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Before You Write Another Blog Post: A Content Strategy Guide For Corporate Bloggers



Synopsis

Your next blog post will either be a huge content marketing success or a huge waste of time. Why leave it to chance? Your company's blog hinges more on how you plan your content than it does on how you write your content. When you plan your blog posts right: You make more money You get more traffic You grow your business You make better decisions (and learn more from your failures) When you don't plan: You lose your audience You are vulnerable to competitors Your writers waste their time You miss out on long-term traffic This book walks you through the process of strategically planning every post on your company blog. This guidebook will give you and your marketing team a game plan for coming up with blog post ideas and ruthlessly vetting out the duds. You'll learn how to out-write your competitors. You'll learn how to produce more content than you ever thought you could. And most importantly, you'll learn how to set up every future blog post to bring in more traffic and revenue.

Book Information

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Customer Reviews

Stepping into a new job, I was asked to revamp our blog strategyâ "and I did so by going

step-by-step through this book. It's the most authoritative piece I trust for doing this the right way. The book is comprehensive, well-organized, and an easy read. Jeffrey knows what he's talking about and offers several unique ideas for developing strong content. I strongly recommend this book.

It's rare to find practical advice these days. A lot of marketing books end up heavy on theory, but then leave a big gap between their thoughts and actual execution. There's a place for those books, but there's also a real need for books like this one. It won't teach you everything you need to know, but it will get you from 0-60 quickly, laying a solid foundation for you to begin to show results.

This isn't a book of cheap tricks to get clicks. It's proven methods to consistently produce your best possible blog posts in any category. Kranz focuses on generating ideas and strategically selecting the best approach to a given subjectâ€”an area I struggle in a lot as a writer. If you feel like you've been spinning your wheels producing content without gaining any traction, this is a book for you. If you directly supervise a writer or a team of writers, please, I'm begging you, read this book. You'll be happy to find that you're getting more output from your writers, and they'll be happy to find that what they write has a greater impact on your audience.

Most content marketers are learning best practices by following multiple marketing blogs. It's a helpful (and quick) way to grow in your understanding of the latest information, but it has drawbacks. They're usually very narrow and don't cover the entire scope of a concept/task from beginning to end, and they can often contradict the information you get from other marketing blogs. In fact, when you Google information on a particular topic, many of the top search results are going to be old and obsolete. And then along comes *Before You Write Another Blog Post*. Not only is this the most current and complete information on blog-related content marketing, the information is tried and true. Jeffrey Kranz didn't create a patchwork document out of a bunch of marketing blog posts on how to blog. This ebook is painstakingly researched and every concept is used regularly by Mr. Kranz and the Overthink Group to figure out the best SEO terms to go after, to rank for those terms, and to write amazing content that resonates. If you're serious about blogging and want to write valuable content that can be found by search engines, this is a must-have resource.

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