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BUILDING YOUR BLOG

with Louisa Claire
from Brand Meets Blog



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You're in the right place today if...

- You've heard about blogging but **don't know how it will help your business**
- You're ready to start a blog, in theory **but you don't know what to write about**
- You just want to learn more about social media marketing, and blogging **in general**
- You want to learn some systems to make blogging **achievable for your business**
- You want to be confident about **creating a blog that people will want to read**
- It doesn't matter if you are **totally new to blogging or ready to press publish today**, we're going to have something here that will help you...

Louisa Claire

the mostly truthful tales of a suburban housewife

Family

Did somebody say Fiesta?

POSTED NOVEMBER 28TH, 2013 IN FAMILY. TAGGED: BIRTHDAY CAKES, BIRTHDAY PARTIES, BIRTHDAYS, BLUEY.

The Architect and I have a little birthday tradition. Each year on the night before the kids birthdays we eat the same meal we had the night before each of the children were born. It started as a simple way to reflect back on that moment in time and has become a really fun family tradition – a simple but sentimental way to share with them the story of their birth and reminisce on what was happening on the “night before”.

With all three kids I kind of knew by dinner time that we were about to be “on” and so each of the night-before dinners were spent with me getting up to move, rock and breathe through the early contractions. The night before Bliss was born we had Thai takeaway – I was more than a week overdue so Mum and I went on a mammoth walk to get things moving and picked up take away on the way home. The night before Bear was born I was even more overdue than I had been with Bliss and we were completely over takeaway so, knowing I was booked in for an induction the next morning (which I didn’t end up needing) we just had what we had on hand – spaghetti (which we interpret more broadly as Italian). The night before Bluey was born I was still heavily in denial that he was coming but thankfully (because it’s a fave of mine) it was Taco night!

I decided to ramp things up this year and make it his birthday party theme so we celebrated with a Fiesta party complete with a Taco lunch, a pinata and the best little Sombrero cookies you can imagine! In my usual way, it was a pretty low key affair but lots of fun – a day spent worrying less about being picture perfect and more about making memories.

Many thanks to my good friend Heather from Teacup Ballet for taking these pics for me...

Family
BLOGGING OPINION
TRAVEL Melbourne
Parenting REVIEWS
My Style



Louisa Claire
Wife. Mother. Blogger.
Melbourne, Australia.

ABOUT ME CONTACT ME



Louisa Claire

f Like 1,190



Enter & Win

some of my favourite things

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LouisaClaire

- Ran a personal blog for over 7 years
- Mamamia's 50 Most Clickable Women in 2013
- Kidspot VIP Blogger
- Published in B&T, Marketing Mag etc on the topic of blogging
- Owner of Blogger Outreach Agency Brand Meets Blog
- Network of over 2000 bloggers
- We have provided blogger outreach services to Kellogg Australia, Garnier, Colgate, L'Oreal, Howards Storage World etc...



brand *meets* blog

The Anatomy of an Influential Blog

by LOUISA CLAIRE on MARCH 31, 2014 [EDIT]



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It might seem an odd thing to talk about so frankly, but if you want to monetise your blog in any way, including through working with brands or if you want your blog to make a **meaningful impact** through your blog then it's important that you build a blog that is influential.

Press play here to hear my introductory thoughts on importance of influence.



HOW TO WORK WITH

★ **BLOGGERS** ★

TO MAKE YOUR BRAND

»»»» *shine* ««««

Connect



Find us on Facebook



Brand Meets Blog

[Like](#) You like this.

You and 1,342 others like Brand Meets Blog.



[Facebook social plugin](#)

Search This Blog

To search, type and hit enter

Categories

[Blogger Outreach](#)



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Here's what you will learn by hanging around...

- The basics of blogging and how it works
- Creating a content plan
- How to find readers
- How to use social media to promote your blog
- Building relationships with influencers
- And one thing we won't be covering – the technical details of getting your blog set up.



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The Basics: Why start a blog?

- Drive traffic to **your website** - you don't own your Facebook page
- Convert that traffic into **leads**:
 - ✓ call to actions on your blog post
 - ✓ encourage email sign ups
 - ✓ competitions
 - ✓ free offers

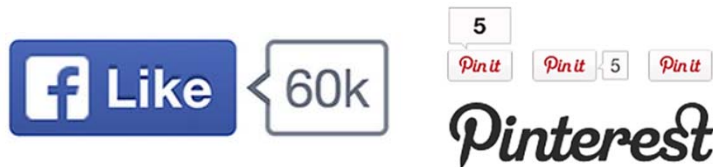


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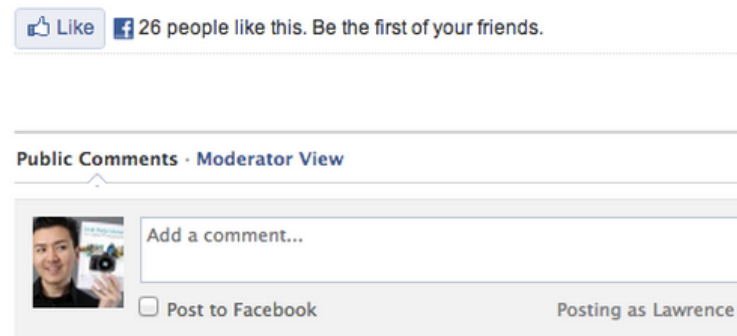


What does your blog need?

- Relevant content – this is what creates a blog **people want to read**
- **Social sharing** buttons – make it easy to share your blog posts with their friends



- To **comment** or not to comment?





