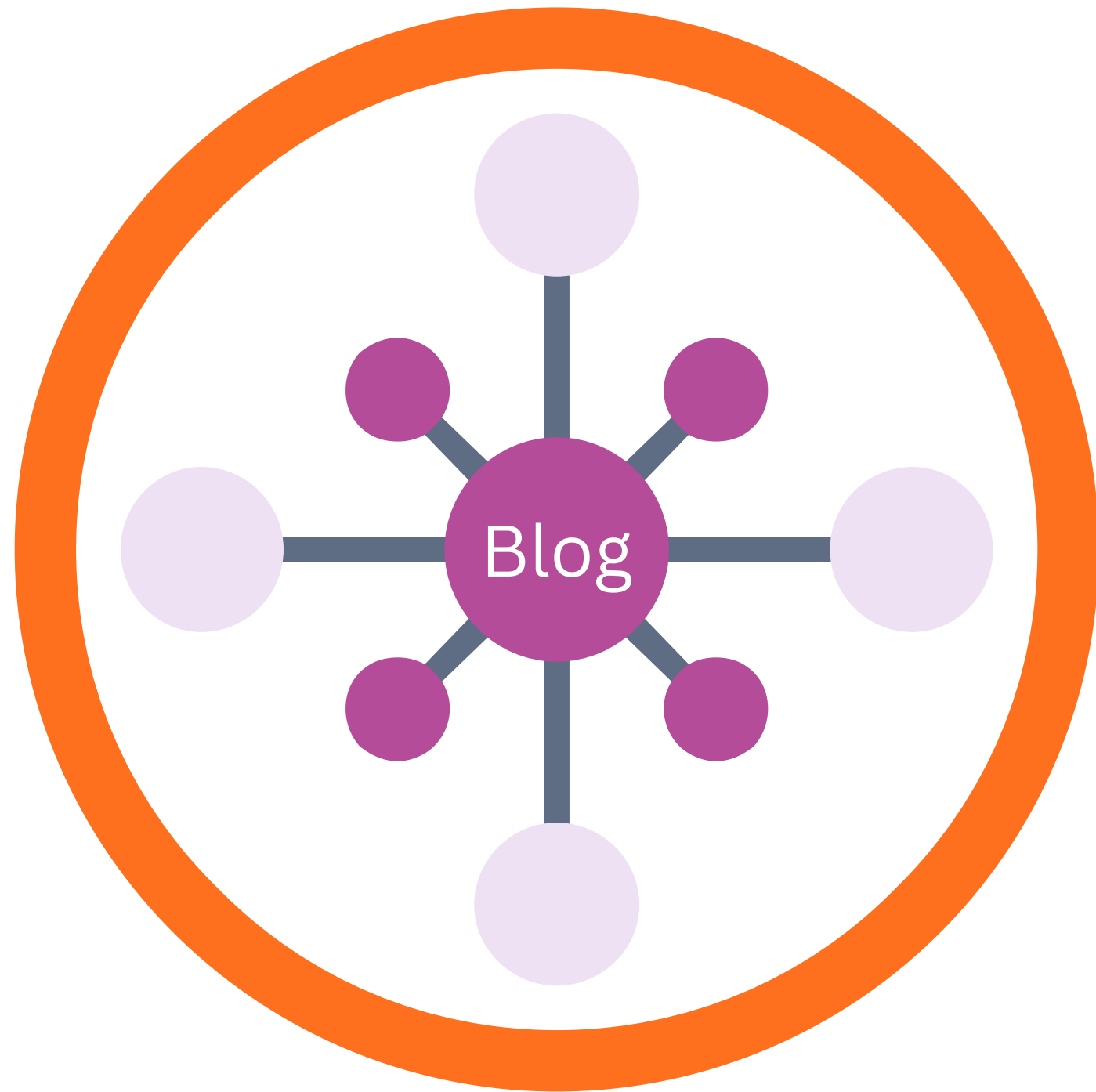


The Power of Blogs

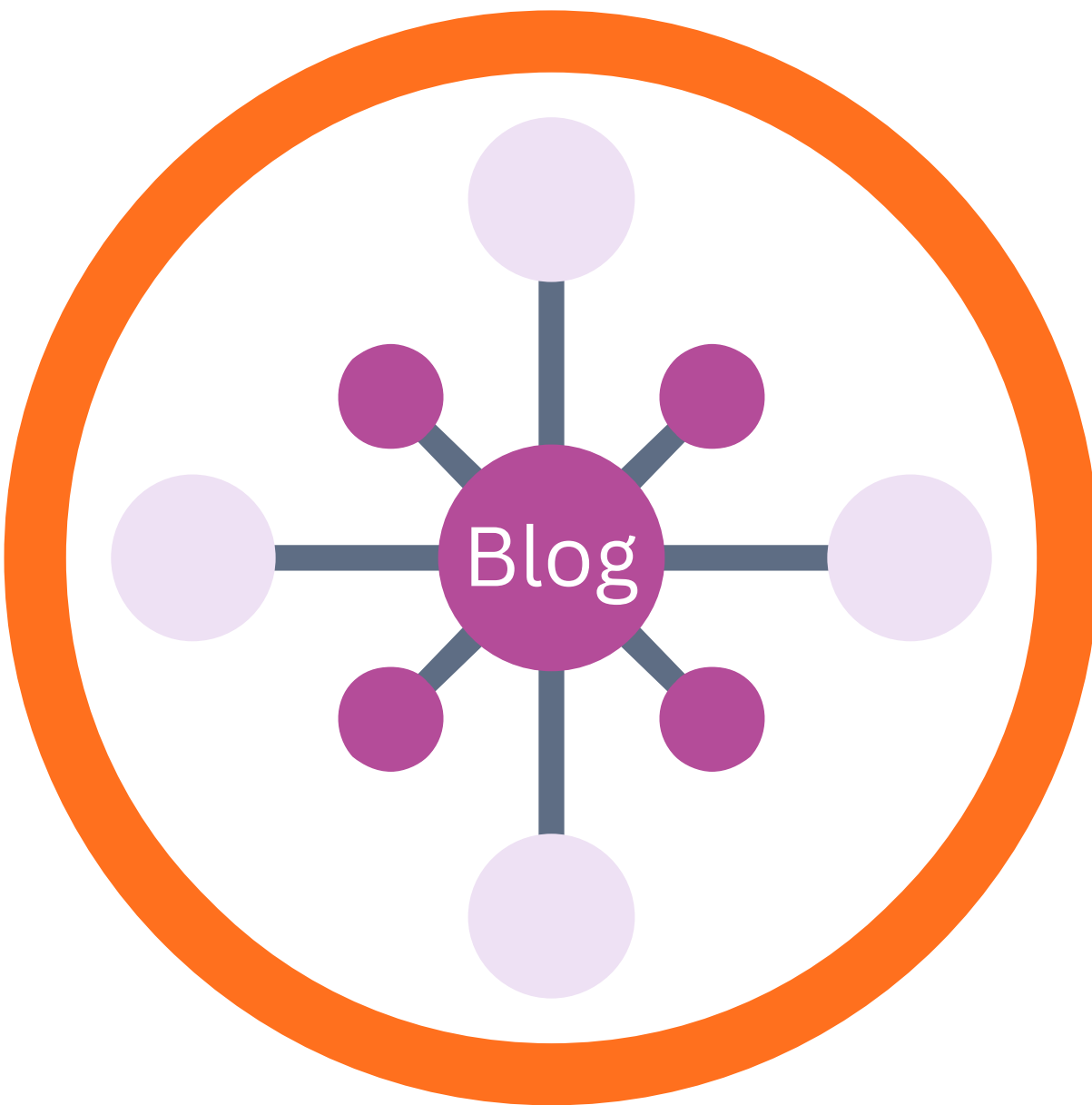
- Build up your KNOW, LIKE and TRUST factor by bringing people (driving traffic) to your website
- Use your blog posts to do the heavy lifting for you - make your blog posts the hub and your social media and newsletters the spokes of your business marketing wheel
- Keep your website fresh and increase SEO.
- Make it easier for you to be seen everywhere, with less outlay by sharing direct links or repurposing content already created within your blogs
- Create different types of blog posts
- Build and promote your customer journey or build your value ladder using your blog posts





Build up your KNOW,
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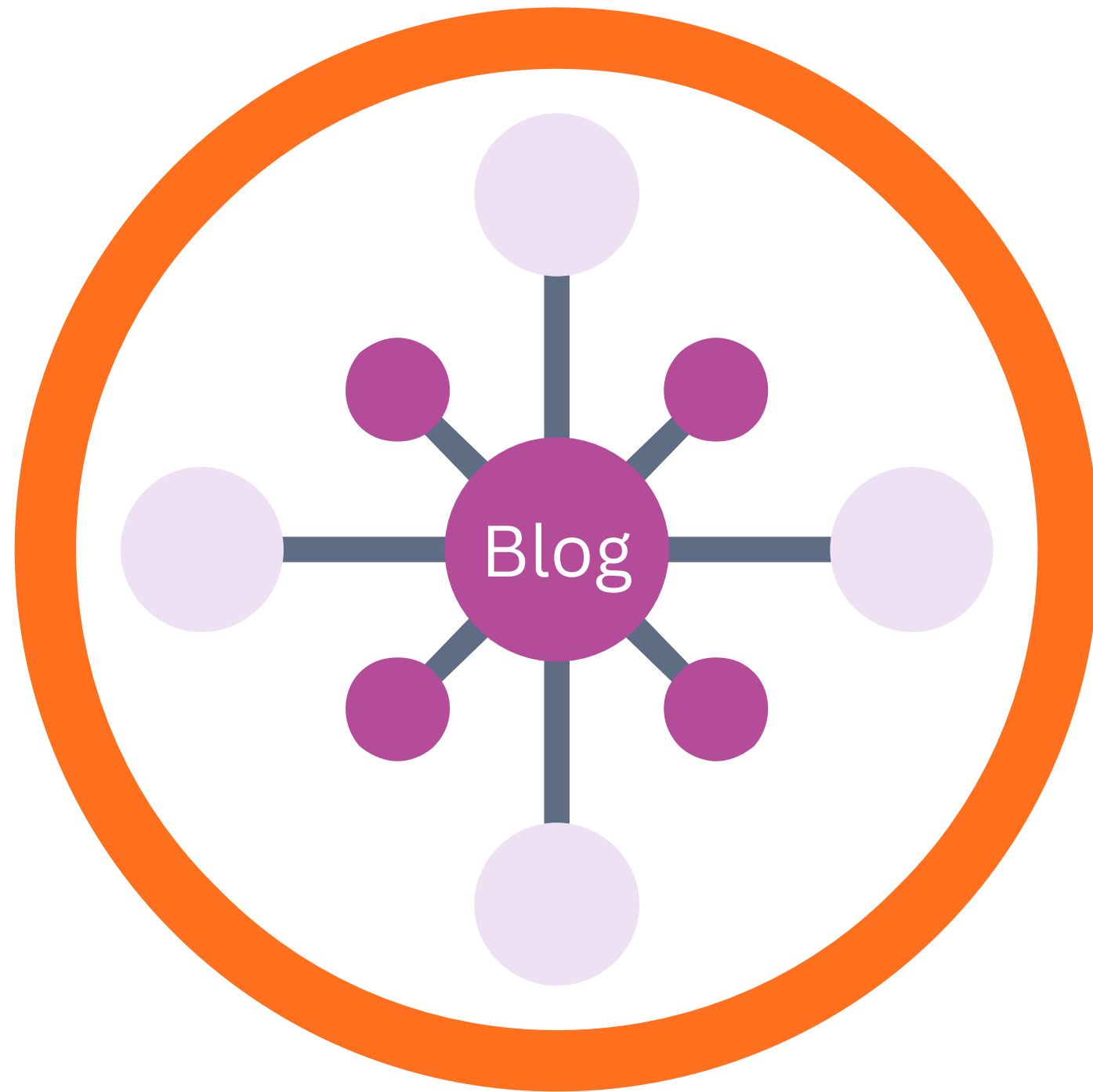




