

STARTING A BLOG

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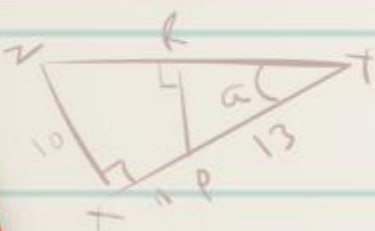
GoDo.ng!
...soil for creative seeds

$$xy = ab^2$$

$$\sqrt{a+b}$$



$$E=MC^2$$



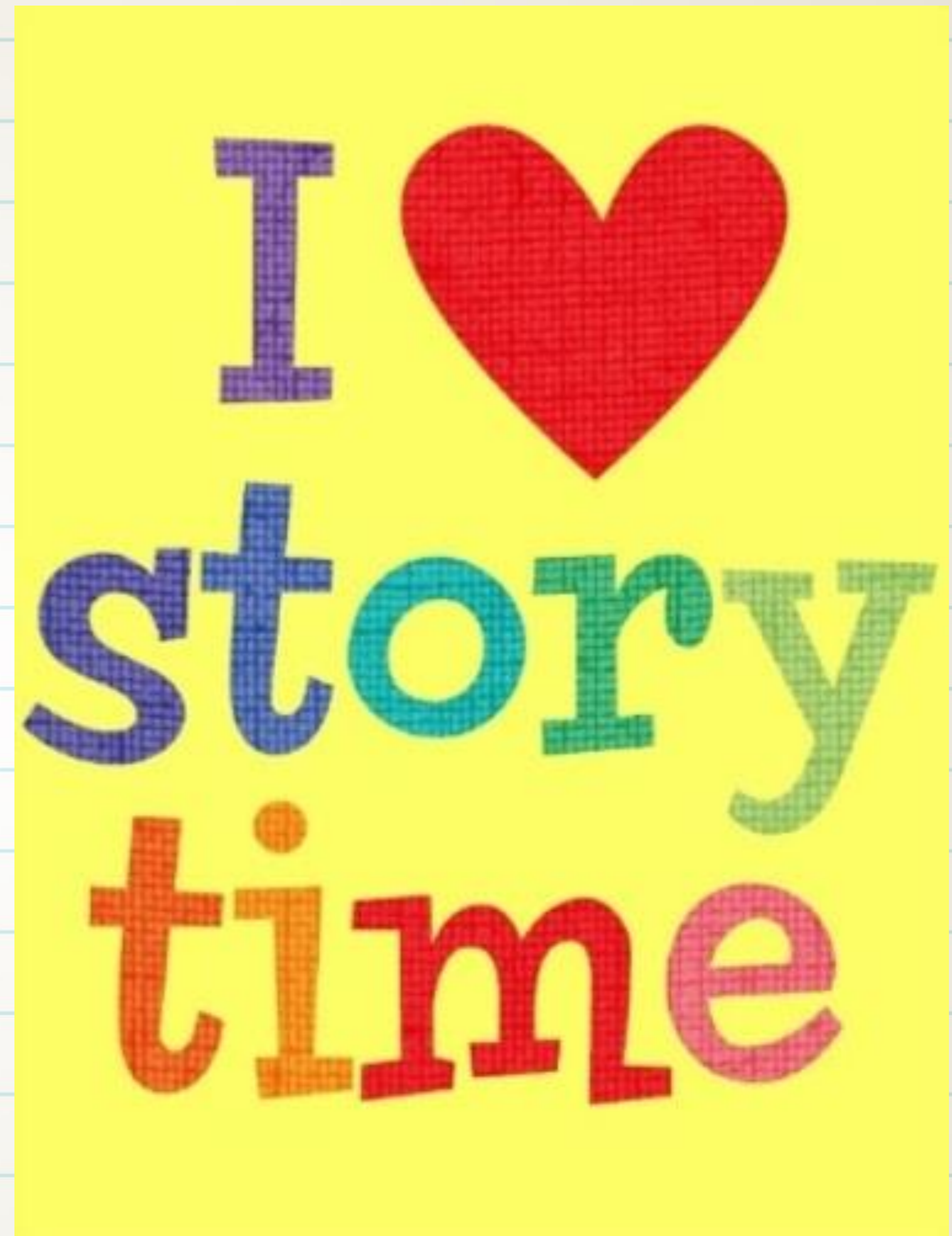
$$\begin{aligned} 1 \times 1 &= 1 \\ 1 \times 2 &= 2 \\ 1 \times 3 &= 3 \\ 1 \times 4 &= 4 \end{aligned}$$

It's Story Time!

