

Volume

1

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Sarah Arrow

# 365 Business Blogging tips

# 365 business blogging tips by Sarah Arrow

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This is my biggest ever post, so I have broken it down into sections (it takes a little longer to load as it's nearly 6,400 words. Sorry about that). If you can't wait to read it all in one go, feel free to bookmark it and come back to it, you will find great inspiration here :)

Some people think blogging and marketing don't go hand in hand. They do, you have to promote your business and market that and a blog or blog post also needs to be marketed. If you do one thing a day from this list, you will have a whole years' worth on marketing tips.

These tips are in no particular order, so do whatever you find easiest first.

It will be easier to print this out and cross them off as you try them.

- Develop a marketing plan - doesn't have to be long, just something so you have a plan of action.
- Give free or low-cost trials to get more people to try your product – great for software or membership sites
- Marketing your business with social media is as complicated as you make it - go with what work best for your business.
- Marketing your business with social networking is easy, give sites like Facebook, LinkedIn and Google Plus a try even if you think your target market isn't there, you never know who your reader knows.

**MARKETING TIP - DON'T FORGET YOUR RSS FEED SO YOUR SUBSCRIBERS CAN DECIDE HOW THEY RECEIVE YOUR CONTENT.**

- Social Bookmarking is a great marketing tool because it lets you easily share relevant information or files.
- When planning social media for your business you have to ensure your interactions will be accepted positively, think first before you press send or publish.
- By having personal interaction with those who frequent your social media platforms you are creating an online presence.
- Video marketing increases audience engagement because they can be captivated and will sit to watch the all of the video.
- Add extras for your readers that use RSS using the [RSS footer plugin](#).

**Video marketing can create familiarity and trust**

**because your audience sees you, hears you &**

**sees your body language.**

Video marketing is more effective for certain messages. Sometimes it's just easier to say something than write it.

Autoresponders are one of the most important marketing tools that you can have if you are doing business online.

The easiest and fastest way to build up an email list is to give things away for free.

Give away an ezine, free reports, free ebooks, free access to private websites, or anything you can think of to get people on your list.

Check out my JV with Graham Hunt on [Easy Video for Bloggers](#)

## **When you give a freebie away make sure that you are mention your products or services!**

To write great copy, it helps to visualise your audience, we talk about this in my Zero To Blogger emails.

Sales copy should read as if you are actually chatting to your customers and not like you are a university lecturer.

Imagine you are talking to someone that fits the demographic you are aiming at and your words will be more persuasive.

The things to bear in mind when writing killer product descriptions are your structure, style, length, and grammar, if that overwhelms you check out [How To Write Better](#).

## **Make sure you are selling directly to your target audience & include additional elements to make customers feel safe to buy from you.**

Writing articles to market a product or service is an excellent way to build traffic to your site.

Articles should be very informative, providing the reader with information that is relevant to a specific topic.

Give potential customers a preview of your product

Building customer interest and excitement is the first step to successfully marketing many products.

## **Know What Makes You Unique; know your unique selling position (USP), know how you stand out from the crowd.**

- Incorporate Your USP into your blog's tagline and message
- Analyse what happens when visitors come to your website - how they got there, pages they frequent, etc.
- Review your website layout / design - what is the first thing you notice?
- Review your website layout / design - Is it clear what you should do on each page of the website (links to follow, call-to-action)?
- Review your sales copy - edit it on your computer, read it out loud, make sure the offer sounds credible and realistic - remember the adage *if it's too good to be true it usually is*.

## **A/B Split Testing helps determine which website element is more likely to produce a desired response your potential customers**

- Limit the distractions on your website by limiting advertising banners on the page.
- Tools like [Premise](#) help with split testing landing pages, use Google website optimiser as well
- Limit the distractions on your website by limiting navigation and keeping it as simple as possible.
- Limit the distractions on your website by keeping your main navigation in one place – usually on top or either side.
- Watch your screen resolution. Don't set it to 100% width which can make your site unreadable on a wider screen.

