



Australian Toy  
Association



# BLOGGING 101

with Louisa Claire  
from Brand Meets Blog

July 2014



Australian Toy  
Association



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

- You've heard about blogging but **don't know how it will help your business**
- You aren't really sure **what a blog is or how to start one.**
- You have a great Facebook page and **now you want to start a blog.**
- You know blogs are becoming popular **but want to know more**
- You feel overwhelmed by social media and want to get a better understanding of **how blogging can help.**
- You've **tried blogging and it didn't work**
- It doesn't matter if you **don't know what a blog is or if you've started one and are on your way**, 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

### Subscribe

enter your email address

SUBSCRIBE

Delivered by FeedBurner



Australian Toy  
Association



## 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]



[Pin it](#) 80

[Tweet](#) 76

[Like](#) 105

[Like](#)

[Submit](#)

[Email](#)

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** ★

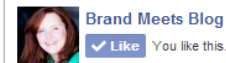
TO MAKE YOUR BRAND

»»»» *shine* ««««

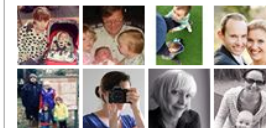
Connect



Find us on Facebook



You and 1,342 others like Brand Meets Blog.



Facebook social plugin

Search This Blog

To search, type and hit enter

Categories

[Blogger Outreach](#)





Australian Toy  
Association



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

- The basics of blogging and how it works
- How to avoid the biggest mistake in business blogging.
- The answer to the most common question we get asked.  
and
- How to start a blog that people want to read
- And one thing we won't be covering – the technical details of getting your blog set up.



Australian Toy  
Association



# What is a blog?

- A blog is a web page that is updated on a regular basis.
- The updates are entries called “posts”
- The entries, or posts, show on the page in chronological order.
- Visitors to the site will see the most recent blog post first, and can also search the site for certain terms or phrases via a search button.



Australian Toy  
Association



## ***Why would you 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





Australian Toy  
Association

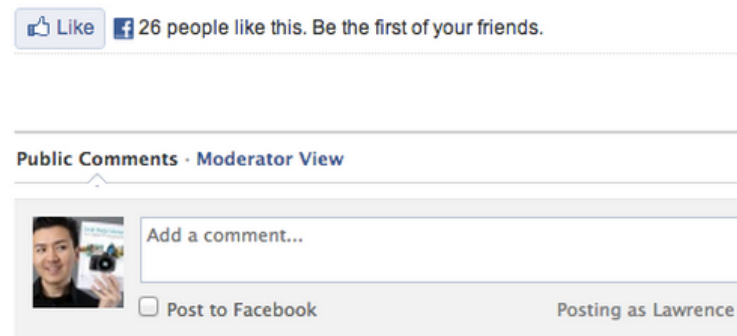


## *What does your blog need?*

- 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?





Australian Toy Association

chronological ordering

Blogfluence Hacking – An influence hack to help you turn your vision into reader action  
by LOUISA CLAIRE on APRIL 4, 2014 [EDIT]



How do you make sure that your blog becomes a place your readers can't help but return to every day? How do you build true community and a tribe of people who support and are supported in their passions and purpose through your blog? Do you ever think about these things? They are the questions we [...]

{ 15 comments }

The Anatomy of an Influential Blog

by LOUISA CLAIRE on MARCH 31, 2014 [EDIT]



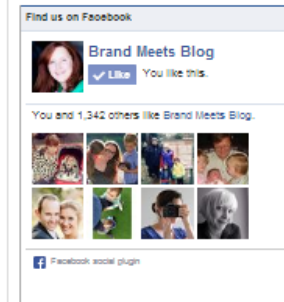
It might seem an odd thing to talk about so frankly, but if you want to monetise your blog in any



Connect



social sharing



search button

Search This Blog

To search, type and hit enter

categories for search

Categories

Blogger Outreach  
BMB Clients  
Campaign Strategies  
Compensating Bloggers  
Facebook  
Influence  
Mummy Bloggers  
Our Business  
Tips For Bloggers  
Twitter  
Weekly Challenge  
Working With Bloggers  
Your Stories

Archives

Select Month

Popular Posts

When You Don't Get



Every time you are invited to participate in a brand campaign you can measure the appropriateness of it back again this.

You can know, up front and center, not just what your message is but what it will look like for you to be making a *meaningful difference to your readers lives*.

One final note about this – bloggers can be extremely influential but most of the time, they won't be influential about everything. This is super important for brands to recognise but it's also important for you to understand. This exercise should help you **focus** on your passion so that you can define what influence looks like for you *and your blog*.

