

Blogging to drive business

Beth Kohler

Design Your
Dwelling

The ideas and concepts introduced in this presentation are my own unless otherwise noted. This presentation contains only suggestions to drive business and is not guaranteed to increase earnings through your blog.

Thanks!

- Beth

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What We're Talking About

- Blogging Demographics
- Creating an Experience!
- How to Drive Business

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But First...

A Little About Me.

- Wife of a farmer
- Author of [Design Your Dwelling](#)
- Self taught interior decorator

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Inspiration to lead a beautiful life!



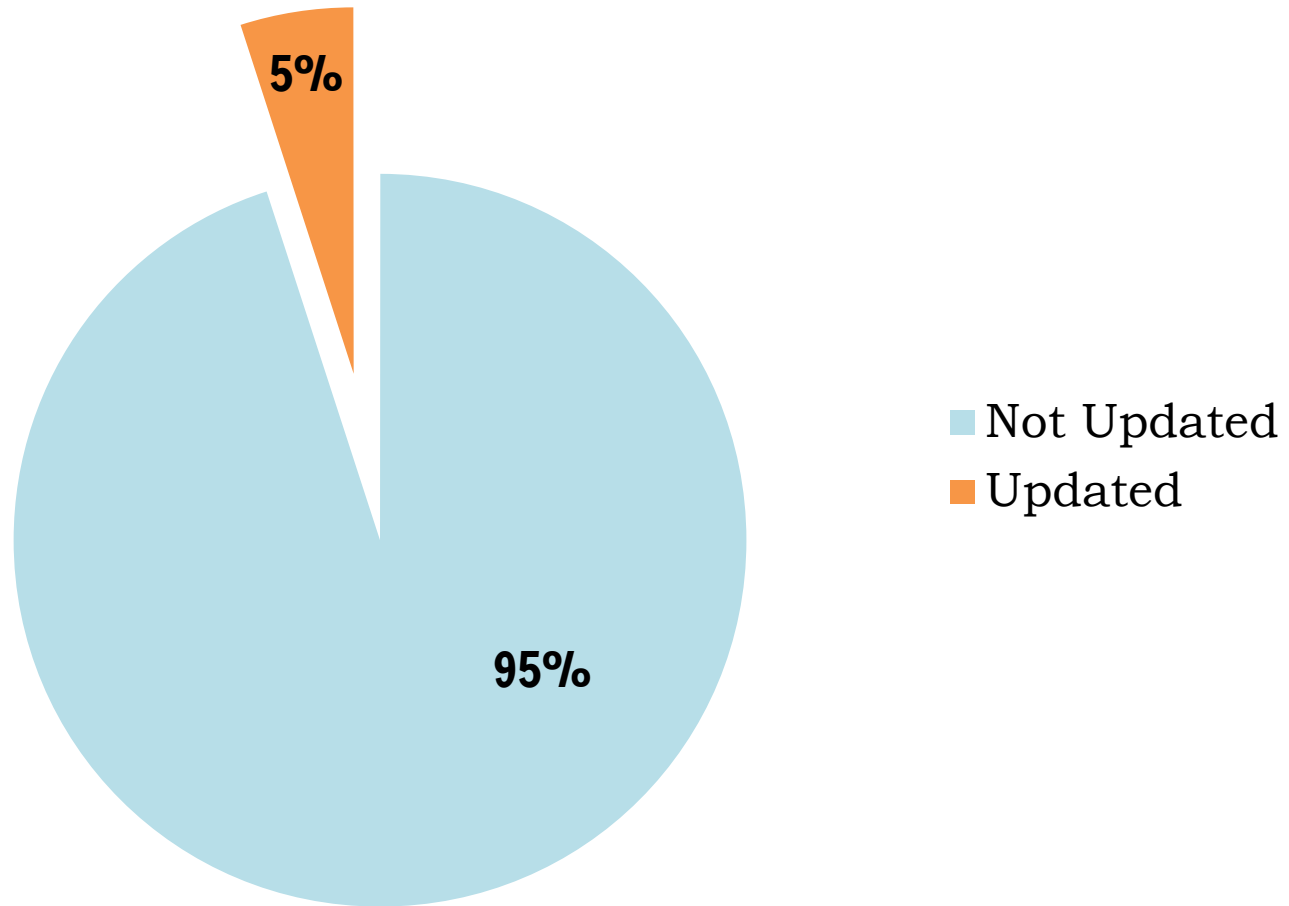
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6.7 Million