"If you're looking to gain exposure from your blog, your content should help bridge the gap between the problem the reader is trying to solve and your product, which can serve as a solution. By creating content that your ideal customer is searching for and interested in, you can build a solid community of readers who are a great fit for your product, and when nurtured, can turn into customers for your business."

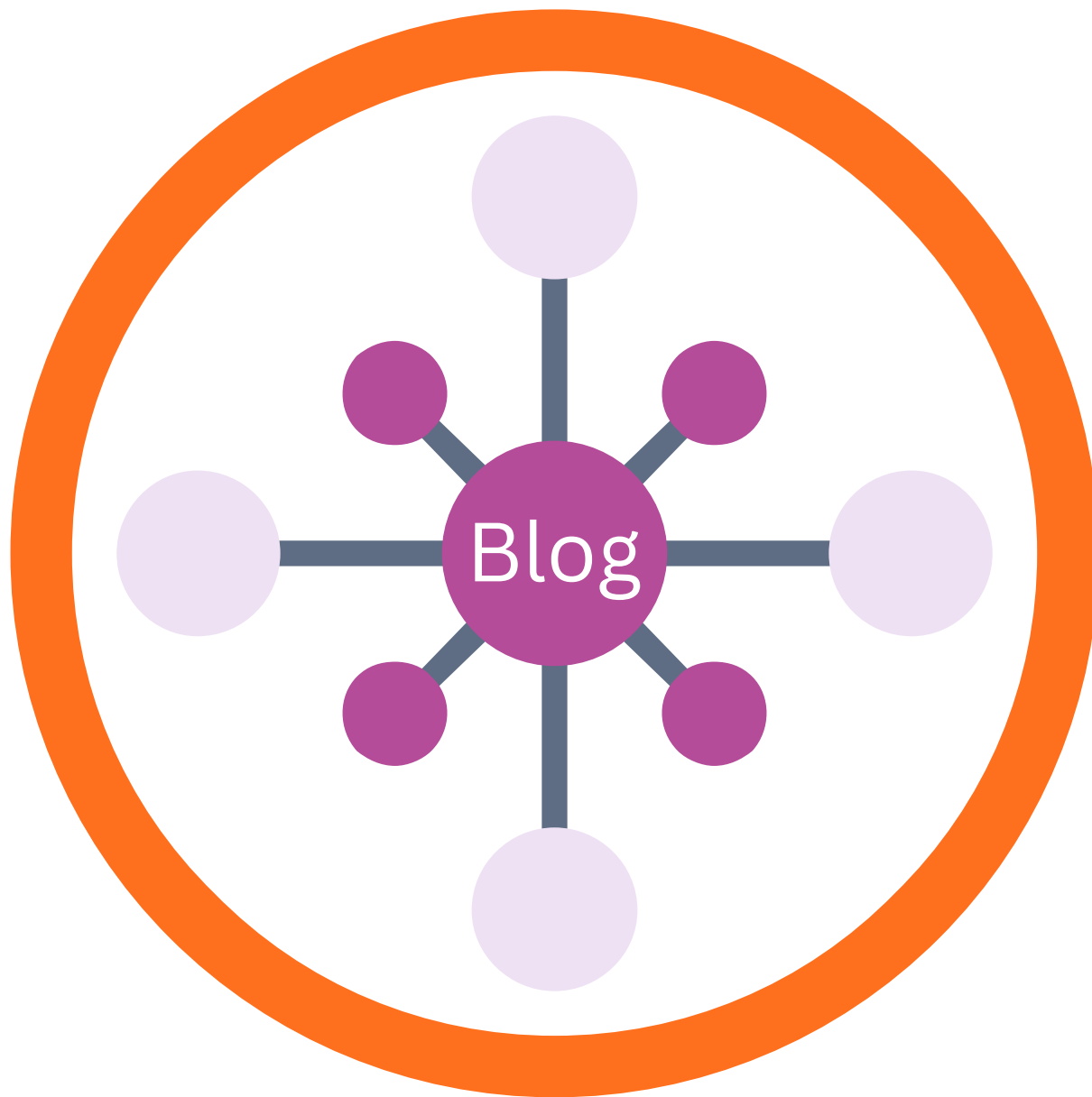
[Lestraundra Alfred, the manager editor of the HubSpot Sales Blog](#)





Use your blog posts to do the heavy lifting for you - make your blog posts the hub and your social media and newsletters the spokes of your business marketing wheel





What Is Inbound Marketing?

Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't always want, inbound marketing forms connections they are looking for and solves problems they already have.

Sign up for a free inbound marketing course

1

What Is the
Inbound
Methodology?

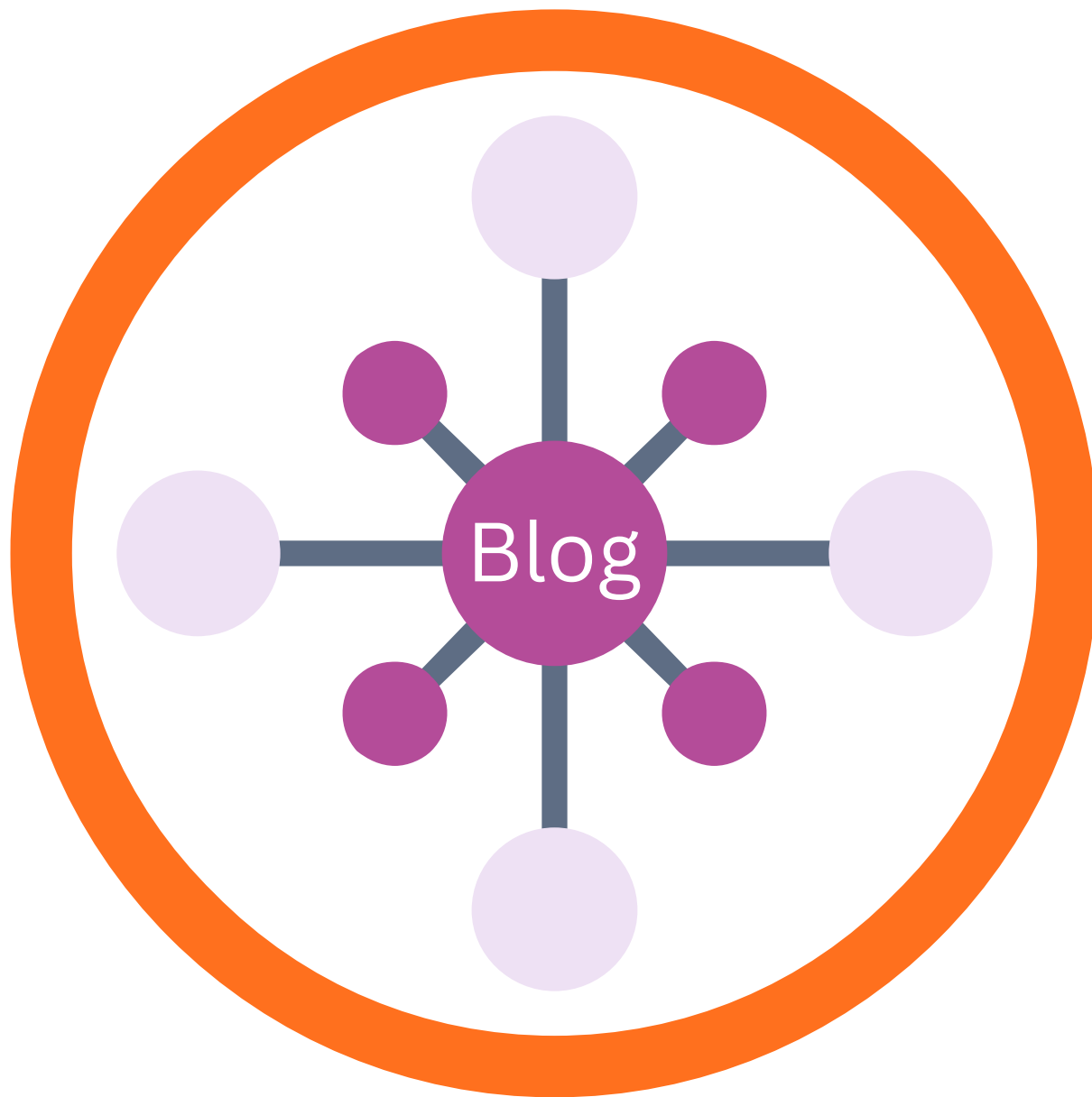
2

Inbound
Marketing
Strategies

3

The
Inbound
Methodology
in Marketing





With almost **4 billion people** worldwide currently connected to the internet, there has never been a better time for businesses to include blogging in their marketing strategy.