## **Avoid making your reader click for additional product info! Have all information needed to make an informed decision on the sales page.**

- Fix hyperlinks that don't look like hyperlink; Yep, don't get clever with your links. Use what people are used to - blue underlined links, links that are obvious, links that have good anchor text.
- Make sure your headline is an accurate representation of what your product is it's main benefit or USP - deliver on your promise (yeas, I couldn't resist getting in a transport reference).
- What type of website you have...an online store, a blog site, a squeeze page or a sales letter...you need a headline!
- Improve your headline: add specific figures (price points, time investments, results), instead of generalisations.
- Improve your headline: make sure you include benefit(s) that will make your visitor want to read more, hook them and then reel 'em in.
- Look at headlines from other bloggers. View other blogs and posts, look at the headlines and see what grabs your attention. Scan your Twitter stream and see what jumps out at you - that's a good headline :-)

## **Test different price points to make a profit, generate the most visitors & get the highest conversion rates.**

- Make sure your selling price is greater than it's worth to ensure a profit but don't go so low that it becomes a "loss leader", leave those for the supermarkets.
- A great route to market your business with is to write guest posts on blogs that are related to your field.
- Another great marketing ploy is to answer questions on sites like Answers.Yahoo.com, AllExperts.com, LinkedIn Answers, Facebook questions and so on.
- Apply as an expert at About.com, or as a writer at Technorati.com

Write a testimonial for products you enjoy. People love to get them & most post an active link or a URL to your site.

Recommend services on LinkedIn.

## **Be useful - Post lists on your blog (and then submit them to social news and media sites).**

Submit material to niche social media websites. Less traffic, more targeted meaning visitors more likely link to you.

Try running a pay-per-click campaign to drive traffic to link worthy material.

Write and distribute press releases about special events your business is hosting.

Distribute press releases about new joint ventures.

Launching a new product line? This is an occasion worthy of a press release.. share what you are doing and why you are doing it

Organise or participate in community service projects. Send out press releases about this as well.

Send your press release to bloggers in your field. They may write about your story if it relates to their niches - be selective or you will get an email back calling you a pillock. If you are lucky, they can always trash you on their blog if you are not thoughtful.

## **Submit articles to free article directories with your link and call to action in the resource box.**

Look for in the news pages of companies in your industry & write about them. They might link to your story from their site.

Submit your site to DMOZ.org. it's one of the most respected directories online. This can have a positive boost on your traffic & search engine rankings.

- Submit your site to reputable paid directories such as Dir.Yahoo.com and Best of the Web (BOTW.org).
- Join a trade organisation for your industry. It's usually one of the most trusted organisations on the web and they link to their members.
- Find other organisations that link to members' websites to join. For the very best results, choose ones related to your niche.
- Write or edit Wikipedia pages. You can add links to your site as resources on other pages where appropriate.
- Set up Squidoo lenses and HubPages. You can place your links on these pages & if informative, readers will link to them.

## **Join and participate in forums. Add links to your site to your signature.**

- Set up a profile and review books and other products on Amazon.com.
- Do reviews on other sites such as Epinions.com and Yelp.com. Most review sites allow links in your profile.
- Submit blog to Technorati.com. Add tags to your posts to have them appear in more places and make them easy to find.
- Find quality sites to exchange links with.
- Donate to charity. Charitable websites sometimes thank you by linking to your site.
- Raise money for charity. Ask visitors and donors to help you spread the word, and send out press releases about it.
- Have a prize drawing on your website or blog.
- Have a referral contest. Whoever refers the most people to your forum, blog or email list wins.
- Give away information products.

## **Give away free samples or inexpensive products. You can get your giveaway listed on freebie sites.**

- Sponsor giveaways on blogs. You supply the product, and the blogger holds the giveaway.
- Give webmasters or bloggers exclusive coupon codes to offer their visitors.
- Design WordPress themes, website templates & add your link to the footer & It be on any blog that uses it.
- Create a widget (with a link to your site) for visitors to put on their blogs.
- When marketing your business think outside the box - create a Firefox theme & submit for inclusion on their website.
- Offer useful tools on your website that will encourage both traffic and linking.
- Give away stuff. Icons, clipart & other small graphics, with the requirement that those who use them link to your site.
- Create profiles on popular social networking sites, and link to your site from them.
- Comment on other users' social networking profiles if you can do so in a relevant manner.

## **Link to your site from your blog and other sites you may have.**

Writing just the one headline?

- Link amongst pages on the same site within your content when possible. Use keywords you're targeting for linked pages.
- Comment on blogs whose subject matter is related to your site. Comment usefully.
- Start an email newsletter, and an autoresponder and fill it with quality content.

Create viral videos & upload them to sites like YouTube.com & include a link to your site in the description or profile.

Make yourself available for interviews, not only online, but with offline media.

