



## Succeed with Social Media

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### Blog Promotion Strategies

#### *Driving Traffic to Your Blog*

After writing and publishing your blog post, it's time to try to get it some attention. How will people find it? Another part of your blogging strategy should be how to drive traffic to your blog. Although there are several ways you could do this, you will primarily use your brokerage's other inbound marketing activities, in conjunction with your blogging efforts, to promote your content.

Inbound marketing works best when you use a blended strategy that includes several content platforms. In order to get the most benefit out of your blogging efforts, you should use them in conjunction with the following strategies:

- Social media posts
- Press releases
- Email marketing
- Social bookmarking

#### *Using Social Media to Drive Traffic to Blogs*

Social media is a simple yet effective way to drive traffic to your website's blog. By sharing your blog posts on social media, you make it easier for people in your area to find out about your blog and visit your website.

Use your brokerage's Facebook, LinkedIn and Twitter accounts to share a link to your blog post, along with a short blurb about the article and a relevant image.

Encourage your employees to also share the brokerage's content on their own personal social networking accounts, in order to expose the content to as many people as possible!

For more information on Facebook, LinkedIn and Twitter best practices, check out other 'Succeed with Social Media' articles in Broker Briefcase.

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### *Using Press Releases to Drive Traffic to Blogs*

If your brokerage is writing a press release and a blog post about a similar or related topic, include a link to the blog post in the press release. For example, if your brokerage is publishing a press release about your charity work with a local foundation, you could link it to a blog post that you published with more details about the cause. This is another way to drive traffic to your blog and reach a wider audience.

### *Using Email Marketing to Drive Traffic to Blogs*

Create an email marketing strategy that involves sending 'teasers' of your blog posts to your clients. To do this, simply write a short, enticing description of your post that makes people want to read it. This can be especially useful since not all of your customers may be on social media, or even if they are, maybe they do not follow the brokerage yet. Emails are an easier and more accessible way for many customers to read your content. Make sure to include a link directly from the email to the blog, as well as an image. These 'teasers' can also be useful to send to prospects to show how you keep your customers informed.

Another way to drive traffic to your blog posts through email marketing is to send out a quarterly email highlighting the most popular posts of the past few months. Knowing that the blog posts featured in the email were read and enjoyed by others will make readers more interested in reading them, too.

### *Using Social Bookmarking to Drive Traffic to Blogs*

In addition to distributing your blog posts across social media channels, consider bookmarking them on sites like StumbleUpon, Digg and Delicious. Social bookmarking is the practice of saving bookmarks to a public website and 'tagging' them with related terms. This simply means posting your blog's URL, title and a brief description on these sites.

There are three main social bookmarking sites, each of them work in a slightly different way:

- StumbleUpon: [www.stumbleupon.com/home](http://www.stumbleupon.com/home) (Tip: Click on 'Profile' and 'Add new page'.)
- Digg: [www.digg.com/](http://www.digg.com/) (Tip: Click on 'Submit Link' at the top of the page.)
- Delicious: <https://del.icio.us/> (Tip: Click on 'Profile' and 'Add Link'.)

Some bloggers have had a lot of success and have received significant traffic by using these platforms.