What is your key expectation from this class?

What is your blogging experience?

Any other thoughts you might have?



Why start a blog

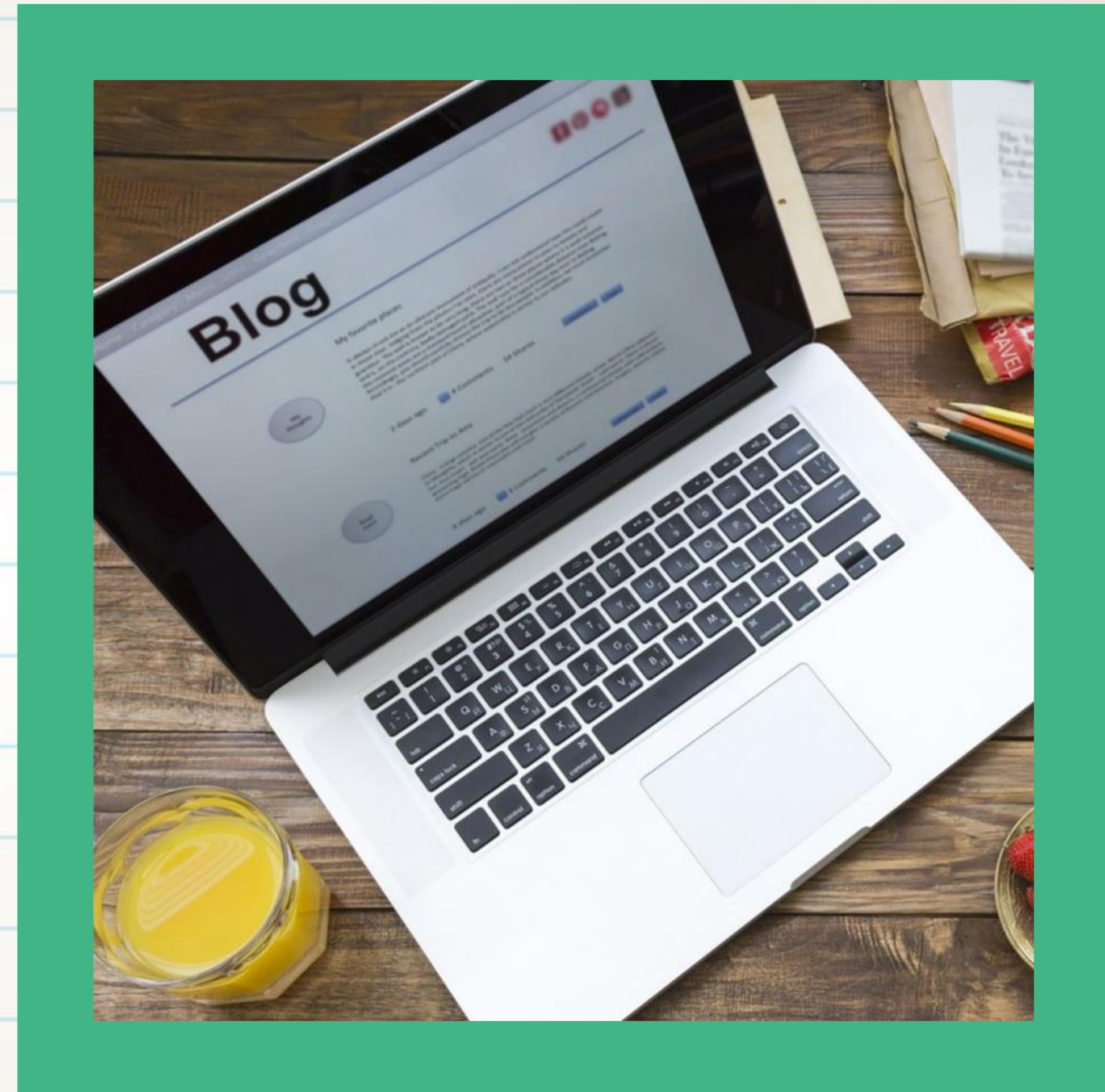
To build a personal brand