Not only does blogging drive website traffic and promote your products and services, but it also helps you build trust with your potential customers.

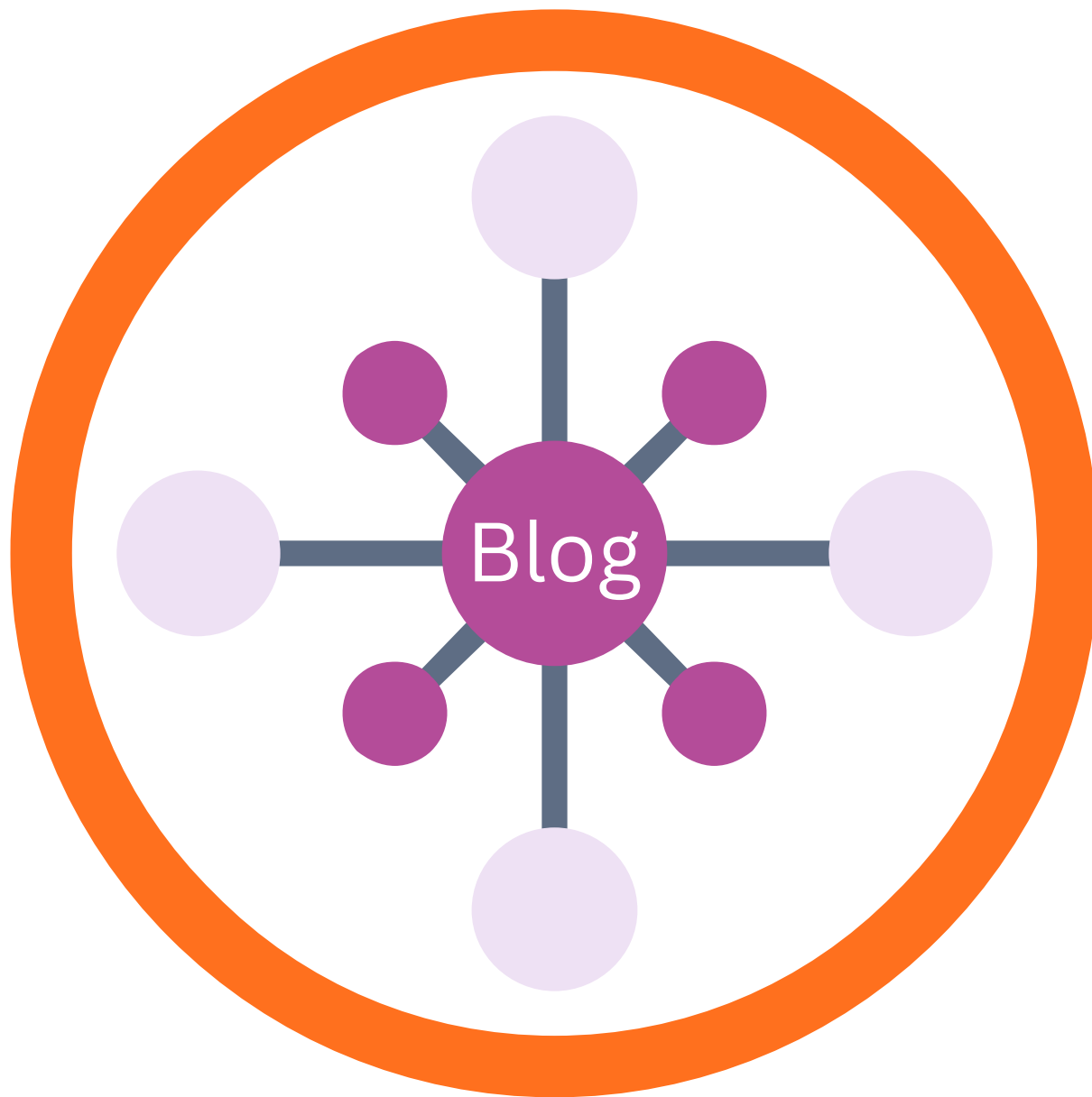
In this post, we're going to highlight the many benefits of blogging for business and how you can get started with creating relevant content that drives **inbound** links and traffic to your site.

[Hubspot - Te Benefits of Business Blogging](#)



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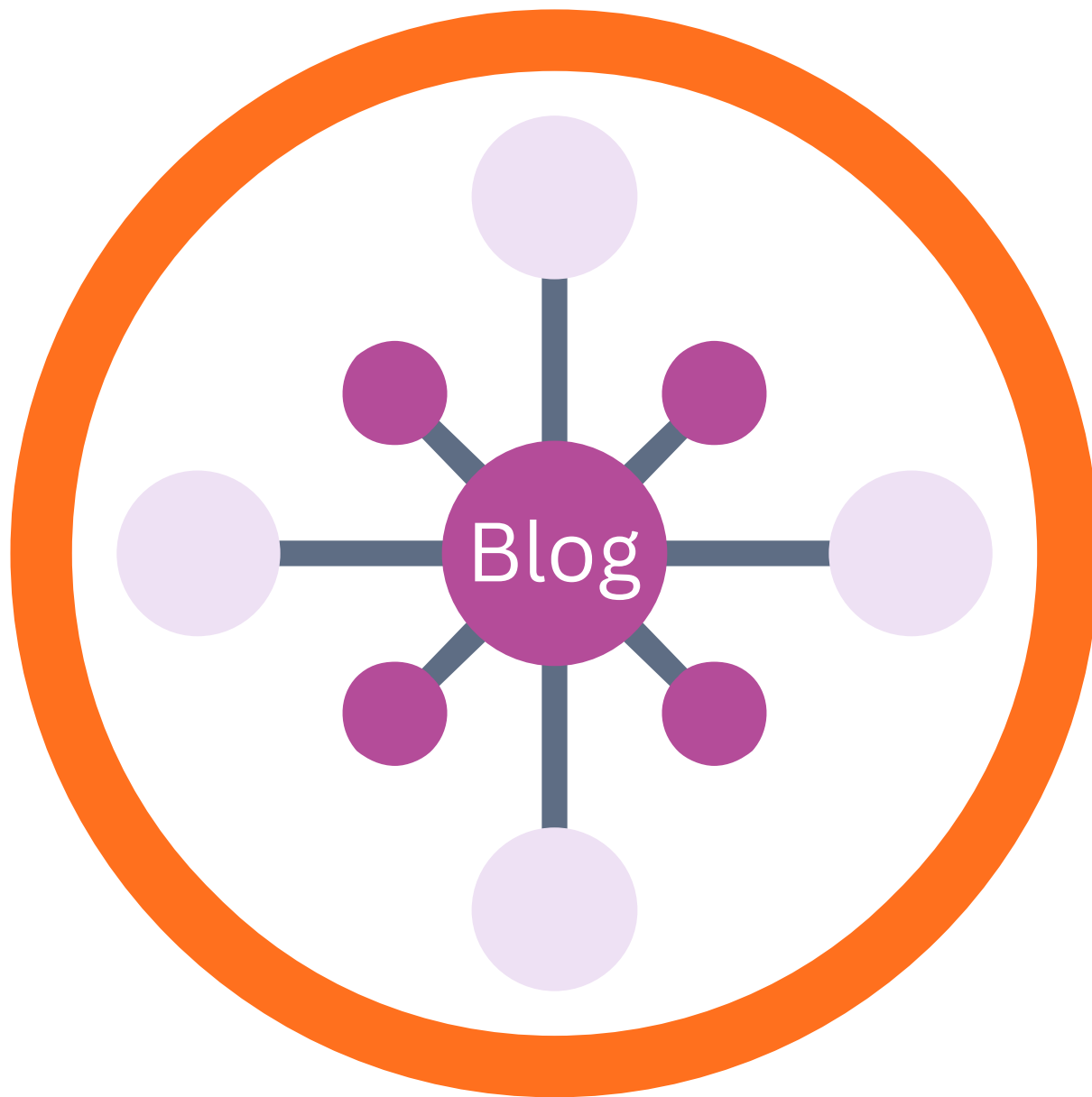
How to Promote Your Blog Content Like a Pro



→ CONVERGE

<https://www.converge.today/article/how-to-promote-your-blog-content-like-a-pro-a-comprehensive-guide>





Download Now: 150+ Content Creation Templates [Free Kit]

Content creation is also what helps people discover your business, brand, and products.

And that content helps you attract, engage, and delight prospects and customers. It brings new visitors to your site and ultimately generates revenue for your company.