people blog on blogging sites

Blogs updated in the last 120 days



N = 133,000,000
Source: Technorati, 2008

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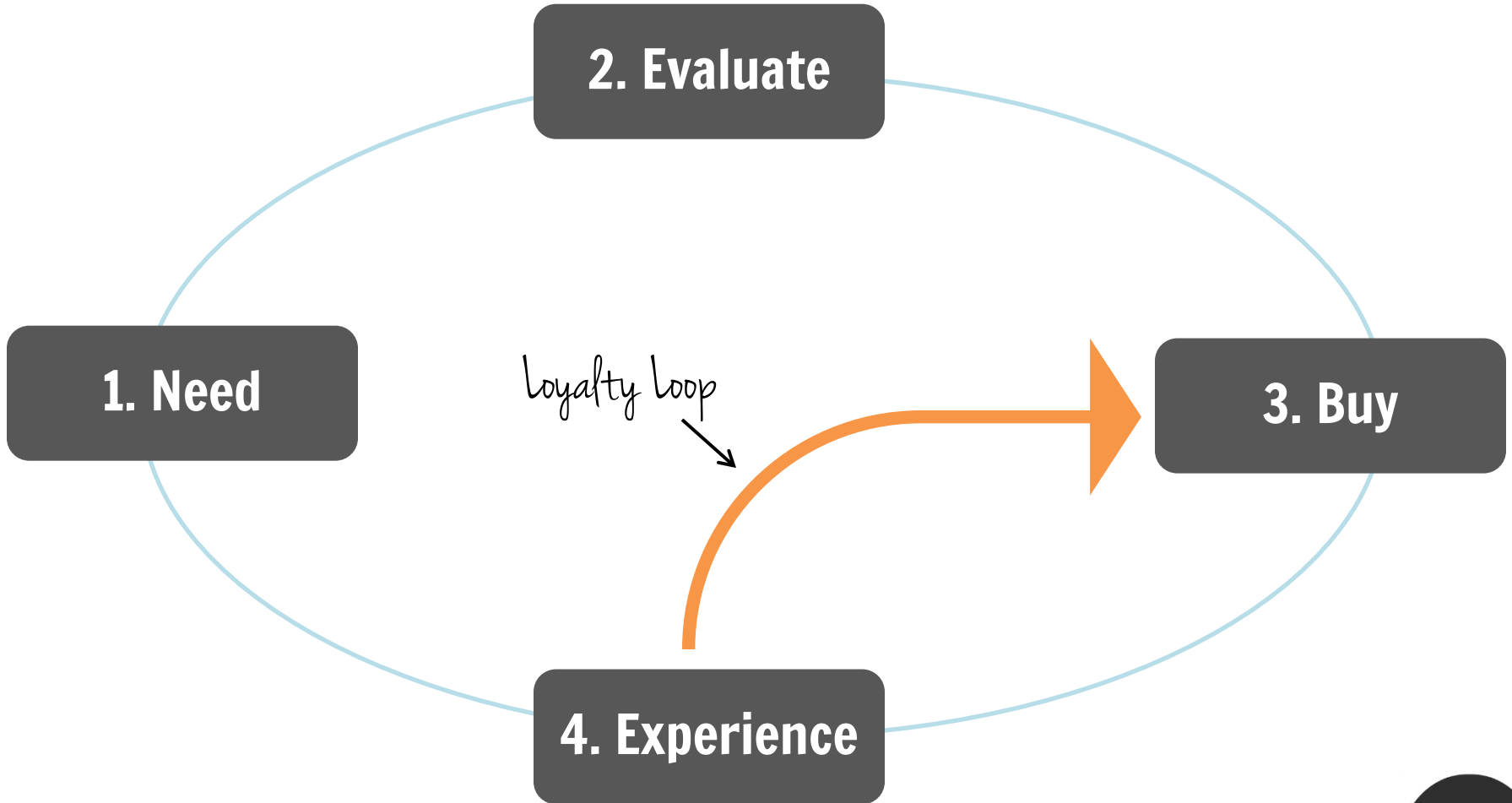
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Are you **Interested** or
Committed to blogging?

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Customer Decision Journey



Source: McKinsey

Your blog is an extension of your customers experience with you!

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Creating an Experience

- Have a mission statement
- Write good and original content
- Connect
- Interact

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How to write good content

- 1) Start with original content
- 2) Use everything you learned in high school English
 - Structure and organization
 - Grammar, spelling, punctuation
 - 300-600 words
- 3) Incorporate pictures, video, and links to others
- 4) Motivate

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Blog Headlines

- **Instructions:** *“How to Mix & Match Patterns”*
 - How To
- **List:** *“6 Ways to Decorate Your House For Free”*
 - Steps, Tips
- **Zen:** *“Simple Bedroom Update”*
 - Simplify, Minimize
- **Mistake:** *“Are You Making These Blogging Mistakes?”*
 - Mistake, Ruin, sabotage
- **Fear/Threat:** *“5 Warning Signs No One’s Reading Your Blog”*
 - Warning, Safety, Exposed
- **Be Like Me:** *“My Daily Makeup Routine”*
 - My

Connect with your readers

People want to know you...

