

# Blog Training Boot Camp for Business Owners



## Week 4

- Create Promotion Plan
- Repurpose for Greater ROI
- Collaborate with a Pro Blogger

Create a

*Promotion Plan*

# *Best Practice*

Spend as much time promoting content as it took to create it.



# Organic On Page SEO

**Title**

**URL**

**H1**

**Page Copy**

**In the Copy**

Blog Training Boot Camp for Business Owners

Free 4-Week Webinar Series  
Thursdays @ 12:00 pm PST / 3:00 pm EST  
Starts May 16th

Week 1 is complete! Register and you'll get access to the on-demand version plus the upcoming webinars.

[Register Today!](#)

## The Objective

Executives will be able to author high-value blog articles that support growth initiatives.

Business owners and other senior executives hold a wealth of information about the industry and market they work in. They're usually highly visible and well-connected. When they share their knowledge, insights, and expertise, people are more likely to listen to and trust the information. Leaders that contribute high-quality content set the stage for others throughout the organization to openly share information that advances learning and business growth.

**In the Copy**

URL

Title

H1

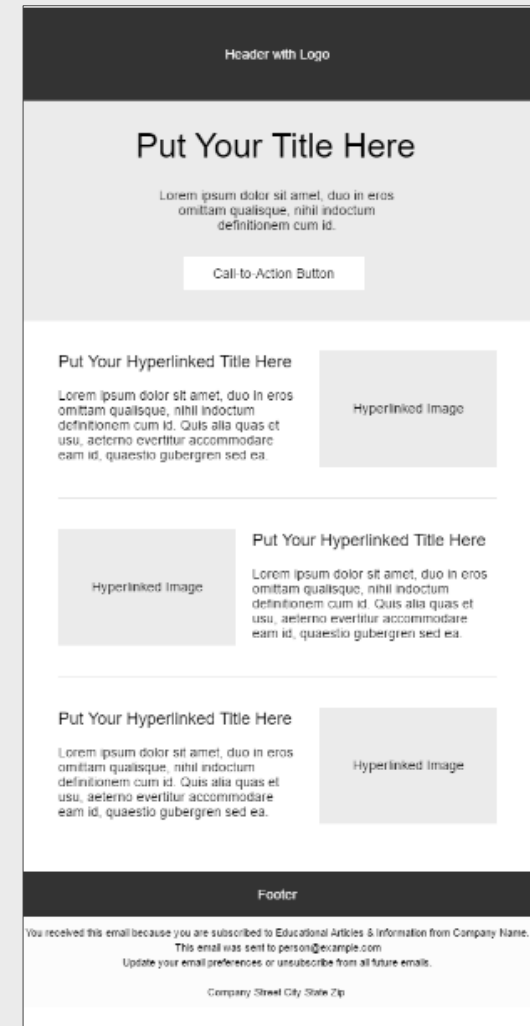
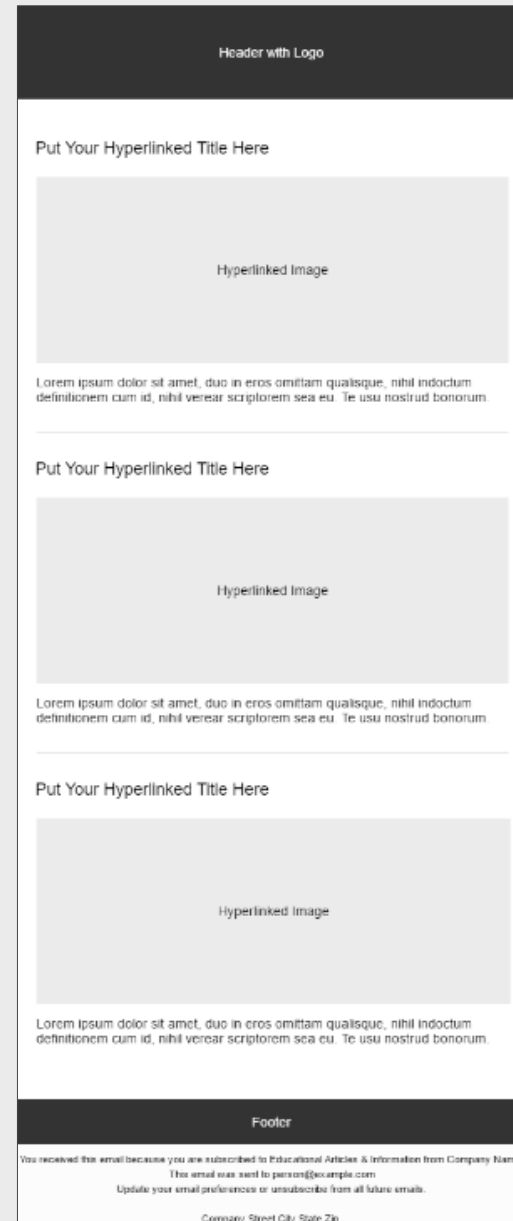
Page Copy