**Having a vision for your blog is only halfway complete if you don't think about what it will look like for readers to be truly impacted by your blog.**

I would love you to share your blogfluences hacks with me in the comments below as well as any questions you've got about this could work for your blog.

Happy hacking!

Related posts:

1. [The What, Why and How of Influence](#)
2. [The Anatomy of an Influential Blog](#)
3. [The most important characteristic of a strong blog community and how to build it.](#)
4. [5 things to ask yourself to make 2014 your best bloggy year yet!](#)

Tagged as: [Blogfluence](#), [Influence](#)

{ 15 comments... read them below or [add one](#) }

**Evelyn** April 4, 2014 at 12:50 pm



Great post! I will definitely be thinking about how I can do this with my blog. This year will be 4 years since I started my blog and it hasn't really grown significantly over the past 3 years! Definitely time for a total overhaul. I definitely will be adding this post to my favourites! x

Evelyn recently posted..[Swatch Saturday: NYX Jumbo eye pencils](#)

REPLY

**Louisa Claire** April 5, 2014 at 11:44 am

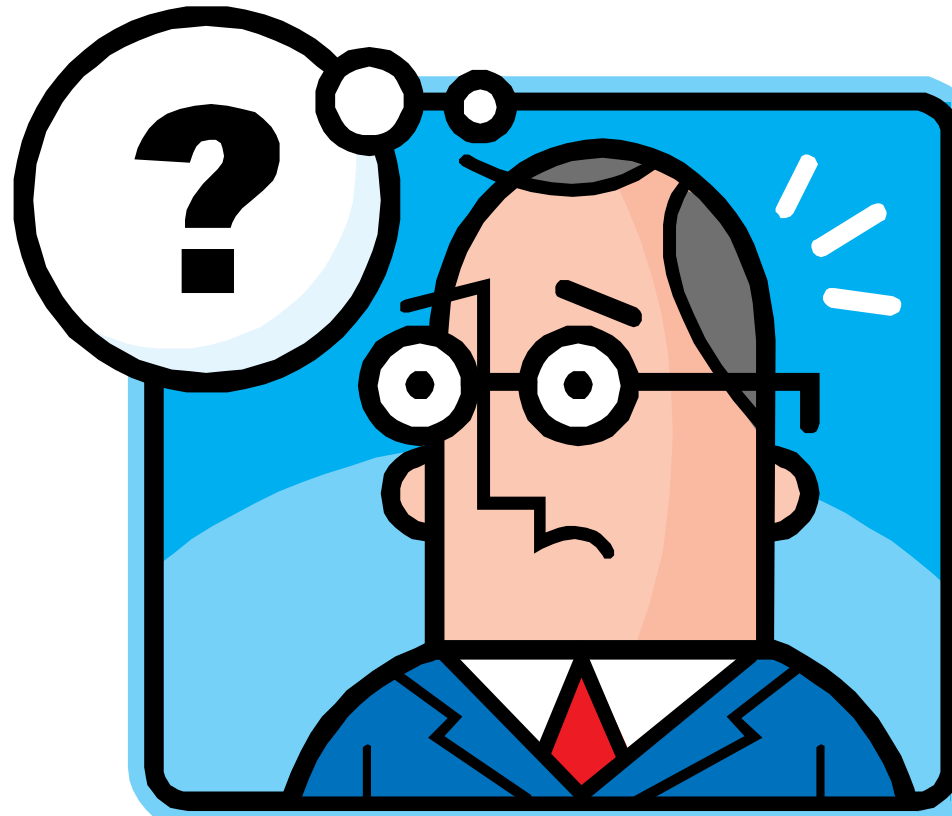


Thanks Evelyn, I'd love to hear how this goes for you and if you find it helps you find your focus. We all have times when things get stagnant and I love that you are going to look at how to shake things up and keep on building. Go you!!



# Avoiding the big mistake

Your blog is not about you, your company or your products.





Australian Toy  
Association



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

Home » White Pages News » Top Aussie mummy bloggers

## White Pages® News

### Top Aussie mummy bloggers

May 6, 2013



#### Top Aussie mummy bloggers

We honour the best female voices this Mother's Day

The days when mums would stand at the school gate sharing advice on family are almost gone in today's frantic world – but the connection mums have to each other is better than ever.

And we have Australia's creative, funny and smart female bloggers to thank for that.

With more than 300 'mummy bloggers' in Australia filling the web with smart quips on kids, entertaining stories on family and clever tips on managing a household, thanks to the internet being a mum is a more connected experience than ever.

This Mother's Day we're celebrating some of the best female voices out there, with our list of our top Aussie mummy bloggers (in no particular order).