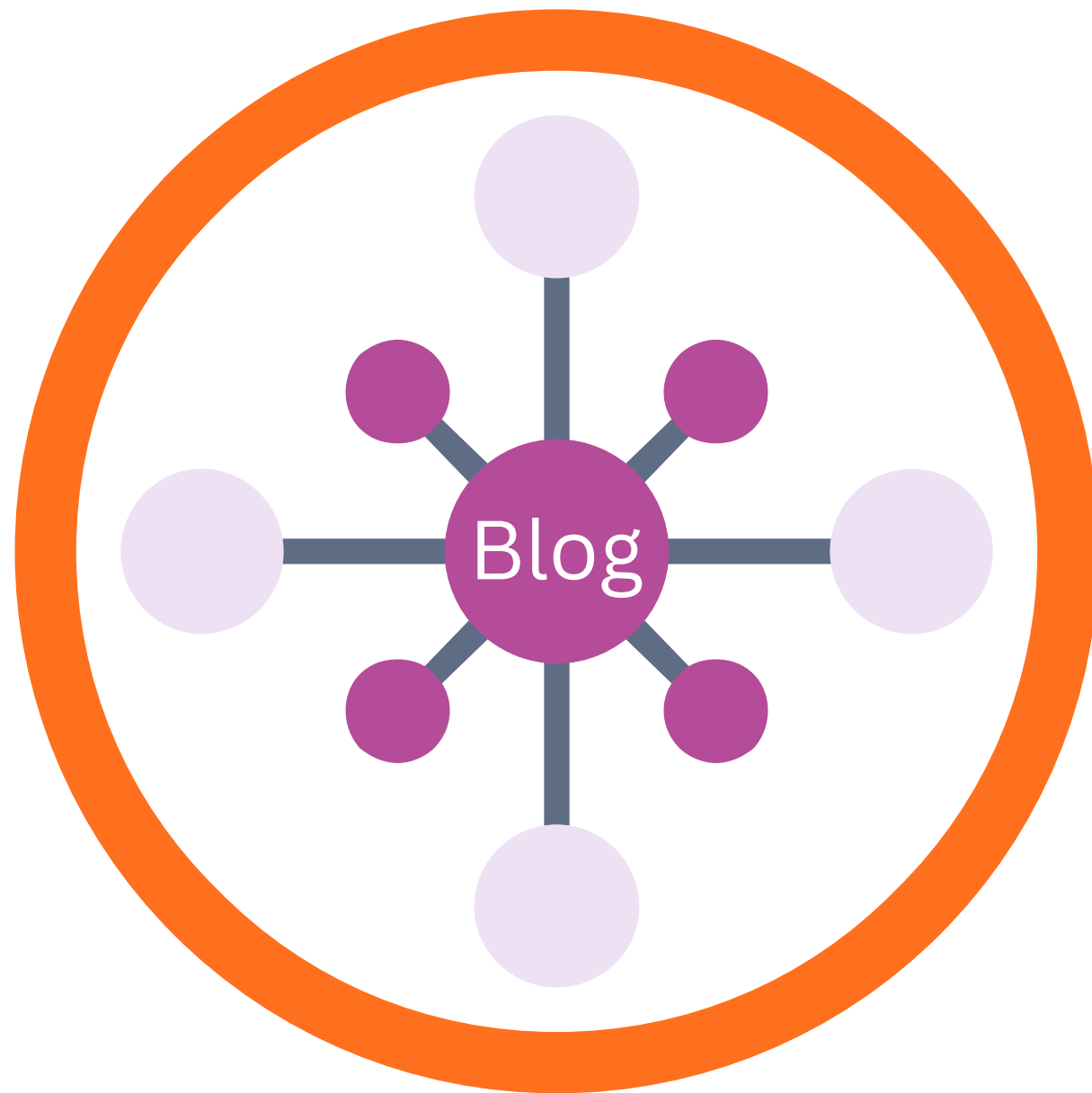
In other words, if you're not creating content, then you're **behind the curve**.




<https://blog.hubspot.com/marketing/content-creation>



Taki Moore - Million Dollar Coach



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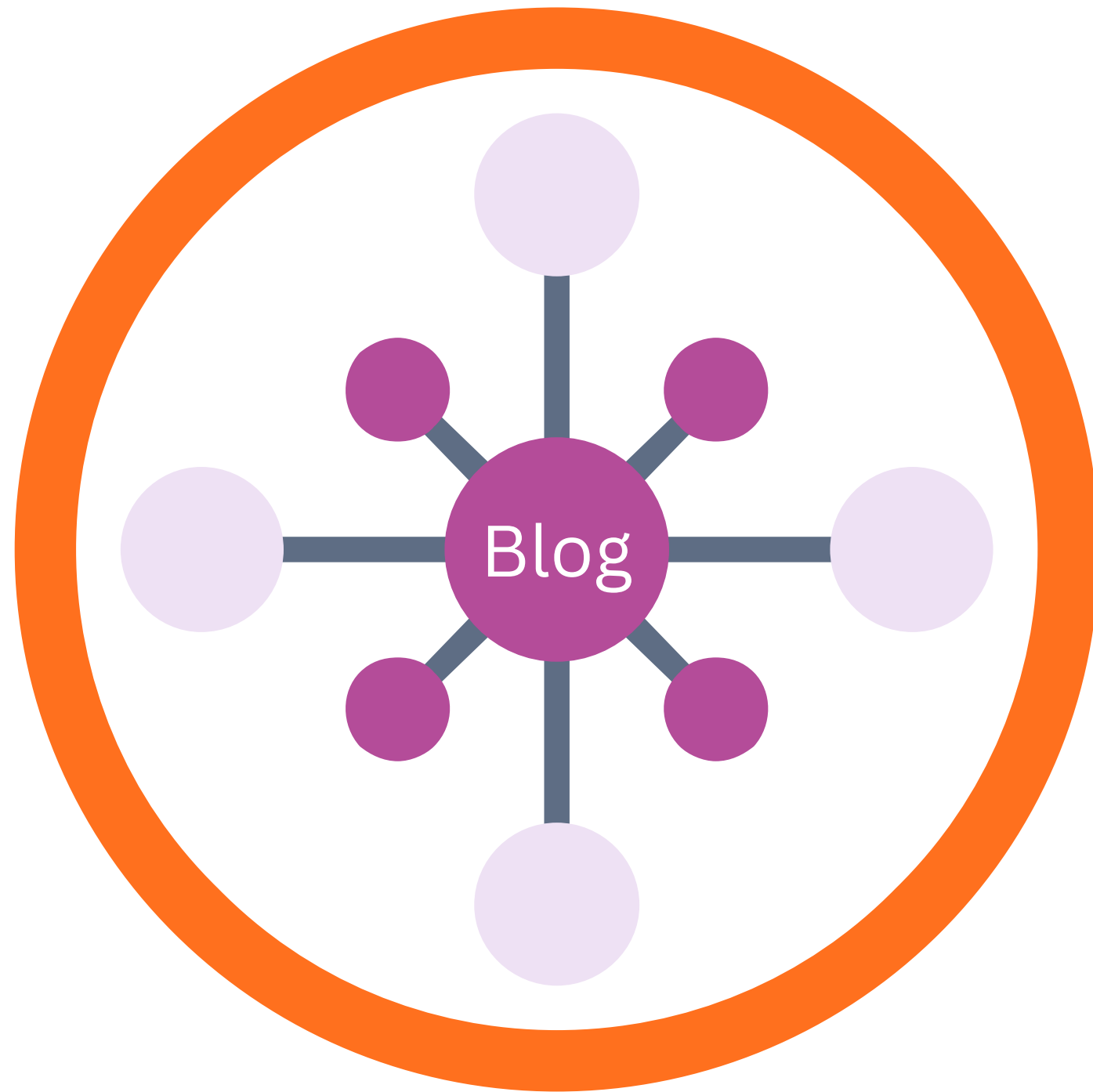
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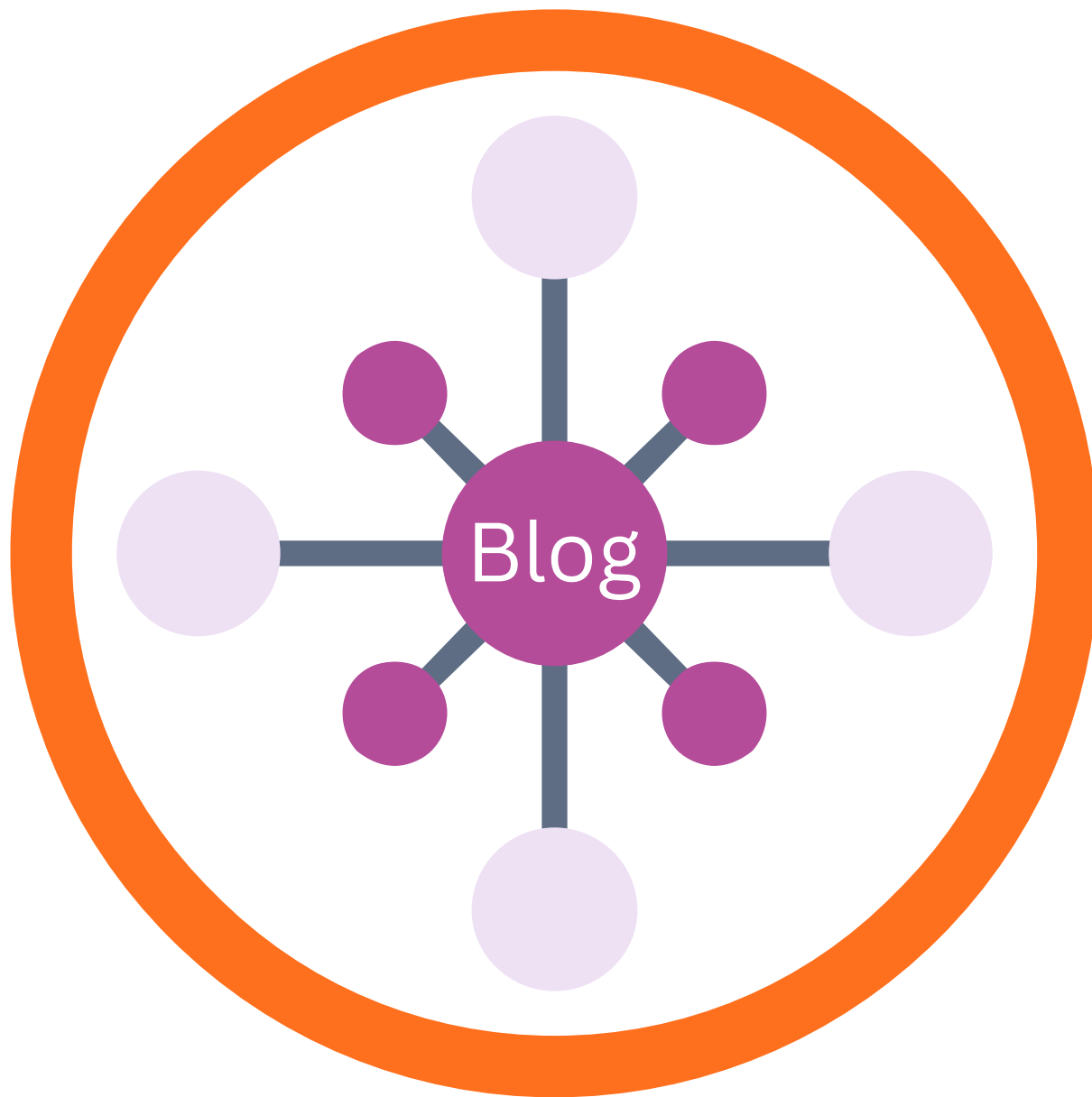
Keep your website fresh
and increase SEO



Download Now: How to Start a Successful Blog [Free Guide]

But what is blog SEO? And how can you optimize your blog for search engines? Get ready for an in-depth exploration into the world of keywords, backlinks, and content optimization.