... but you need to decide how transparent you will be.

Pictures

Personal Stories

Achievements or pitfalls

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Interact with your readers

- Invite readers to comment
- Reply back
- Link parties
- Giveaways
- Social media

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Tools to create an experience



Media



Link Parties



Rafflecopter

Giveaways

Click on the icons to go directly to each site.

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Your blog + social media

Promote your posts with social media



Traffic builds after 9am, peak time is Wednesday at 3pm

Best Time: 1pm – 4pm

Worst Time: 8pm – 8am



Use to cross promote



Traffic builds after 11am, peak time is Monday - Thursday

Best Time: 1pm – 3pm

Worst Time: 8pm – 9am



Traffic builds after 12pm, peak time is Saturday morning

Best Time: 2pm – 4pm or 8pm – 1am

Worst Time: 5pm – 7pm

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Blogging to Drive Business



61%

of US consumers have made a purchase based on a blog post.

Driving business thru your blog

- Advertise
- Partner with other bloggers or vendors
- Show your work
- Write a post about your services
- Cross promote with social media
- Add PayPal to your site

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Tools to drive business

Passionfruit
Blog like a mofo



Sell Ad Space

PayPal™

Sell Direct



Rafflecopter

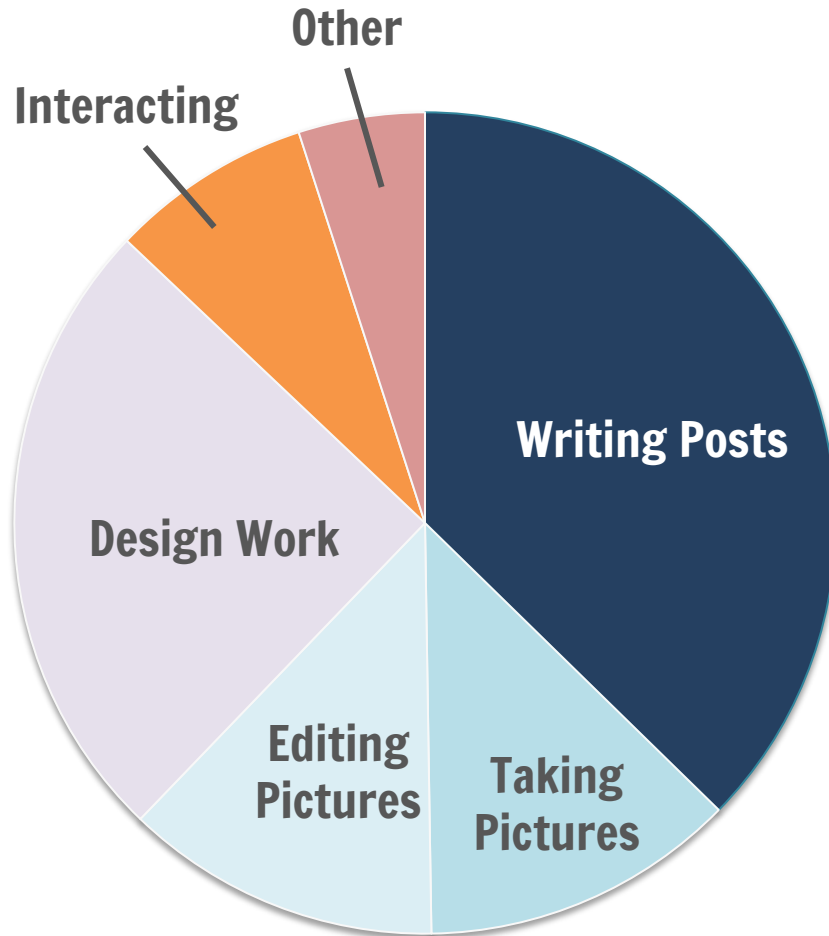
Giveaways

Click on the icons to go directly to each site.

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How I spend my time



How do you spend your time?

Grab a piece of paper and create a pie chart that represents how you spend your time!

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Tips & Tricks

- Keep a [blog journal](#)
- Schedule your posts
- Use back links
- Get to know html code
- Build relationships

Connect with me

Blog: www.designyourdwelling.blogspot.com

Twitter: [@beth_dydblog](https://twitter.com/beth_dydblog)

Facebook:

[Facebook.com/DesignYourDwelling](https://www.facebook.com/DesignYourDwelling)

Instagram: [@beth_dydblog](https://www.instagram.com/beth_dydblog)

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