Post a silly or fun quiz on your website as long as it fits with your site's theme & makes sense.

Do a survey and post the results on your blog or website. These make great linkbait.

Infographics get shared, invest in one and people will promote you when they share

Advertise your site on VivaStreet and other online classifieds sites

Send promotional items to bloggers in your industry. They may write a post thanking you for them or review the item.

Ask fellow webmasters and bloggers to review your products. They get a freebie, and you get exposure and a link.

Are you a good photographer? Offer free stock photos through sites such as Stock.Xchng (sxc.hu).

Go to trade conferences and do some networking. You could find some great people to cross promote with.

## **Buy older domain names that have inbound links and redirect them to your site.**

Check Google / Twitter Trends & see what topics are hot & find a way to work a post about one of them into your blog.

Stir up some controversy. Everyone won't agree with you, but you will almost certainly get some links out of the deal. Start a fight, it's all Maggie's fault ;), be prepared for it to backfire - do this carefully and not very often.

Give out awards for site of the week or month with a simple graphic that recipients can display with a link back to you.

Donate money to open source projects. Often they will link to their donors.

Submit your blog to Zimbio.com.

## Start a Facebook group.

- Write instructional articles for sites such as eHow.com.
- Make it easy for visitors to link to you. Create a "Link to Us" page with HTML coded links that they can copy and paste.
- Want to link to this post? Just add the following code to your post - `<a href="http://www.saraharrow.co.uk/365-blogging-for-business-tips/">365 blogging for business and marketing tips from Sarah Arrow</a>` let me know you have done it so I can tweet about how fab you are.

## Comment on stories at popular news sites.

- Integrate Facebook into your website or blog.
- Facebook Posts - What you post is as important as how often you post.
- Facebook Posts - Post valuable information specifically for your Facebook audience (tips, quotes, etc)
- Promote others on Facebook by clicking the share button found at the end of most posts.
- Network & Join on Facebook - You will be invited to join groups, like pages & to friend others. When appropriate, do so.
- Facebook Ads: Facebook offers an advertising program and you can use this program to promote your fan page.

## Twitter - make sure you have a link to your website in your Twitter profile!

- Find Twitter friends but make sure the people you friend may be interested in your business product or service.
- Twitter Marketing Strategy part one: Ask a Question with a link to a website article or blog post that addresses that question.
- Twitter Marketing Strategy part two: Announce contests & sweepstakes. People love getting things for free and winning.
- Twitter Marketing Strategy part three: Provide valuable information about your industry.

- Twitter Marketing Strategy part four: share pictures or videos. It's a great way to build a brand & provide beneficial information.
- Twitter Marketing Strategy part five: make an offer but not in a blatant self-promotional sort of way. Make it relevant.
- Twittering for Profits Strategies part one: Generating Anticipation - Build Up To the Launch Event.
- Twittering for Profits Strategies part two: offer special incentives to your followers.
- Twittering for Profits Strategies part three: Build your opt in list before you launch a new product/service /ebook using Twitter.
- Twittering for Profits Strategies four: Publish content that offers part of a solution to a problem with a call to action.

## **Remember to integrate your Twitter activities into your other marketing tactics.**

- Use crowd-sourcing. Meaning, call on your fans, followers, email subscribers, etc. to contribute ideas and solutions.
- Be specific in your advertising! Make sure it speaks directly to the target audience where you're advertising.
- Pay attention to your calling card. Business cards represent you when you're not around to represent yourself.
- Always carry business cards. Business can happen anywhere at any time. Be prepared for it.
- Send out promotions or samples. Prospects like promotions and they really like free samples.

## **Partner with competing businesses. It can help both you profit.**

- Share case studies...offer big but realistic promises. Clients don't want to work with you if you're only so-so - you need to wow them.
- Use a variety of contact methods. Don't put all your eggs in one basket and assume that everyone prefers to use email.

**Hide your desperation.** Prospects can smell a desperate business owner from a mile away.

Always have a client attraction plan even when you're busy. Don't wait until you NEED them to try and attract them.

## **Article marketing is a great technique at generating a flood of quality back links to your website quickly & easily.**

Article Marketing - Resource Box. It is the place where the backlink is contained - make it a call to action for better results.

Search engine advertising is a very common and highly-targeted method to drive traffic.

Banner advertising is one of the original forms of online advertising. Make a great graphic & have a call-to-action.