**Behind the Scenes**

Images Alt text & File size

Metadescription

# Email Marketing





# *Social Media*

Post 2-3 times during launch week

Once per week during month after launch

Have everyone in the organization post to their profiles

Re-publish on LinkedIn's publishing platform



# Keep Track

## of Your Posts

Social Media Publishing Date	Title
	<b>4 Quick and Easy Ways for Business Leaders to Blog</b>
11/30/2017 15:05	How to make it easier for business leaders to blog - and why they should!
8/22/2017 12:00	The best blogs come from people within your organization that have deep industry expertise
11/25/2017 11:02	Blogging is a profitable marketing tactic that companies from all industries can use to attract and engage target buyers
8/24/2017 0:00	There are processes you can implement to simplify blogging and make it the norm within your organization
10/12/2017 16:52	4 ways to simplify the blogging process and make it easy for internal experts to contribute
9/5/2017 0:00	4 ways to make it easy for business leaders to contribute to your company blog
11/16/2017 11:01	4 ways to make it quick and easy for business leaders to blog
10/3/2017 0:00	Why all business leaders should blog and how to simplify the blog process
11/9/2017 16:49	4 ways internal experts can quickly and easily contribute to the corporate blog
10/30/2017 7:32	4 ways to get internal experts to consistently contribute to the corporate blog
10/18/2017 16:49	4 quick and easy ways for business leaders to blog - and why they should!
8/25/2017 8:00	Find out why all business leaders should blog, and how to make it easier for them to create quality articles
3/14/2018 0:00	Why all business leaders should blog, and how to make it easier for them to contribute to quality content
12/13/2017 16:52	Here's 4 ways internal experts can quickly and easily contribute to the corporate blog:
	<b>Why Blogging Is Important for Business Growth</b>
10/20/2017 11:06	How essential is blogging in today's world?
10/13/2017 16:58	Here's why blogging should be a critical part of your business growth plan
10/30/2017 10:02	If you're not blogging, you're missing huge opportunities
10/4/2017 0:00	Here are some reasons why blogging should be on a company's high priority list
8/15/2017 12:30	Here's a crucial tip for any business: #blogs are essential
8/18/2017 12:00	Don't let your #business fall behind, #blogging matters

# Use the Blog Writing Template for *the Basics*

The screenshot shows a Microsoft Excel spreadsheet titled "Blog Email Promo" with the following structure:

- Row 1:** Title "Blog Email Promo" (highlighted in blue).
- Row 2:** Section header "Subject".
- Row 3:** Table header for "Subject" with columns: "Type", "Select Favorite", "Subject Options (50 Characters Max)", and "# Characters".
- Row 4:** "Original" type with "Select Favorite" selected (radio button checked).
- Row 5:** "Brainstorm" type with "Select Favorite" unselected.
- Row 6-14:** Multiple rows for brainstorming subject options, each with "Select Favorite" unselected and "# Characters" set to 0.
- Row 15:** Section header "Preview Text".
- Row 16:** Table header for "Preview Text" with columns: "Type", "Select Favorite", "Preview Text Options (140 Characters Max)", and "# Characters".
- Row 17:** "Original" type with "Select Favorite" selected.
- Row 18:** "Brainstorm" type with "Select Favorite" unselected.
- Row 19:** Multiple rows for brainstorming preview text options, each with "Select Favorite" unselected and "# Characters" set to 0.

At the bottom of the spreadsheet, there is a navigation bar with tabs: "Project Information", "Purpose & Audience", "Blog Post | Article", "Email Promo" (circled in red), "Social Promo", and "Admin Only".





# *Co-Marketing*

(Influencer Marketing)



# *Backlinks*

And Guest Blogs





# *Paid Advertising*

Approach carefully and measure results  
Facebook Boosts  
Promoted Tweets  
LinkedIn Sponsored Content

*Repurpose* and *Reuse*





# *Repurpose*

Change to different content types



# *Reuse*

Keep promoting  
over time.



Working with a *Pro*

# What to *Look For*

Service	Description
Content Strategy	Buyer persona, buyer's journey, competitor analysis, content inventory, content calendar
On-Page SEO	Keyword research, write keyword friendly blog title and metadescription, keyword in body copy
Full Copy Writing	Writing from scratch!
Substantive Editing	The document is evaluated as a whole and problems of structure, organization, coherence, and logical consistency are corrected. Sentences may be removed or added. Paragraphs may be rewritten, condensed, or expanded. Blocks of text may be moved from one section to another. Includes internal links and inputting appropriate CTA's.
Copy Editing	Minor editing and formatting to improve SEO and readability.
Copy Proofing	Correct grammatical, spelling, and typographical errors
Associated Email Copy	Copy to promote the blog in email marketing
Associated Social Posts	Copy to promote the blog on social media
Image	Choose and optimize relevant image. Images included/not included?
Publishing	Technical setup and Publish: upload to blog platform, HTML, add title, metadescription, tags, author, images, CTA's and publish
Reporting and Analytics	Keep track of what's working and not working, and make adjustments as needed for maximum ROI.



# Cost Comparisons

How Writers Charge	Rates
Per Post	\$50-\$2000 per post
Per Hour	\$20-\$150 per hour
Per Word	\$.01 - \$1.00 per word

Cheap content is expensive!

# Our Approach

	Silver	Gold	Platinum
Monthly Pricing	\$ 2,500.00	\$ 3,000.00	\$ 3,300.00
(Per Blog)	\$ 577.37	\$ 692.84	\$ 762.12
Blog	1 per wk	1 per wk	1 per wk
Email	x	1 per wk	1 per wk
Social Media	x	5 posts	5 posts
Reporting and Analytics	x	✓	✓
Content Marketing Strategy	x	x	✓

Add-Ons		
Full Copy Writing Per Blog	\$ 300.00	Each
Content Marketing Strategy	\$ 2,400.00	Each
Buyer Persona	\$ 750.00	Each
Advanced Social Media	\$ 1,500.00	Per month
Backlinks and Co-Marketing	\$ 500	Per Month

# *Get Started*



Create a promotion plan  
Repurpose for greater ROI  
Collaborate with a pro blogger

# Training Provided By



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