



Using Blogs as a Social Media Strategy

A Blog is an online diary, an online newsletter, an online book of information about a subject with you as the expert. It is a social media strategy that many web marketing experts use to build their social media strategy and to sell on social media without “selling” on social media.

To set up a blog, I recommend the WordPress platform because it is easy to use and has a lot of great features for optimizing your blog in the search engine, customizing your blog, adding link and tracking. You can either create a WordPress blog on www.wordpress.com (which limits your customization and choices) or you can create a custom blog by downloading WordPress software at www.wordpress.org and then having the blog hosted elsewhere. The blog platform WordPress itself is free and then you can either pay someone to customize the blog to your needs or you can customize it yourself.

Once your blog is created, here is a simple social media strategy for writing and using your blog to build business:

Pre-Step 1: Keep a file on your computer with topics you want to discuss on your blog. As a situation arises or a topic is discovered, add it to your file, so that you have a plethora of topics you can discuss

Pre-Step 2: In Social Media Strategy, or any web strategy for that matter, you should know your keywords. Pick one or two keywords that you want to show up for on page one of Google and then use those words in your blog (to learn how to find your best keywords, sign up for my free 10 day e-marketing course here).

Step 1: Sit down once a month with the intent to write posts for the entire month

Step 2: Open your blog topics word document and any Google Alert topics you have set up on your email (to learn more about Google alerts sign up for my free 10 day e-marketing course here)

Step 3: Add any topics I want to discuss that have occurred over the past month to my Blog Topics document

Step 4: Read Google Alerts and add any articles that seem interesting to my blog topics list (including a reference link to the full article by the original author, called a Pingback)

Step 5: Date each topic you will write about so that you are spreading the topics out over the entire month. As an example, you may write in your blog twice a week so your topics would be spread out as Tuesday and Thursday posts throughout your month.

Now you are ready to blog.

Step 5: Open all these in a separate browser window:



- Blog Dashboard
- Facebook Business Page - unnecessary if I have twitterfeed set up
- Shorten Link Site (<http://bit.ly>) – unnecessary if I have twitterfeed set up
- Twaitter – unnecessary if I have twitterfeed set up
- Use “Save To Delicious” Link in Browser

Step 6: Write a new post and make sure the publish date is set correctly so that it will publish on your planned date. Add one comment to your Facebook business page linking to the new post entry, shorten the link to your post, add a quick comment and shortened link to Twaitter and set the date for a few hours after the article will publish, save the article in Delicious, if it is being published right away.

Repeat until the entire month is on auto-pilot. There are a million different ways to set this up so that your social media strategy is optimized, but I hope this at least helps getting you started with your online marketing.

[Alison Elliott](#) is a [Marketing Expert](#) and founder of [Corner Your Market Global Marketing](#). She helps small businesses market themselves online by setting up social media and optimized blogs for small business owners and solopreneurs. She then trains small business owners to use their blogs and social media to drive traffic and increase interest in their business.

To get more small business ideas along with tips for creating your social media strategy and web marketing expert advice, sign up for our [free 10 day marketing course](#) or read one of our many blogs on [small business internet marketing](#) and [social media strategy](#).