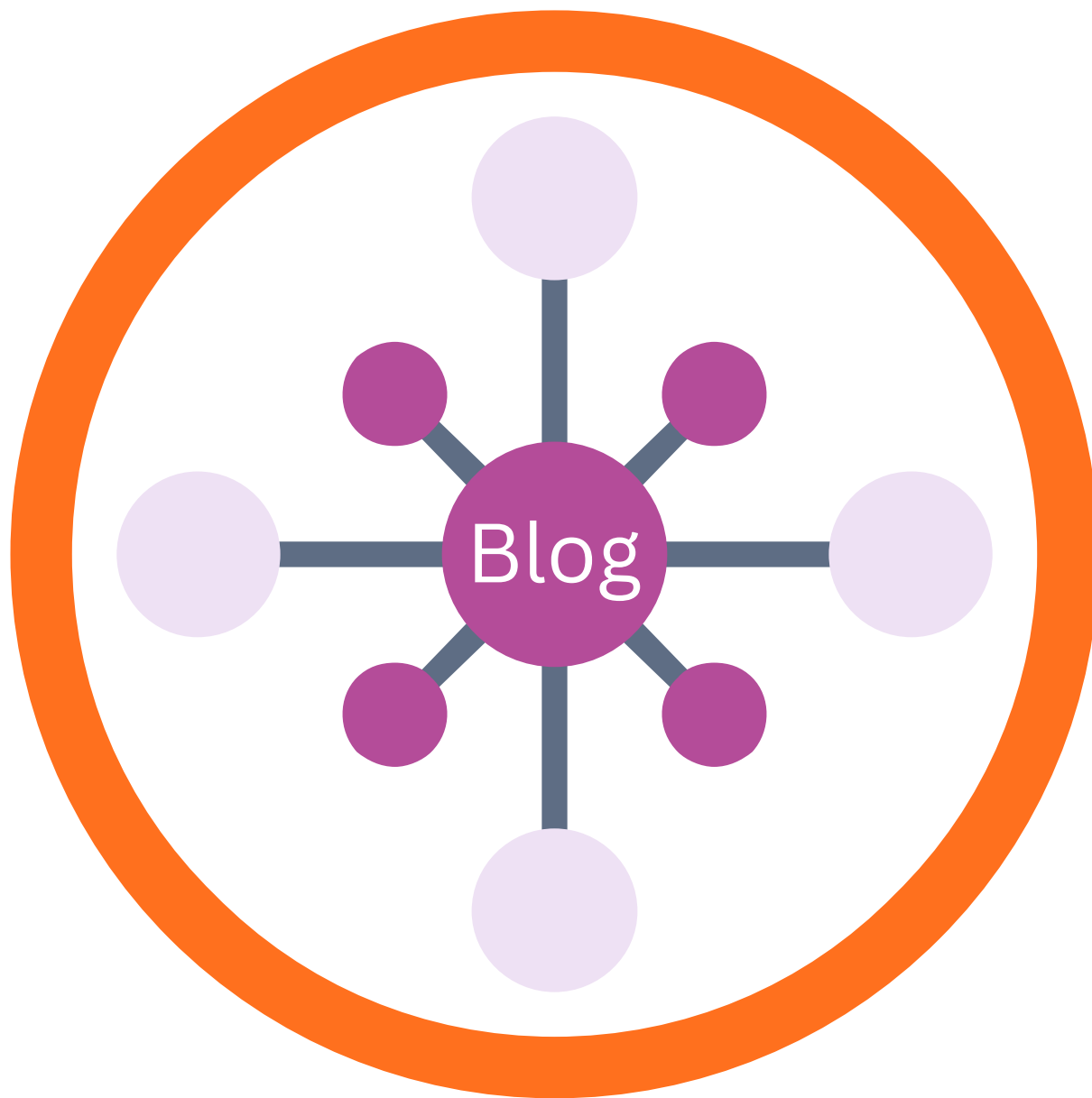
Start reading, or click a topic below to jump to the section you're looking for:



- 1 What is blog SEO?
- 2 Does blogging help with SEO?
- 3 Blog SEO Best Practices
- 4 Factors That Affect Blog SEO
- 5 How to Optimize Blog Content for Search Engines
- 6 Blog SEO Tips

<https://blog.hubspot.com/marketing/blog-search-engine-optimization>

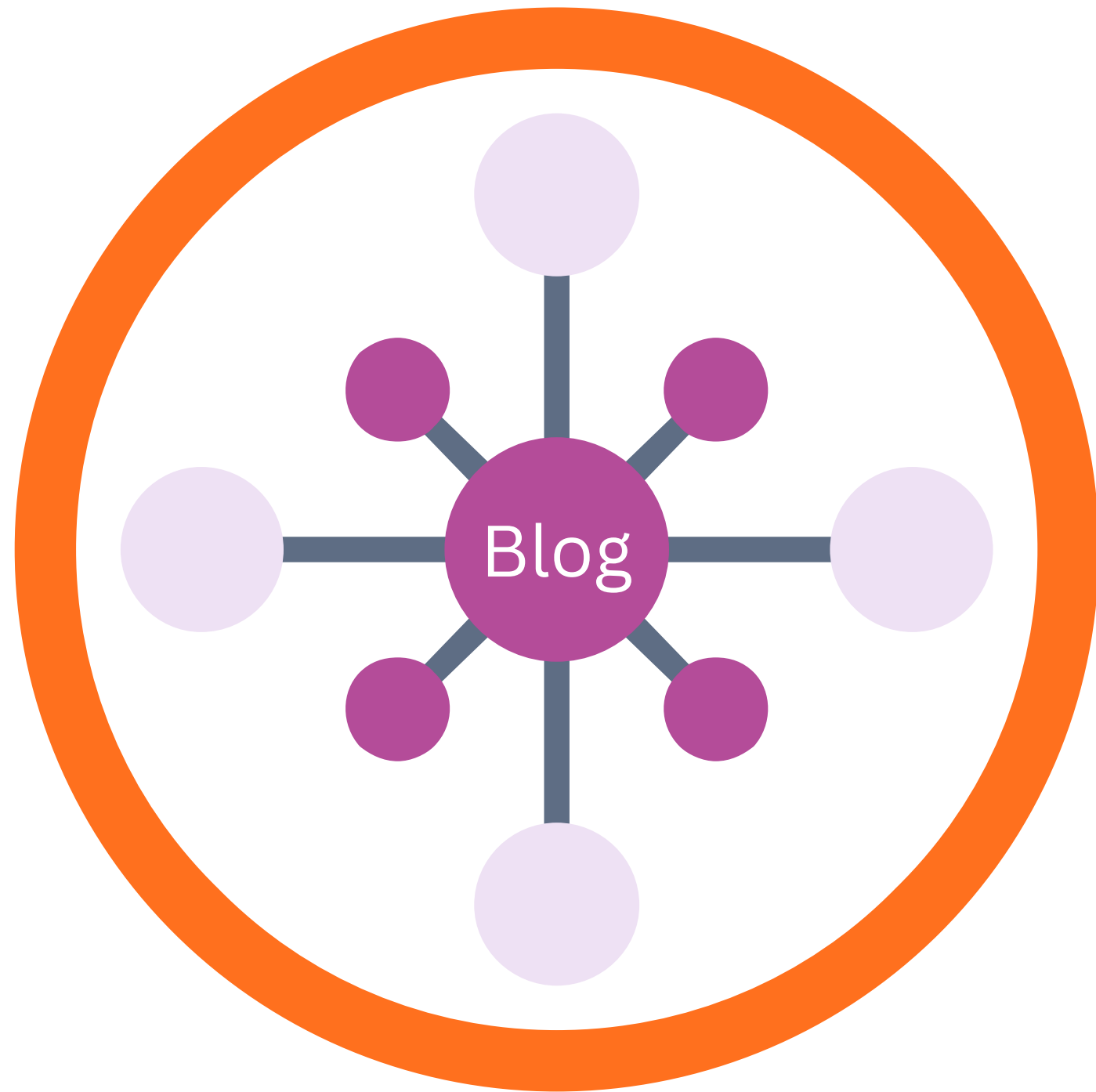




A blog is typically a section of your business's website - but, unlike the rest of your website, you need to update the blog section frequently by adding new posts. Additionally, your blog is a tool that allows you to engage more with an audience, either by analysing how many readers share your blog posts on social, or by allowing readers to comment on your individual posts. In this way, a blog is more like a two-way conversation than the rest of your website. However, a blog can also be an entire website, and often is, if the blog is for personal use alone -- for instance, a travel blog.

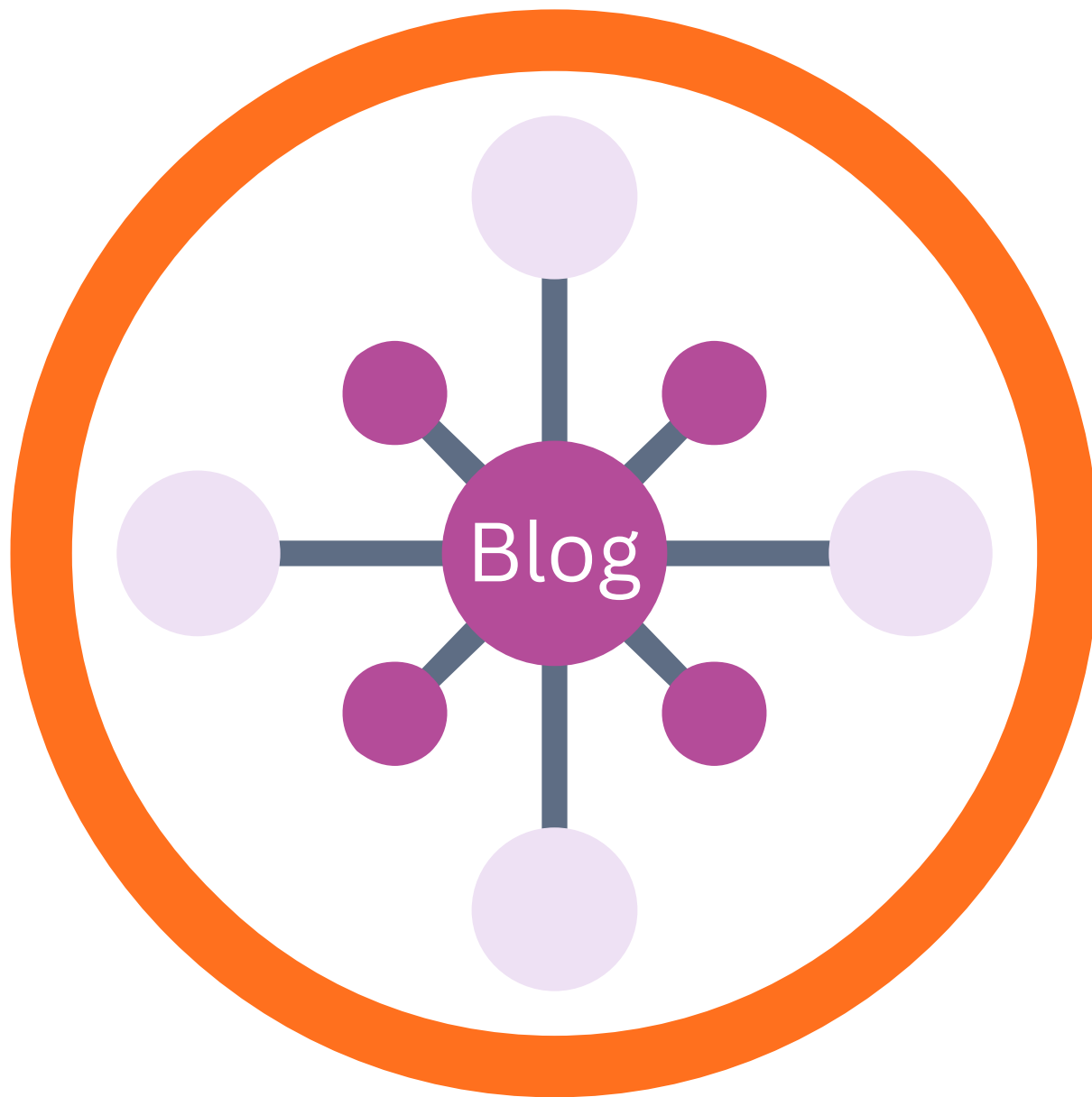
<https://blog.hubspot.com/marketing/what-is-a-blog>





