

Digital Techniques and Technologies in Fashion Advertising

Lesson 4

Blog – Personal Blogs

- Personal blogs – personal blogs are online journals and reflect the blogger's personal opinions or views on a given topic. Many times, personal blogs don't have a goal other than to communicate with a small circle of followers.

Blog – Professional Blogs

- Professional blogs – professional blogs are typically blogs with a single blogger. The purpose of a professional blog is to promote the individual, not a company, product, service nor opinion. Professional blogs may have goals for advertising, speaking or consulting revenue as the blogger builds authority and search engine ranking in a specific field of interest.

Blog – Publication Blogs

- Publication blogs – publication blogs are traditional publications that are delivered through a blogging platform. Blogging platforms are social in nature, have search engine optimization advantages, and syndication features. Publication blogs are typically blogs that generate revenue through advertising and sponsorship opportunities.

Blog – Corporate Blogs

- Corporate Blogs – corporate blogs are utilized to promote products, services or expertise in an area that the company specializes in. A corporate blog can also be used to drive public relations, and communicate effectively with employees or shareholders.

Blog – Corporate Blogs

- Driving awareness.
- Providing the information – prospective – buyers need across their journey.
- Engage various target audiences, including journalists, for instance.
- Branding (all touchpoints have an important branding dimension).
- Generating leads (and managing them).
- Relationship building.
- PR, be it in a non-traditional sense.
- Influencer marketing.
- Feedback and listening.
- Community marketing.
- Driving traffic, subscriptions and registrations.

Blog – Corporate Blogs

The metrics for blogging fall under four broad categories:

- BLOGGING ACTIVITY** Measures the inputs to your blogging efforts, such as the number of bloggers who are meeting the blogging goal, the number of blog postings created each period, and the number of target keywords used in each blog
- AUDIENCE TRAFFIC** Measures the amount of attention your blogs are getting and where the traffic is coming from, such as the number of weekly visitors, the number of visitors who have subscribed to RSS feeds, and the number of visitors from your key traffic sources and other marketing channels (e.g., search engines, social network sites, referral sites, e-mail newsletter)
- AUDIENCE ENGAGEMENT** Helps to demonstrate the level of engagement your audience has with your blogs, such as the average number of page views per visitor, the time spent reading blogs, and the number of comments you receive (good or bad)
- AUDIENCE CONVERSION** Helps to demonstrate the level of conversion you are getting with your blogs, such as the number of visitors who click through to other sections of your website, the number of visitors who opt-in to receive your e-mail newsletter, the number of visitors who ultimately become sales leads, opportunities, and sales, and the amount of feedback you get from your target audience as they go through your sales process

Blog – Corporate Blogs Strategy

- **Research a Keyword Glossary** –Use a keyword research tool to build out a keyword glossary of topics that are in demand. Share that glossary with content creators as a reference when planning, creating and publishing content online – including blog posts.

Blog – Corporate Blogs Strategy

- **Create a Blog Content Plan** - Starting a blog is easy. Sustaining a blog over years is not. Create a content plan for the blog and then assign keyword/topics to the planned articles, tips, interviews, surveys, liveblogging, company news, curated industry news and other content types. Most importantly, tap into feedback mechanisms like comments, keyword search traffic, off-post citations, social sharing metrics and links to make sure you're on-track.

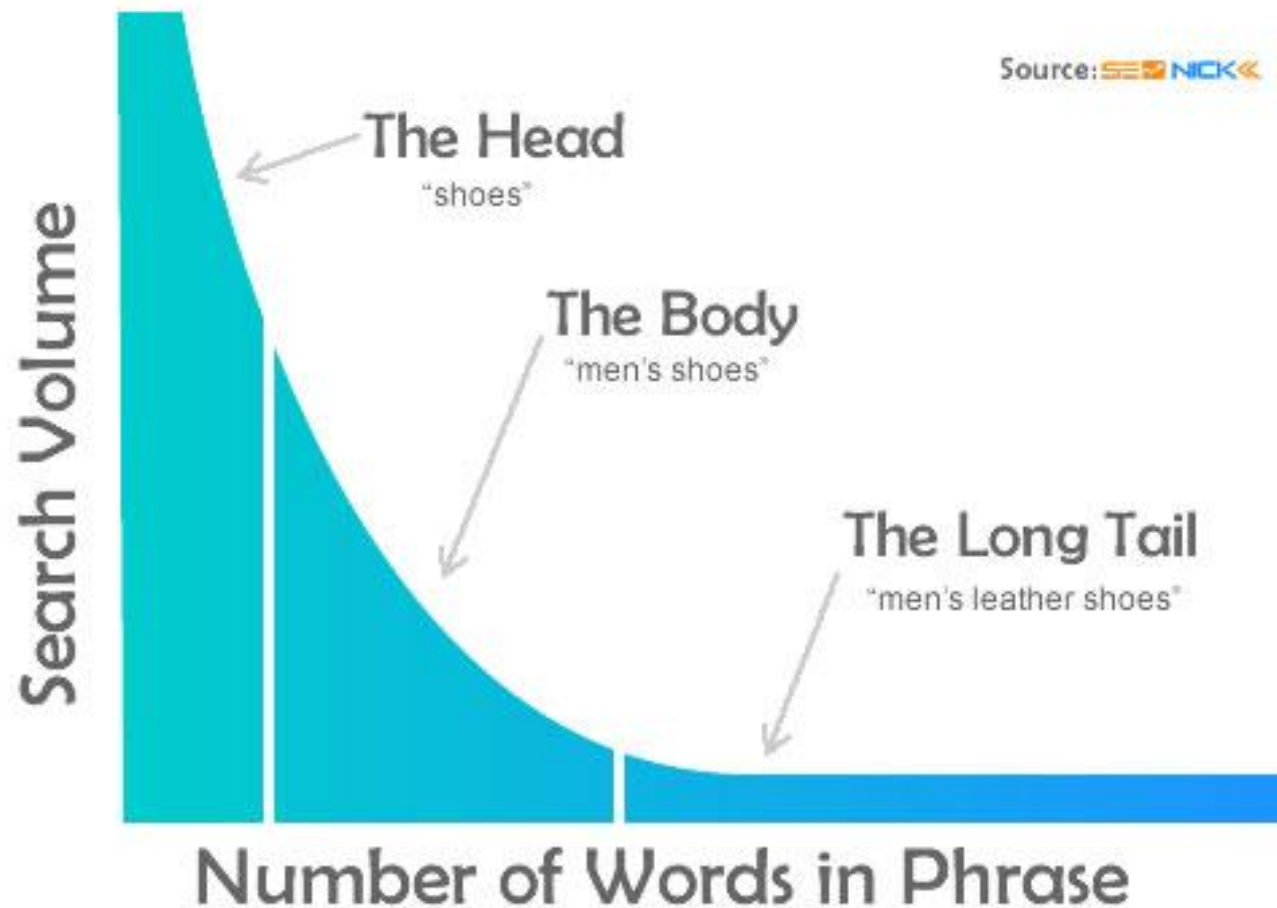
Blog – Corporate Blogs Strategy

- **Include Keywords in Posts** – The ideal Keyword\Content Ratio is 10 keyword repetition per blog post

Blog – Corporate Blogs Strategy

- **Use crosslinking and cross-marketing –**
Establish connection with other blog or entities on your same product niche.

Blog – Corporate Blogs Keywords



Blog – Corporate Blogs Keywords