Text Advertising Tip: Write your text to the specific audience you are targeting.

**Advertising Tip:  
Take it Slow. You  
don't have to  
explore every type  
of advertising  
opportunity &  
format right away.**

Marketing Tip: £1 offers. Sometimes attaching any price tag can actually increase its value in the eyes of the customer.

Use low price offers. This is a solid tactic for new marketers to use in their sales funnel.

Don't be afraid to be opinionated. Give your readers something to come back to and something to comment on.

Answer comments. If your readers have a question or leave you a nice compliment, write back in the comments area.

Ask questions. Use your question in your subject lines and then ask them again in the blog post.

## Host a free webinar. People enjoy receiving free, quality, information & a webinar lets you show your expertise.

- Provide a free mini course via autoresponder & market your information product.
- Podcast. Don't neglect this type content. Audio can be just as powerful sometimes more so depending on your audience.
- Your thank you page is a priceless piece of real estate, so use it!
- When we sell online, we aren't always there to help overcome our potential customer's objections so put together a FAQ post or page.
- One of the best ways to make sales copy personal is to share about yourself as it relates to the product benefits.
- Sales Copy Tip part one: You need to create a sense of urgency. In other words, make the reader feel like they need to buy now.
- Sales Copy Tip part two: Offer a time-limited discount.
- Sales Copy Tip part three: Limit the distribution of your product.
- Sales Copy Tip part four: Offer the customer extra bonuses or goodies with your product, but only for a limited time.

**PostScript (P.S).**  
**Your P.S. will reiterate the benefits of your product/service and it WILL have a call to action, right?**

## Show them how serious their particular problem is and why they should find a solution now. What are the repercussions of a delay in purchase?

- Offline Promotion: Don't forget a press release for your local newspapers. Use signature line with link to your site.
- Writing a short series of articles dealing directly with the topic you have a product for is a great way to up exposure.
- If your own market is small right now, pair up with another, stronger marketer and release your product together.

- Create a Special Offer for the most relevant forum or membership site you belong to (make sure that's allowed, first!)
- Outsource What You Hate: If you loathe doing something like the VAT return then give it someone else to do.
- Outsource What You Can't Do: If you can't program hire someone else to do it for you!

## **Hire a ghostwriter to help you generate more content for your audience.**

- Put more of your efforts into passive traffic (SEO, PPC, etc), so you can sustain your traffic more easily.
- Find a way to connect your business to popular movies or TV shows.
- Write about an issue that is important to your business, and share what you're doing to help the cause.
- Sponsor a local sports team. Your business name be on the uniforms & provide an opportunity to attract media attention.

## **Buy an ad in your local newspaper or phone book.**

- Have an open house, wine evening or customer appreciation day.
- Fill your site with fresh content - Have an essay contest for local students. Choose an essay topic that is relevant to your business niche and let your readers know what you are doing.

You are promoting the stars of the future as well as having interesting content.

- Start offering gift certificates for your products or services.
- Speak at someone else's seminar. You will market your business to a whole new set of prospects.
- Build One-way links: Submitting articles to directories.
- Build One-way links: Add social bookmarking your site.

## **Donate a percentage of your sales for a given time period to charity.**

- If you've won an award, send out a press release about it.
- Start an internship program.
- Has someone used your service in an unusual way? Include testimonials or studies to back up your claims.
- Whether you're celebrating your 1st year anniversary or your 10th year anniversary, create some buzz about it!
- Create an alternative holiday for people who do not like traditional ones. Ex: singles day instead of Valentine's Day.
- Host a holiday activity for children (such as an Easter egg hunt).
- Offer holiday gift suggestions. These could come from your own offerings, or they could be more general gift ideas.
- Have an after-Christmas sale. Most people are particularly budget-conscious after splurging for the holidays.

## **Include flyers, coupons, cupcakes etc. with shipments to your customers.**

- Snail mail can be more effective in marketing your business in that it will likely stand out more than an email.
- Track leads, track conversions, track what each keyword does or doesn't do for you.
- Build One-way links: List your site in related quality directories.
- Build One-way links: Post to forums that are related to your niche/target market.
- Build One-way links: Commenting on related blogs.
- Build One-way links: Guest blogging.
- Build One-way links: Writing guest articles.

## **Market your business in email newsletters that are being sent out by others in your target market.**

- Participate in blogging communities.
- Make your site easy to bookmark with AddThis or with Digg, Delicious, or other bookmarking links.
- Host an online event.
- Participate in an online event.
- Attend an online event.