Make it easier for you to be seen everywhere, with less outlay by sharing direct links or repurposing content already created within your blogs



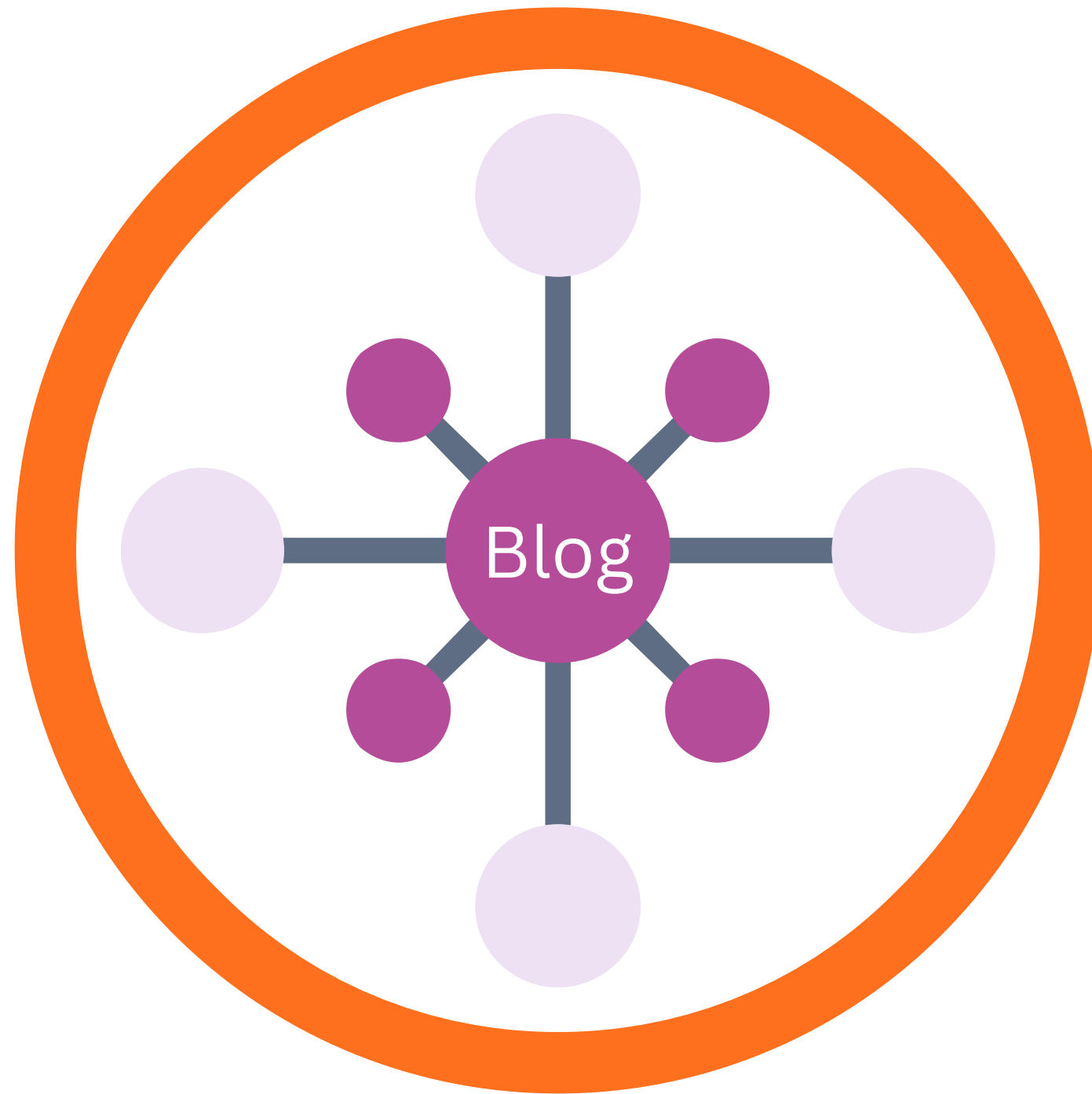


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- 1 Why repurpose content?
- 2 How To Repurpose Blog Content
- 3 Repurpose Content for Social Media
- 4 How To Repurpose Webinars and Videos
- 5 How To Repurpose Podcasts
- 6 Repurpose by Updating Older Content

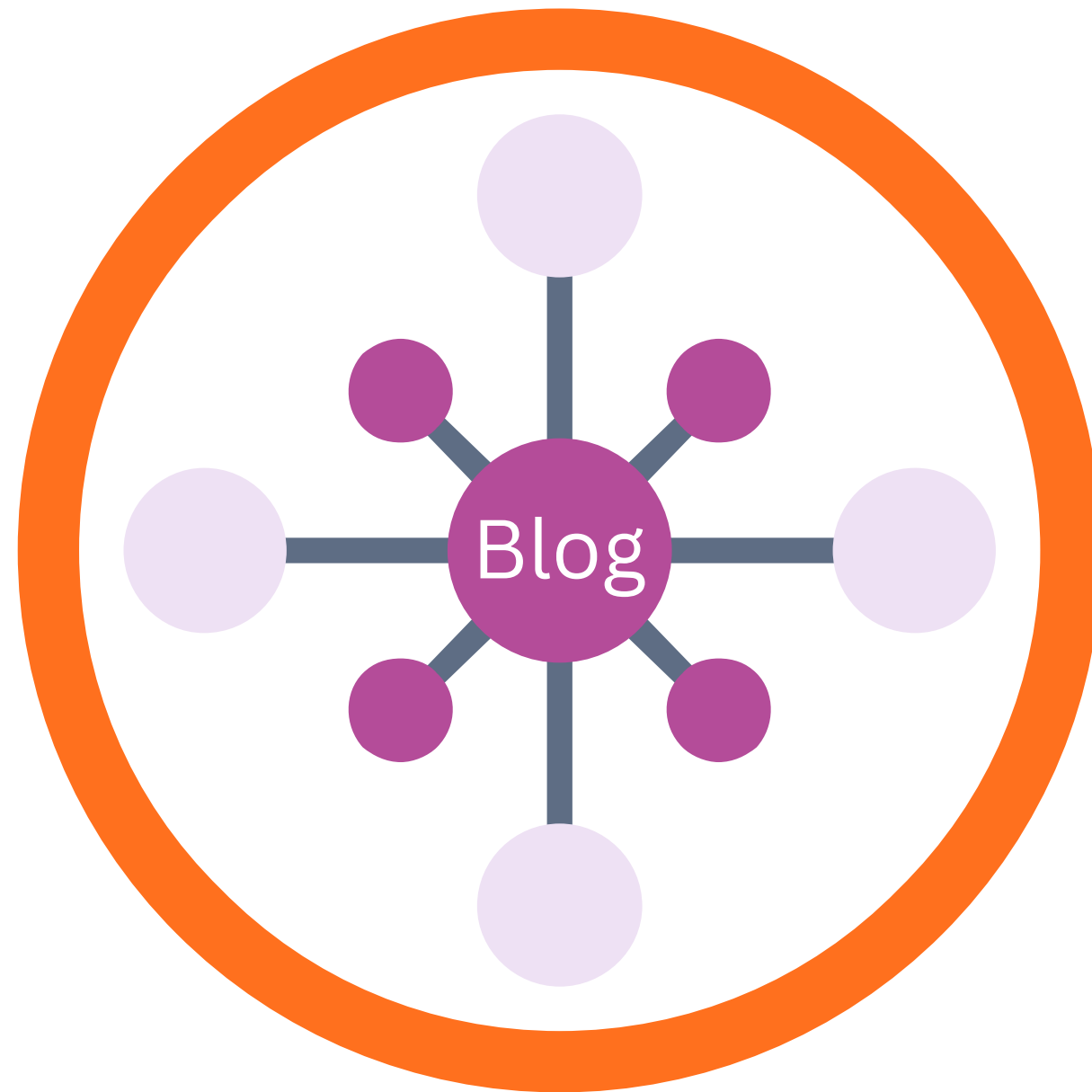
<https://blog.hubspot.com/blog/tabid/6307/bid/27256/5-creative-ways-to-recycle-content.aspx>





Create different types of
blog posts





40 Different Types Of Content You Can Create For Your Blog

By Nicola Bleu • Updated on June 21, 2022



There will always be a time during your blogging journey when you just don't know what to write about.

