

How to Write Marketing Blogs Your Clients Will Actually Read

Nearly [5,000,000 new blog posts](#) are produced every day. Consumers today have to choose what they want to read from more content than we could view in a lifetime.

When there are so many different marketing blogs to pick from, how are you going to make yours stand out from the crowd?

Let's look at some quick changes you can make to your blog right now to highly engage your readers.

Hard Hitting Headlines

First impressions count and in content marketing they can make or break your blog post. Copyblogger's studies show that while [80% people will scan your headlines, only 20% will actually stay](#) on your site to read the rest of the article.

You need to write headlines that stand out on the page and capture attention. There are two ways you can approach this.

One way is to write a headline that perfectly summarises your point. If a reader is already interested in the topic then they will dig deeper to learn more.

The second way is to write opaque yet eye-catching headlines. These are designed to make a reader stop and think about what you could possibly mean. If the headline strikes the right chord they will continue into your body text to uncover the hidden meaning in your words.

Use Visuals to Maximum Effect

70% of communication is non-verbal. When we are face to face we use our eyes and body to communicate without the need for words. We are just wired this way.



Putting interesting visuals into your blog will work in the same way. They make a reader stop, if only for a second, and feel something. Something more than could be expressed with words.

The right image in the right place will distract your reader and cause them to examine the text around it. This gives you an opportunity to engage them with your point.

There are lots of different types of visuals to choose from, with Infographics rapidly becoming [the most shared content](#) on the internet.

Make It Original, Make It Great

Easier said than done, right?

If there is one thing Google hates, it is unoriginality. In fact they will punish you for writing [thin, unnecessary or duplicated content](#). But, do you know who else hates this kind of writing? Your readers.

There is a reason the Google algorithm is built this way. They know what people want to read. As easy as it may be to churn out pages of meaningless text to fill your website, the hard truth is nobody wants to read it. So you have wasted their time and yours.

So, what can you do to write more original content?

There are lots of ideas you can try. Here are just a few to get you thinking:

- Find a customer success story in your social media and share it
- Give your personal opinion on a popular article
- Do a deep dive into a topic you know lots about (or have researched well!)

Good content will not only be read, causing users to stay on your blog longer, but also shared. Shared content is a key metric in the success of your site.

Want to Learn More?

Continue browsing [our blog](#) for even more helpful insights into how to keep your readers engaged and your website at the top of the search rankings.