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Creating a Content Plan

1. Create a mission statement – a focus for your blog that centres on how you will “help not sell”
 - a. Who is your target audience
 - b. What are their common problems and how can you respond to them – tips, recipes, stories etc..
 - c. What will be the outcome for your readers

Creating a Content Plan

2. Bring together your marketing goals with your blogging goals
 - a) Reach new markets
 - b) Establish trust and long term relationships with customers
 - c) Gain feedback from customers
 - d) Position your brand as an expert and market leader
 - e) Educate your market



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Creating a Content Plan

3. Determine your blogging categories
 - a) Keep them relevant to your customers
 - b) Relate them back to your mission statement
 - c) Make sure you choose categories you have knowledge about and ideally some interest/passion in
 - d) Keep your customers problems in focus
4. Brainstorm blog topics

HUBSPOT'S BLOG TOPIC GENERATOR

DON'T KNOW WHAT TO BLOG ABOUT? LET US THINK OF IDEAS FOR YOU.

Fill in the fields with terms (preferably nouns) that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!

Disclaimer: Our algorithm isn't perfect. After you have your titles, you may want to tweak them to be more relevant to your terms and grammatically correct.



GIVE ME BLOG TOPICS!

www.hubspot.com/blog-topic-generator

A WEEK OF BLOG TOPICS, JUST FOR YOU

- 1 10 Signs You Should Invest In Toys
- 2 The Worst Advice We've Ever Heard About Play
- 3 14 Common Misconceptions About Childhood
- 4 Think You're Cut Out For Doing Toys? Take This Quiz
- 5 15 Best Blogs To Follow About Play

 TRY AGAIN

Creating a Content Plan

5. Create a blogging schedule
 - a) plan to start at least once a week
 - b) create your schedule in advance (3-6 months)
 - c) brainstorm ideas
 - d) write posts in bulk
 - e) Introduce mini-series, or theme weeks

Creating a Content Plan

6. Track your results

- a) Set targets based on your goals e.g.
 - Increased email subscriptions
 - Increased site traffic and social sharing
 - Increased sales / enquiries
- b) Monitor your Google Analytics for information
 - What are the most popular posts
 - Where is your traffic coming from
 - Review what's working well



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Remember: **Blogging is not a direct sales channel it's a community platform that is entirely about your customers needs.... that leads to sales.**

Reasons to blog

- ✓ Drive traffic to your website
- ✓ Build loyalty, trust and value (by helping your customers)
- ✓ Gain customer insights (listen and learn)
- ✓ Give your brand a personality and voice
- ✓ Grow brand awareness
- ✓ Grow email list
- ✓ Promote directly

Will it really help your business?

Yes, but not without a strategy and some hard work.

1. Write for your market
2. Promote it appropriately (in conjunction with other social media – Facebook, Pinterest and your email list).
3. Understand “Return on Relationship”
4. Measure it.

Finding Readers

Use Social Media

- Use your existing marketing channels
- Use your existing advocates
- Create images to support
- Ask them to get on board (only if you've already got their trust)
- Make it easy to share

Building Relations with Influencers

- **Mummy Bloggers**
 - Have shared interests
 - Have children who might already love your products
 - Already have your audience captured
- **Build connections through**
 - Sharing their posts
 - Commenting on Facebook and or the blog
 - Interview series



TOP TIPS TO WIN THE... LUNCHBOX BATTLE

Visit Tip Top Website Like us on Facebook

BLOG

ABOUT



Sanga Stacks, Pin Wheels and Picnic Snacks!



Kell

Posted Wednesday 14 May 2014

Keeping daily lunches interesting is a constant battle, especially when it comes to the kids' lunchboxes. Like many other households we have a fussy eater and it can often make it difficult to add new ideas to the lunch menu. Everyday I am amazed at how different the tastes and food preferences of 3 kids from the same family can be. We have one who will try anything and everything, one who will see the colour of an ingredient, vegetable or hear the name of a meal and decide he doesn't like it, and one who is 10 months old and is just loving e...

[READ MORE](#)



The 8-year (sandw)itch



Kelly - Be A Fun Mum

Posted Thursday 8 May 2014

I've been making school lunches for over eight years now. Eight... years! To fill the lunch box in primary school alone, a parent will need to make approximately 1,400 lunches per child. Whoa! That means for me, with four children, I will need to make 5,600 lunches to get my kids through primary school! It can be a relentless task finding nutritious food my kids will enjoy day after day, I can tell you! Over the years I've learned many tricks and tips for packing nutritious, interesting and quick lunches. If I had to b...

[READ MORE](#)

VOICES OF 2014



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FOOD & WELLBEING

EVENTS

ABOUT

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July 17, 2014

Celebrate: A weekend of turning one and sugar highs

First birthdays are a milestone that should be celebrated - especially with cake! Chantelle Ellem from Fat Mum Slim shares her niece's first birthday party through photographs.



1



2



2



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Voices of 2014



MUST-READ on Voices of 2014



A to Z of blogging: R is for road trip

by [Pip Lincolne](#)



Skeeter & Scout: Wellbeing

by [Lucy Pilz](#)



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7 Steps to get your blog running

1. Set your mission statement
2. Select your categories
3. Brainstorm topics
4. Create your content calendar
5. Write your posts
6. Share them with your networks
7. Find and follow some Mummy bloggers – share their content and start building relationships



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Special Offer

Free blogging worksheet

20% discount off all services before 31 Aug 2014

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About blog

- **Our exceptional network.** We have a network of over 2000 bloggers in various categories including Mums, Fashion, Health & Lifestyle.
- **A tested approach:** We secure organic coverage of your brand on well established blog with a relevant audience.
- **We understand bloggers and blogging.**
- **The ultimate list:** The bloggers we work with are talented and targeted – they know their audience and how to appeal to them so that they are moved to respond.