To drive traffic to a product or service.

To foster a community and conversations.

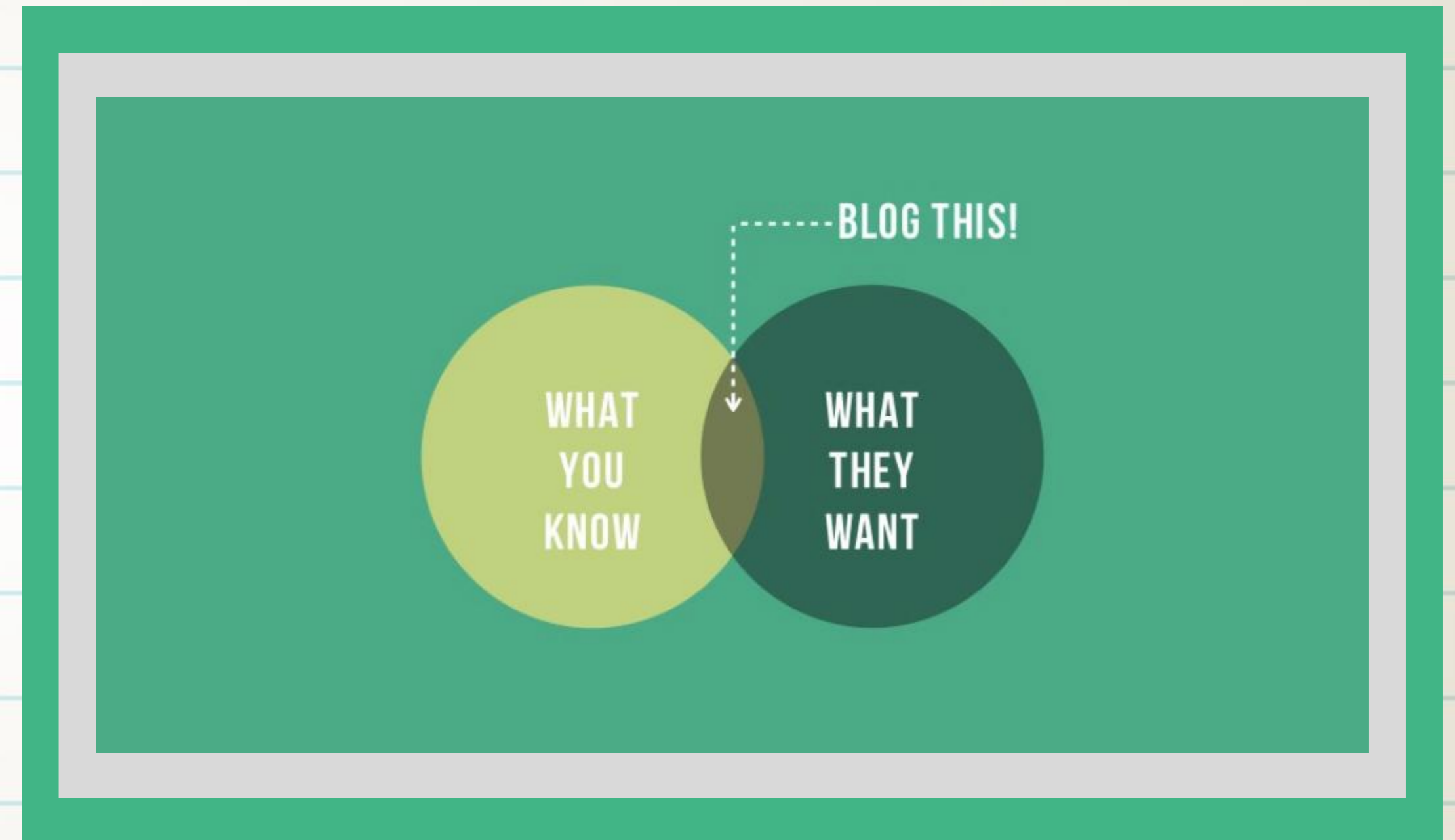
To serve as a medium for interaction with consumers.

