

How to Write Marketing Blogs Your Clients Will Actually Read | By Wendy Gray

So what? Why should I care?

If you can't answer these questions from your clients' perspective, do not put another word out into the universe. Let's work on that approach.

In this brief article, you'll learn the keys to creating blogs that generate interest, results and confidence that your clients are in the right hands to communicate their messages. You are the experts, after all, so it's critical that you demonstrate that you know how to market yourself before you market your clients' products and services. (Play in your own backyard first, if you will.)

We'll assist you with honing your content marketing craft with five steps to help you focus your approach and follow up with five steps to help you focus your message. You'll come away with the equation to creation of compelling blogs that will ensure the success of your content and of your clients' content.

So, let's get started.

Stay focused. Ask yourself these five questions:

1. What are you trying to achieve?
 - Create a focused, cohesive communications objective.
 - Demonstrate proficiency in this category.
 - What is the "why?" behind your message?
2. Who are you trying to reach?
 - Know your primary audience (Are you targeting existing customers?).
 - Identify a secondary audience (Who else would you like to reach? Prospects?).
 - Determine if there's a tertiary audience (Who else might see your message... vendors, colleagues?).
3. What do you want your audience to know?
 - Get specific about your takeaway.
 - Provide examples.
 - Help them build confidence with the topic.
4. What do you want your audience to do?
 - Build a case for need.
 - Create specific a call to action.
 - Give implicit directions.
5. Why is it their best choice to do that with you?
 - Provide a company boilerplate.
 - Reiterate category leadership.
 - Take advantage of cross-selling opportunities.

Keep your information easy-to-digest. These five tips will help your clients process the information:

1. Keep copy thoughtful.
 - Use bullet points instead of paragraphs.
 - Don't use big words or jargon.
 - Employ and feature keywords.
2. Create an attention-grabbing headline.
 - Be creative.
 - Communicate the takeaway.
 - Answer the readers' "So what?" question.
3. Use informative subheads.
 - Break up text.
 - Keep flow going to next point.
 - Optimize content.
4. Pull in graphics and images.
 - Aid cognitive understanding.
 - Help visual learners.
 - Add interest.
5. Provide sources.
 - Increase credibility.
 - Give credit where credit is due.
 - Don't encourage readers to leave your page.

Don't forget to reward your audience for spending their precious time with your content. They are likely exposed to hundreds – if not thousands – of messages every day. From their inbox to their search engine feed suggestions to subscriptions, alerts, social and mass media... every one of us is inundated with information. Give your readers – in this case your clients – a smile, an aha! (or ideally, both) and they will keep coming back to you as a resource. And, if you do the same for their marketing initiatives, they'll show you a vote of confidence not only with their continued clicks, but also with their continued business.