## **Host a Twitter Party.**

- Participate in a Twitter Party.
- Grab a hashtag and share the conversation.
- Make a video that others can re-brand with their affiliate links.
- Make sure your images, posts and ads are also relevant to your readership.

## **Write a post about how your product or service can help people keep their New Year's resolutions.**

- Online Partnership: development of relationships includes exchange of knowledge which can be used to increase profits. In other words pick the brains of a friend...
- A larger target audience means more potential customers so partner with another business & work together.
- A partnership with a company with established credibility can go a long way to give your own credibility a boost - association can be powerful.
- Recruit affiliates to promote your products or services.
- Traffic Exchanges: Mention your partners' websites/products in relevant blog posts, articles, in newsletters, etc.

Link Exchanges: You can add each other's websites to resources lists you provide to your prospects and customers.

Offer newsletter/ezine advertising, website banners, text ads, etc.

## **Copywriting Tip: Keep it simple. Avoid clever word plays or cryptic phrases that will confuse your readers.**

Make sure you set up a signature that goes out on all your emails with a link to your website.

Viral Marketing Tip: Create a Special Report that is dead useful

Viral Marketing Tip: Free web hosting - do a deal and ask for shares

Viral Marketing Tip: Free physical samples (yes, this still works...)

Viral Marketing Tip: Free videos or audios - great content gets shared often!

Viral Marketing Tip: Free software (usually leading to a subscription or membership site)

## **If you can interest the most influential people in your niche you can create bigger buzz and inject extra strength in your blog post marketing.**

Offer a coupon and spread the word in all your favorite forums and Facebook groups, your newsletter, etc.

Submit your viral product(s) to ebook directories.

Using streaming video instead of downloadable attachments.

A quick & easy way to increase the number of incoming links to your site is to add these links to your blog.

Co-Author an eBook or a regular book, share the workload for better results.

If you sell on eBay at all, you can easily include a link to your website on your About Me page.

Similar to eBay – if you sell on etsy include a link to your website

## **Be yourself, not just a representative of your brand or product.**

Include a photo of yourself. People like being able to put a face with your name.

When writing emails, include the recipient's first name in the greeting to make them feel you're talking to them only. Personalisation works!

Don't obsess over correct grammar and sentence structure.

Speak in the language that resonates and connects with your target audience

## **When marketing, it's important that you know and understand your target audience's pain, desires, wants and needs.**

While it can be a bit difficult to get an article featured in a magazine, never put it out of your marketing radar. Look at #JournoRequest on Twitter

Respond to a #JournoRequest on Twitter

Share with your followers a #JournoRequest on Twitter

## **Be a guest on a podcast.**

Be a guest on a radio show.

Create 'how-to' videos and add them to YouTube and other video sharing sites.

If you have eBooks, special reports, etc be sure to market them on Amazon for Kindle, etc.

## **Remember that you can market to past clients. Send an email about an upcoming product launch, etc.**

- Have transcripts of podcast interviews, teleconferences, etc and link to your website, add your logo, etc.
- Another great marketing strategy is a slide show. You can brand each slide with your company info.
- Similar to slide shows, you can do the same with a power point presentation.
- Re-purpose your blog content: Go through your early material -- yes: even the unrelated stuff from way back when.
- You can "repurpose" your own and other peoples' Facebook posts and Twitter tweets – with attribution

## **Don't just read posts that interest you, read the comments; often that's where the best ideas are.**

- Encourage repeat purchases through a good follow-up process that establishes a good relationship with your customers.
- Send your customers printed information each month on a targeted topic.
- Consider offering physical goods by mail (newsletter, CDs, etc) & increase the value by adding an online membership.
- If you sell any product now for a one-time fee, think about whether it makes more sense as recurring subscription.
- Just like with all successful online marketing ventures, keep the target of your subscription well-defined.

## **Satisfaction Guaranteed! A guarantee can go a long way in instilling more confidence in you.**

- Social media can bring marketing success to your business in many ways but know your goals before you start.
- Participate in a an online event with others
- Price your Stuff: It may sound silly but you can't effectively market your business/services/products until you price it.
- Create Multiple Squeeze Pages. The more squeeze pages you have in circulation, the more exposure you'll receive.
- Integrate your Squeeze Page with your Social Profiles.