Whether it's [writer's block](#) rearing its ugly head, or you're simply out of ideas, it can be hard to get out of that funk.

Instead of pushing through with the same old blog post, utilise a bit of creative thinking to turn the ordinary on its head.

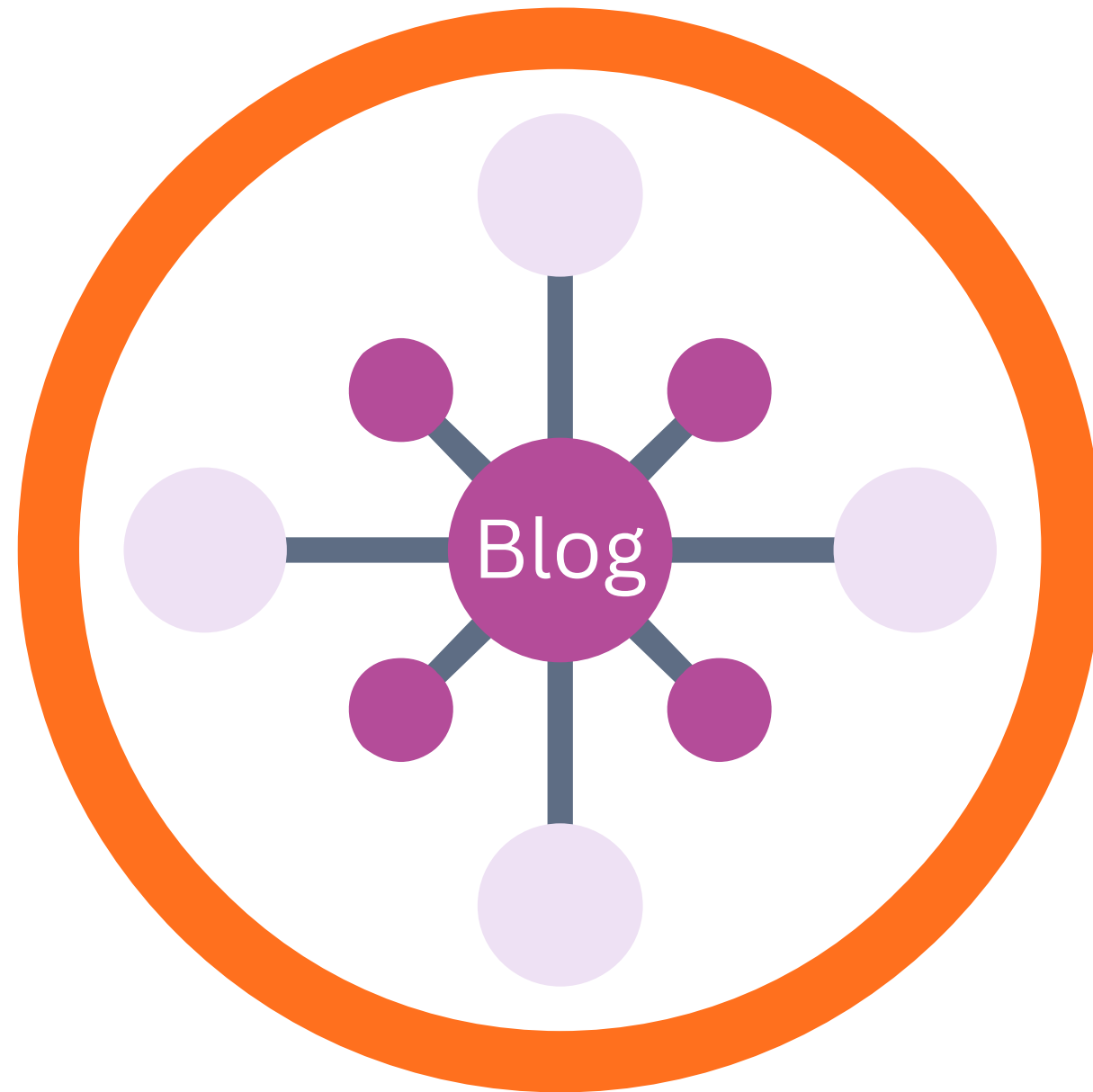
<https://bloggingwizard.com/content-types/>




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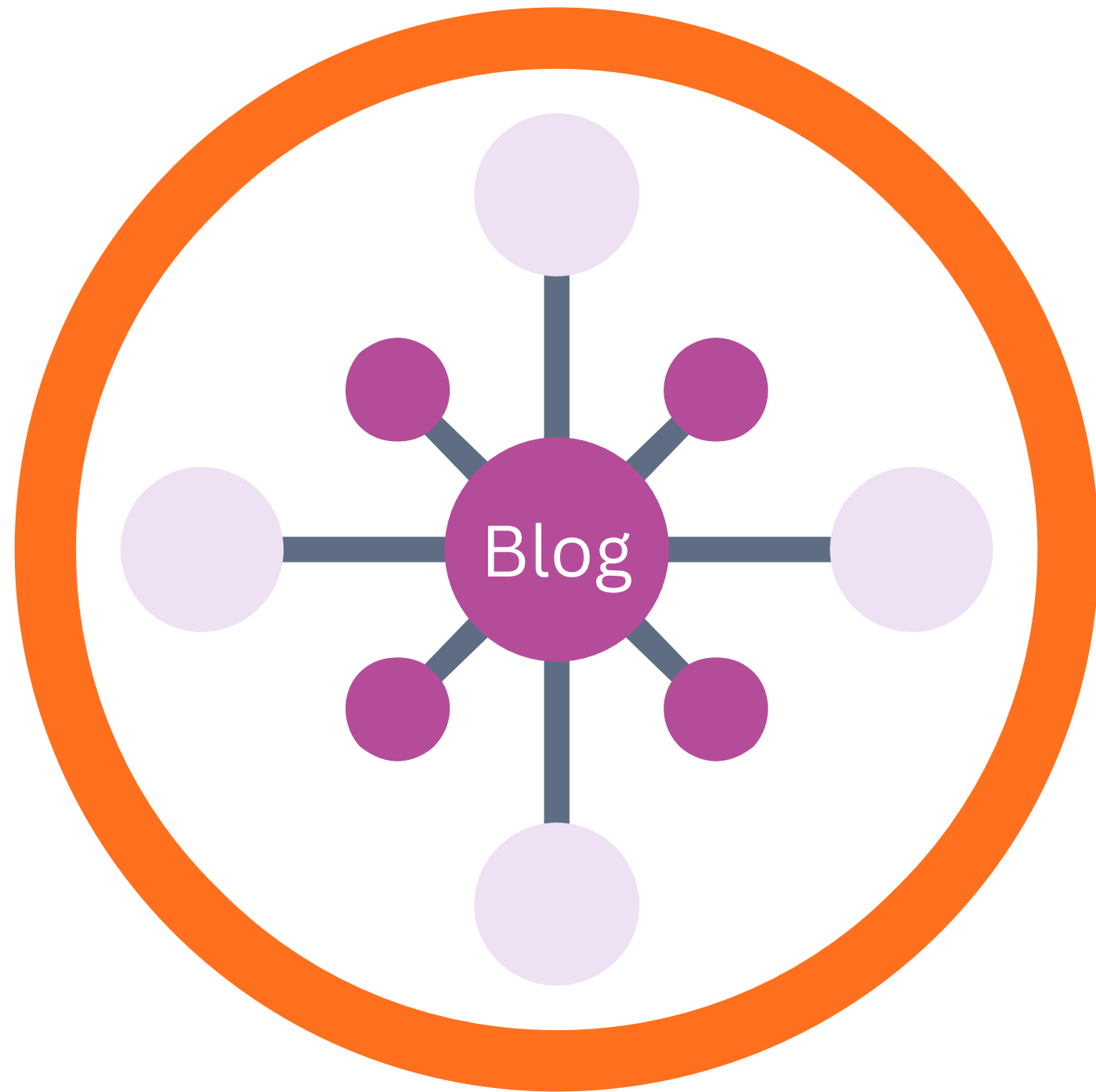
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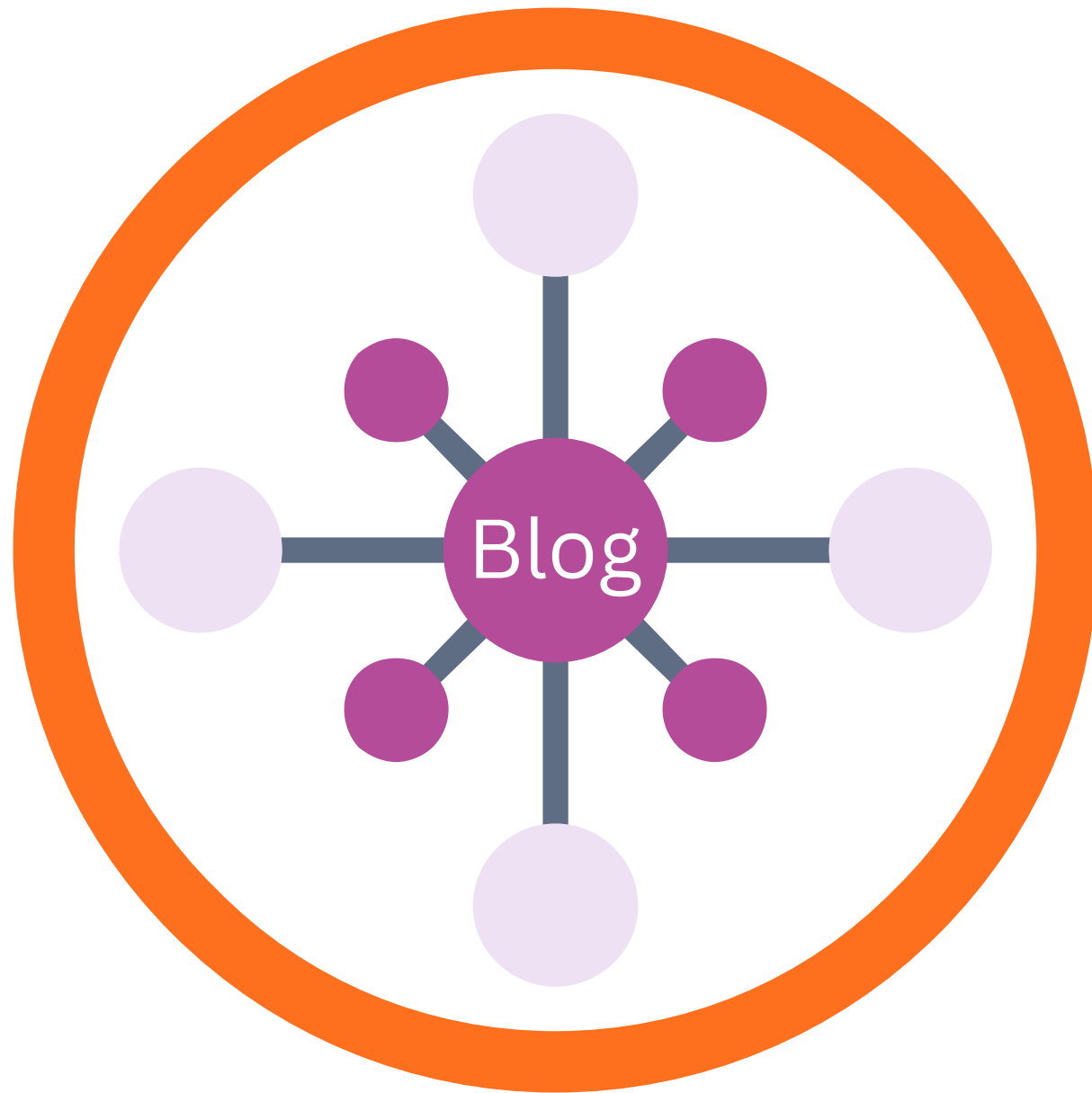
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Build and promote your customer journey or build your value ladder using your blog posts