A tool to interact with partners, marketing intermediaries, associates and components of the external environment.

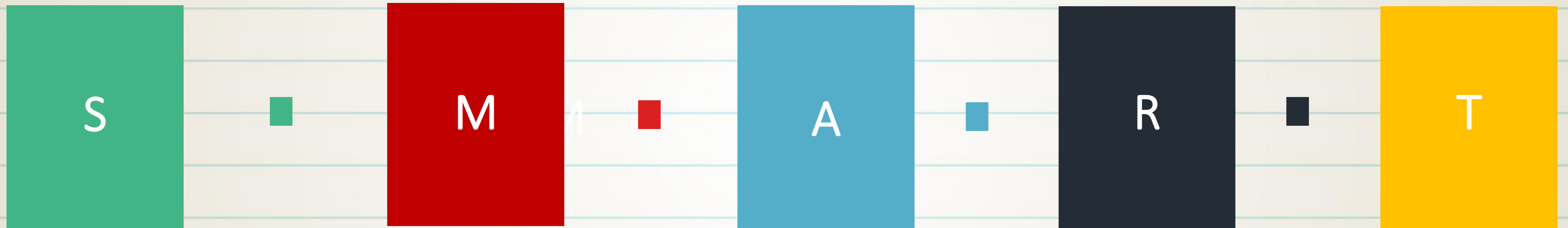


Deciding on what to blog about

- What is the focus and passion ?
- What are your objectives?
- Find Out What Already Works for You
- See What Works For Your Competitors
- Read Your Audience's Conversations Online



Defining your Blogging goals



A S.M.A.R.T. blogging goal is defined as one that is specific, measurable, achievable, results-focused, and time-bound.

Defining your Blogging goals

Increase Your
Traffic 100%
(Or 6%
Monthly)

Write Every
Day

Create A
Landing Page
To Collect
Emails

Make Connections
With 12 Influencers
And Feature Them
On Your Blog

Create more
original content

Increase your
social media
presence

Deciding on the blogging platform, name and web hosting to use

A blog platform is a specific form of a content management system



Examples of Blogging platform - Blogger



My Recommended Platform is Wordpress...