## **Hub Pages, remember them? Another great method of drawing in new traffic and subscribers.**

- Participate In Giveaways to get your business out there as well as grow your email list.
- Build Valuable, Long-Term Relationships. Creating online relationships that grow and last becomes especially important.
- Make sure you care about your customers or they won't care about you!
- Make the attempt to meet online contacts in person.
- Post a profile photo on any forum or social media network you frequent but stick to the same one all across the board, be consistent, be recognisable

## **Don't disappear for long periods, being a "hit and miss" blog poster will cost you readers.**

- Don't ignore people (not answering questions or responding to comments).

- Create a Facebook fan page for each of your products or services
- Follow-Up with what's going on in your social media world (birthdays, software problems a friend/client is having, etc) calling to say happy birthday is a great reason to get in touch with someone.
- Build a relationship With your audience. People do business with those they know, like and trust!
- Work hard to keep your subscribers happy. Like Hugh Laurie and L'oreal, they're worth it – They'll happily pay you back ten times over.

## **Marketing Tip: Test various elements of your writing - Product description wording (sales copy)**

- Marketing Tip 1: Test various elements of your writing - headlines.
- Marketing Tip 2: Test various elements of your writing - images.
- Marketing Tip 3: Test various elements of your writing - guarantee.
- Marketing Tip 4: Test various elements of your writing - price.
- Marketing Tip 5: Test various elements of your writing - returns policy.
- Marketing Tip 6: Test various elements of your writing - security assurance.

## **Pre-selling is essential to motivate future purchases. It's how you convert prospects into customers.**

- Write reviews about hot products (that relate to your niche) and you'll be sure to attract website traffic.
- Submit your website, products, or services to other sites for review.
- Create A Community & Interact. This helps establish your business as trustworthy and credible.
- Market your business by using Google AdSense and PPC Advertisers

- Finding and using the best keywords is a crucial part of marketing your business.
- One of the most overlooked ways to monetise your websites is through ezine promotion.

## **Don't Let Your Sign-up Box Stand Alone. When you first put it up on your site, announce it.**

- See what your competitors (a.k.a other people reaching the same target market) are doing.
- Content Ideas part one: Read/Watch the News & Current Events.
- Content Ideas part two: Keep a notebook with crazy ideas. Always keep a little notebook handy when you come across ideas and inspiration you never know what it may blossom into.
- Content Ideas part three: Interview other experts in your market.
- Content Ideas part four: Look at previous content & expand on it / update it
- Content Ideas part five: Create a Top 10 List.
- Content Ideas part six: Entertain. Have fun, inspire people or make them laugh. Good content will do all of that and more.
- Get together with others who create content for your target market. You can each contribute a chapter to an ebook and share it with your audience.

## **One of the coolest ways to get content is have your very own readers/users create it for you. Use their comments, offer them a guest post position, showcase your community.**

- Plan your content to educate your audience
- Add your articles to article directories, Amplify them and post to Posterous.

- Bookmark your blog entries and other content on social bookmarking sites.
- Give content to your affiliates to rebrand and add their affiliate links.
- Post your videos to sites like YouTube.com, TubeMoghul.com, Blip.TV,
- Announce your new video content on your blog and to your mailing list.

## **Submit content to offline publications like magazines, community organizations, etc.**

- Contact targeted website owners directly to publish your content.
- Make a blog post a press release. Turn your informative content to a more formal press release and submit it to the media.
- Submit your podcasts where appropriate. Add your podcasts to itunes.com and other audio related sites.
- Use an RSS feed not only for your blog, but for your regular website content, forum, You tube channel.
- Pick and choose which method of communication supports your “brand” – and which doesn’t and stick with it. Just because everyone else is on Facebook it doesn't mean you have to be too.

## **Make sure your message stays consistent – no matter what you are adding to your blog.**

- Word-of-Mouth – Do good stuff and people will talk about you. Word-of-mouth is priceless for your business marketing.
- When thinking about marketing you probably don’t think of pictures. But pictures can be promotional too. Go and check out Flickr for what you can share
- Consider getting your own Flickr channel and sharing great images there
- If you’re looking for a way to market locally you can do a mailing of postcards, walk around trading estates and post the cards through letter boxes and hand to receptionists. Of course they will all have a link to your blog.