Conversion Optimization



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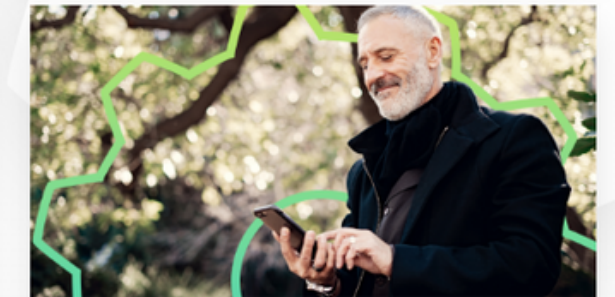
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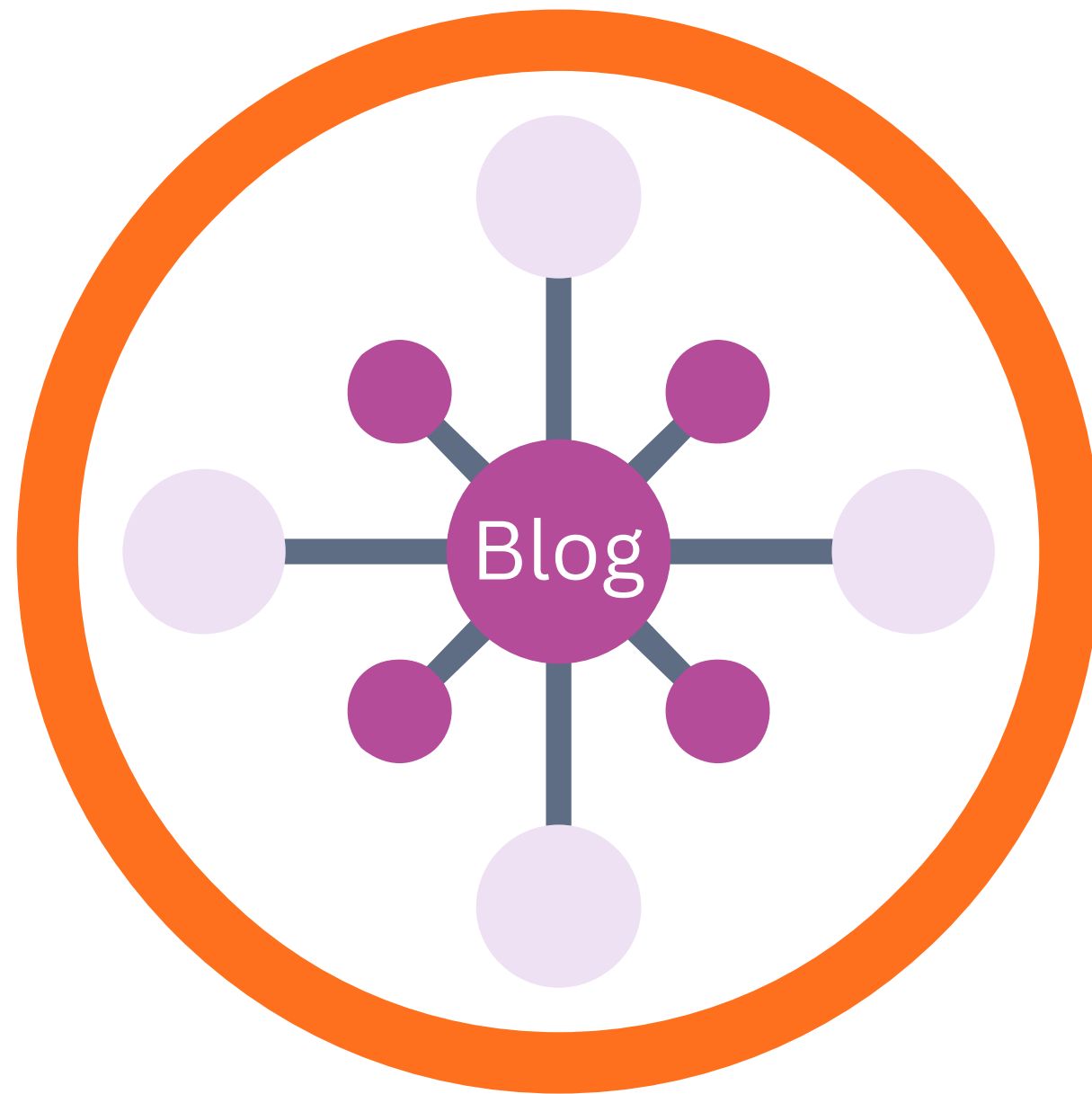


<https://www.digitalmarketer.com/conversion-optimization-2/>



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7 Simple Steps to Build a Customer Journey Map

<https://careerfoundry.com/en/blog/ux-design/how-to-make-customer-journey-map-with-template/>

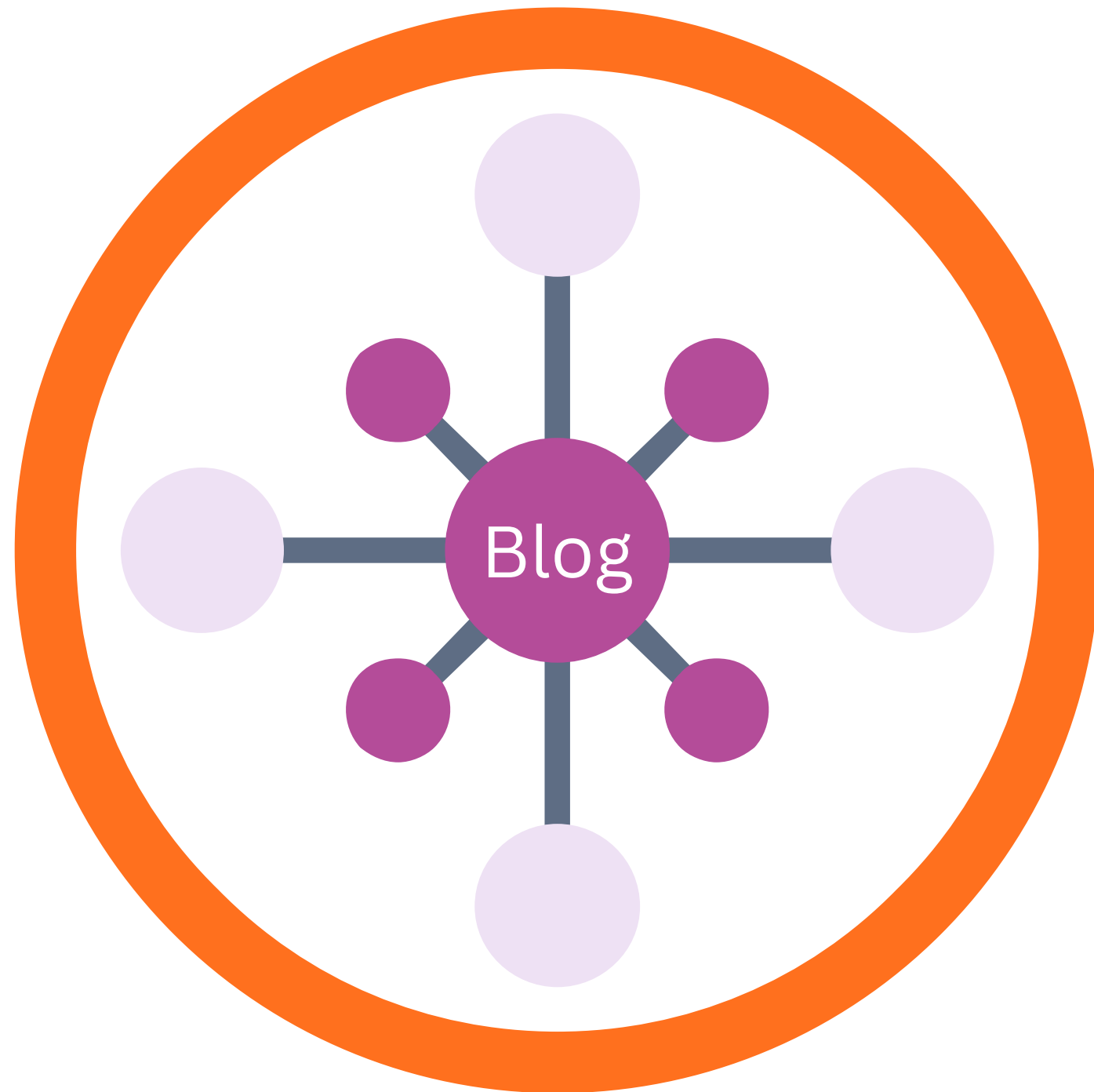


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12 Weeks - 12 Posts Challenge

only \$77 - for subscribed members of the
Worldwide Awake Business Network
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Details to follow



Let's help one another create great content
and then share in the Awake Group and
your own businesses