#### Katrina from the block

You might recognise Katrina as the crazy sister from TV's *The Block*, but Katrina is a whole lot more than just a reality TV star, she's a blogging champion! Winner of Kidspot's 2012 Top 50 Bloggers competition, Katrina blogs about design, family and her battle with Crohn's disease. Plus she's a great resource for blogging tips!

#### Louisa Claire

Mum of three Louisa Claire has one of the best tag lines in the blogosphere: 'The mostly truthful tales of a suburban housewife'. We're not lying and neither does she. So honest it hurts sometimes, Louisa shares her joys, challenges and fears, interspersed with images and milestones of her lovely family. A businesswoman, Louisa also gives fantastic tips on blogging.



#### Covers Gallery

View our White Pages® and Yellow Pages™ covers gallery

#### News archive

Caring for your pet in hot weather  
October 2, 2013

The warning signs of Meningococcal  
September 30, 2013

Football clubs kicking goals  
September 25, 2013

How to create a successful event  
September 23, 2013

Spring runway the real way  
September 18, 2013

Reach your fitness goals  
September 16, 2013

Start your own blog  
September 11, 2013

Coping with diabetes  
September 9, 2013

FAQs – New White Pages and Yellow Pages Book  
September 4, 2013

Rent the place of your dreams  
September 4, 2013

[View older articles](#)



# The Recess Blog

THE BLOG OF US TOY, CP TOYS & CONSTRUCTIVE PLAYTHINGS

ARTS AND CRAFTS

AT HOME

EDUCATION

HEALTHY LIVING

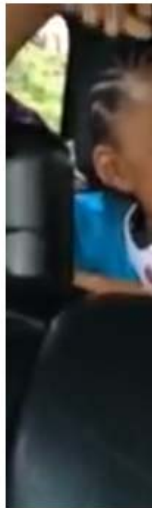
INSPIRATION

JUST FOR FUN

SHARING IS CARING

Unexpect

JULY 9, 2014



## Mums want you to relate to them

Sometimes, things just don't go the way we expect them to. This video of a dad surprising his kids with a trip to Disney World knows exactly what that's like.

### Summer Boredom Busters

JULY 8, 2014

### Every Child Needs A Champion

JULY 2, 2014

S TIME!



/ US!



VISIT OUR WEBSITES!

US Toy

CP Toys

Constructive Playthings

FEATURED POST





## ***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.



Australian Toy  
Association



*Will it really help your business?*

## 1. Write for your market

- Why do your customers choose you?
- What do they care about?
- What do they worry about?



Australian Toy  
Association



*Will it really help your business?*

## 2. Promote it appropriately

- 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



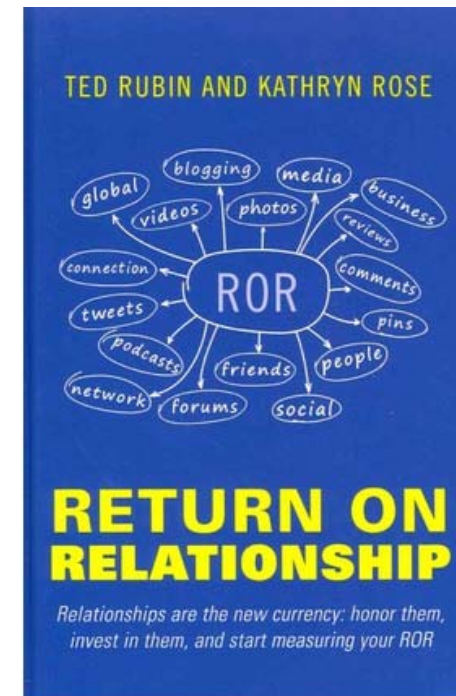
Australian Toy  
Association



***Will it really help your business?***

### 3. Understand Return on Relationship

*'Relationships are the new currency !' As explained by Ted Rubin and Kathryn Rose 'Return on Relationship™ (ROR), is the value that is accrued by a person or brand due to nurturing a relationship, whereas ROI is simple dollars and cents. ROR is the value (both perceived and real) that will accrue over time through loyalty, recommendations and sharing, and is used to define and educate companies, brands, and people about the importance of creating authentic connection, interaction, and engagement.'*





Australian Toy  
Association



*Will it really help your business?*

## 4. Measure It

- Google Analytics is your friend
- Surveys



Australian Toy  
Association



So the obvious question is, **how do you apply all this to your own business?**

- Resource your team
- Ask your market
- Develop your strategy
- Identify the right influencers

# Special Offer

Free blogging worksheet

20% discount off all services before 30 July 2014

Louisa Claire

[louisa@brandmeetsblog.com](mailto:louisa@brandmeetsblog.com)

03 9350 4114 / 0414 689 830





Australian Toy  
Association

brand  blog

# 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.