## **Be Yourself... Sound silly? When it comes to marketing you need to be yourself, interact with others and be real. Sound like a person and not a bot for better results.**

- Get very specific about the kind of products and services you want to provide and market them.
- Make sure your blog is a hub of authority - articles, videos, free reports, etc.
- When advertising your business be specific! Don't throw advertising in the air and hope it will stick.
- Always carry business cards. Remember - business can happen anywhere!
- Include a call-to-action or special offer on the back side of your business card.

## **Attract your ideal client with a professional website that taps into your target market's needs.**

- When it comes to having a good web presence, a pretty website isn't enough!
- A great way to get yourself out there in front of prospects - sponsor an event that they're likely to participate in.
- Prospects like promotions and they really like free samples.
- Consider offering a special promotion for "new clients" to get them to try your service.
- Partner with competing businesses to attract new clients! It can actually end up helping both you profit.

## **Find and join groups that your target market is likely to frequent.**

- Join social networking sites that specialise in connecting people & begin building a network of 'friends'.
- Be generous to your community and causes. Nothing attracts potential clients like generosity.
- Giving to your community can make even the most difficult prospect give in and become a customer.
- A prospect might become a client simply because you're generous in the ways that you choose to be (charities, etc)

## **A happy client is often the best source of new clients.**

- Give your clients incentive to tell their friends about your business.
- Some of the best new clients come from your current customers.
- Clients don't want to work with you if you're only so-so at what you do. Be sure to knock their socks off.

## **Never be ordinary when you can be extraordinary!**

- Depending on personality and habit, people use some correspondence methods more than others.
- If you have prospect's names, physical addresses, telephone numbers and email addresses on hand, use them.
- Regularly change your method of contact so prospects are reminded of your business & its availability to serve them.

## **Many prospects can smell a desperate business owner from a mile away.**

- Prospects will question the quality of your service if you seem desperate for clients.

- Prospects will haggle on price if they know of your desperation
- If your plate is full, put prospective clients on waiting list. This makes you seem more attractive to your prospect.
- The MOST important part for the longevity of your business is KEEPING your clients.
- To keep current clients, consider creating a loyalty program that rewards them for spending money on your services.
- Remember you can learn from your clients. Long-term clients are one of the best resources out there.

## **Pay attention to what your clients do and how they approach things.**

## **Clients are a wealth of business intelligence.**

- Create a page on your website that showcases a “customer of the month.”
- Get to know your clients. The more you know about them, the more you’ll be able to personalise your services.
- The more you know about your customers, the more connections you’ll have with them, which can increase their loyalty.
- Take customer feedback seriously – the good and the bad. Allowing only positive comments means you need to learn to understand your audience and your customers better. No one is perfect - remember that.

## **Customer opinions of your business are what keep them coming back for more...or sends them running for the hills.**

- Consider sending out surveys to ask customers what they think about aspects of your business - focus on these answers.

- Treat customers as more than a purchase! Follow up with them to make sure everything is okay.
- Make it clear to your buyers that you are a business who is very interested in providing for their needs.
- Remind customers that you are always there to solve their “problem.”

## **Keep connections with your clients through newsletters or company updates.**

- Provide customers with case studies & other useful information that will encourage them to sign up for your service.
- If you're feeling burned out, overwhelmed, etc DON'T show this side of yourself to your clients, don't update your Facebook status with "I have had a really bad day with a client blah blah blah", they will all be wondering if you'll say it about them.
- Smiles & general pleasantries keep your customers on your side - Never give them a reason to do business elsewhere.
- Keep your prices and services up to par across the board with old & new clients.

## **Remember - bad news travels faster than good news! Keep your customers satisfied and happy.**

- Remember that long-term customers are still buyers. They still need to be marketed and advertised to. They need to be contacted and treated as people.
- Make sure you're doing your part to keep customers involved with your business, a little encouragement goes a long way.
- Remind your customers how much you appreciate their business.
- Set up special events that reward long-time clients and customers.

## **Sometimes, “thank you” is all you have to say to make sure a customer stays by your side. Say it often.**

- Partner with competing businesses to attract new customers! It can actually end up helping both you profit. It's called a Joint Venture - try it
- Prospects like promotions and they really like free samples.

And on that note... I have a deeper guide to the tips in this post, just an additional paragraph that will help you implement these tips and get better results. I share it with my newsletter subscribers, they get all the great stuff. I'd love it if you subscribed.

Sarah

PS if you found this useful please tweet it out and share it - thank you :)

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