

Get More Traffic with Adventure Web's Blogging & Promotion Program

by **adventure**  **web**
interactive



**Web Solutions
That Produce Results!**

Are You Happy with the Traffic Your Website is Getting?

Is your website bringing you a steady stream of new leads and customers? If not, the problem is probably that your site doesn't contain enough useful content that addresses the questions your potential customers are asking online.

The most effective way to drive more traffic to your website is to post engaging blog content at least once a week. The challenge for most small business owners is that they don't have the time to devote to writing blog articles.

Because so many of our clients were struggling with this problem, we started writing weekly blog posts for some of our clients and promoting them on social media about four years ago. Today, we have over three hundred companies taking advantage of this program.

This eBook explains how the program works and shows examples of the work we're doing for a variety of clients. Since it is always advantageous to learn from other company's experiences, the eBook concludes with a case study demonstrating how four years of steady blogging has dramatically increased website traffic for one of our clients.

We hope you find the information in this eBook helpful, and would love to talk with you about your online marketing needs!

June 22, 2015



Craig, Charlie, Gina, Ryan, Mike and the entire team at Adventure Web Interactive.

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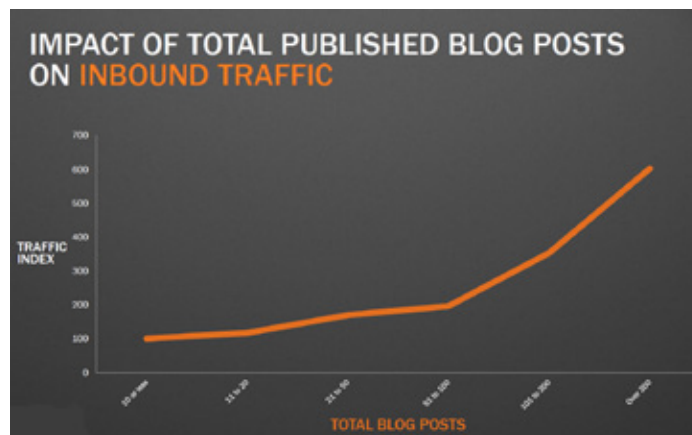
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The Benefits Of Regular Blogging

Regular blogging is the most effective way to drive more traffic to your site and generate leads. In fact, HubSpot's "Marketing Benchmarks from 7,000+ Businesses" study found that **website traffic increases steadily with the number of blog posts published on the site:**



The same study found that the number of leads a company receives increases rapidly as the number of published blog posts goes up, with the smallest companies experiencing the largest increases:



For companies just starting out blogging, HubSpot found the following:

// B2B companies that blog only once or twice a month generate 70% more leads than those who don't blog

So if the benefits from regular blogging are so dramatic, why isn't every company doing it?



Why So Many Companies Fail When They Try To Blog Themselves

Blogging is hard. Finding the time to come up with a great idea, researching the topic sufficiently to provide useful information, and sitting down in a quiet place for several hours to draft and polish an article is difficult for most people, especially business owners. The weeks fly by and, despite the best intentions, few blog posts get written.

In fact, research consistently shows that finding enough time to blog is the biggest marketing challenge businesses face. Content Marketing Institute's "2014 B2B Technology Trends" study of 1,217 North American B2B technology marketers found that **69% of them felt they lacked sufficient time to create useful content:**

Challenges that Technology Marketers Face



2014 B2B Technology Trends—North America:
Content Marketing Institute/MarketingProfs

// As a result, CMI's study found that **44% of companies outsource at least some of their content creation.**

How Adventure Web's Blogging Program Works

Building a relationship with your writer: Our goal is for you to create a long-term partnership with your Adventure Web writer. We encourage you to talk to your writer on a regular basis and to give him or her periodic feedback so they can better understand the mission of your company and the tone you want used in the blog posts.

Choosing topics your customers are searching for: We recommend that you share relevant websites, reports and company happenings with your writer. As part of your discussions, you should share questions your customers are asking and the latest news in your field, as these topics are typically heavily searched for.

How our writers learn to write knowledgeably about your business: Your Adventure Web writer will dive deeply into your business, using the websites and information sources you recommend to research articles. They will also make it a point to stay abreast of news in your industry.

Writing with Google in mind: While our first priority is always to write an informative article your potential customers will appreciate reading, our writers are trained in Search Engine Optimization (SEO) principles. We will weave the keywords your company wants to rank for into each article in a natural fashion, including important H1 and H2 headings. We will also add appropriate hashtags when posting to social media sites.