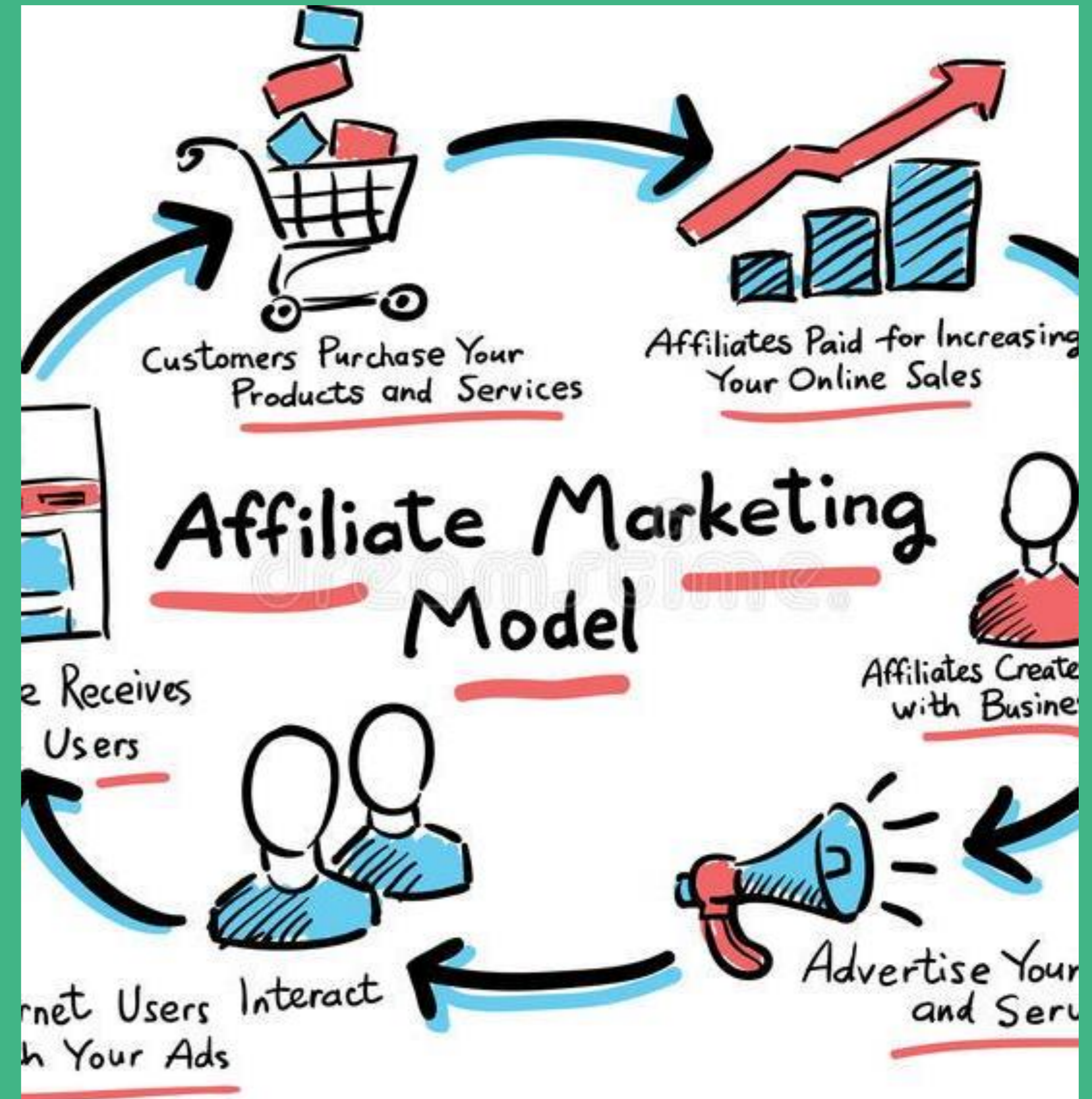
1. WordPress Is Free and Open-Source
2. WordPress Is a Beginner-Friendly CMS
3. WordPress Themes and Plugins Give You Unparalleled Power and Flexibility
4. WordPress Security Features Provide Peace of Mind
5. WordPress Helps You Rank High in Search Engines
6. WordPress Offers Unparalleled Support

Monetizing your blog



Affiliate Marketing

Affiliate marketing is a type of performance-based marketing. As the blogger, you include links to a product or service offered through another business's affiliate program. If one of your visitors clicks on that link and purchases the good or service, you'll receive a cut of the cost





GOOGLE™
AdSense

Google AdSense

Google AdSense is one of the most popular ad networks around.

Simply put, you make money by displaying ads on your site.

Sponsored Post

You write articles about some services/products related to your niche and the companies pay you. You can earn by posting sponsored post on your social media pages as well.

However, do not write biased posts because it might affect your credibility in the long run.

**SPONSORED
POST**

Create Your Own PRODUCT

Create a Product or Service

Create a product (ebook, photographs) and sell them on your website. If you are popular, you can also sell your services like counseling, speaking in conferences and specialized training.

THANK YOU...

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...soil for creative seeds

$x^2 = ab^2$

$\sqrt{a+b}$



$E=MC^2$



- $1 \times 1 = 1$
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- $1 \times 3 = 3$
- $1 \times 4 = 4$