Approving the article: How this is handled is entirely up to you. Roughly half of our clients approve each blog before it is posted. The rest have become comfortable enough with their writer's knowledge and voice that they allow the writer to post each week without prior approval.

Posting to your website: After your writer has your approval, they will post the article and an appropriate photo to the blog section of your website. They will also promote the post on the social media platforms most relevant to your business.

Analyzing results: Each month you will receive a Google Analytics report that outlines your website's top traffic sources. By studying the report, you and your writer can see how effectively your blog is driving traffic to your site and what types of topics garner the strongest interest.



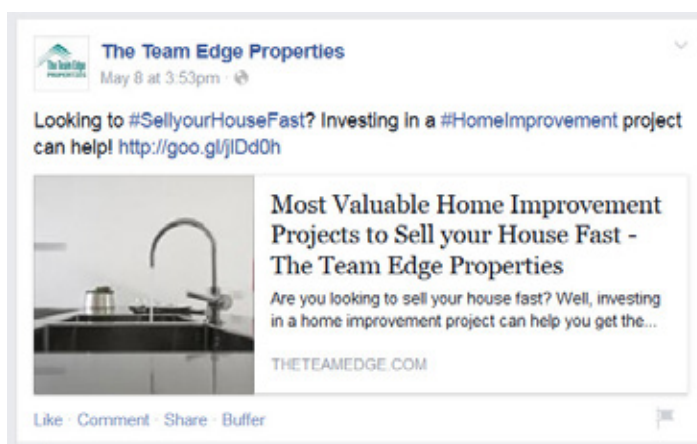
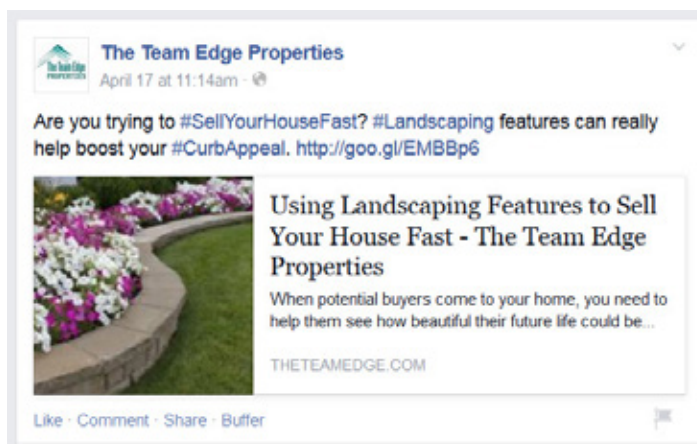
Promoting Your Blog On Social Media

How social media promotion drives traffic: Potential customers are most likely to be attracted to a blog post either because they are searching for information on a topic or they see it shared on social media. If you're not using social media effectively to raise awareness of your business, you're missing a tremendous opportunity.

Choosing the best platforms to promote your content: Each social media platform has its own unique strengths. We promote every blog post on Facebook, Twitter and Google+, and then choose additional specialty social media sites we believe will be the most effective for your business.

The Big Three

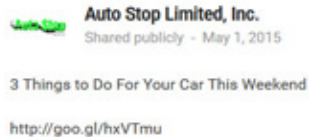
Facebook: Facebook, the granddaddy of the social media platforms, claims to have 890 million people browsing its pages on a daily basis. Even though Facebook has consistently reduced organic reach to those who "like" the business page, it remains an important platform simply because of its tremendous following.



Twitter: Twitter is used by over 300 million people each month as an information source and way to engage with others interested in particular topics. Since each tweet is limited to 140 characters, Twitter is a quick way for people to stay abreast of the latest news and, if they're interested in the subject of your blog, they'll click through to read it in its entirety.



Google+: While it doesn't have the same reach as Facebook, Google+ is the third most important social media platform. Its community focus allows you to promote your post to those who are interested in the subject. Posts that have been promoted on Google+ often appear on the first page of search when someone connected to your company conducts a Google search using a similar keyword.



Specialty social media

LinkedIn: Since LinkedIn's focus is on business people, it is typically the most effective platform for B2B companies. If your company has a LinkedIn company profile, we will promote every blog post on your company page.

Crockett Facilities Services, Inc In order to truly understand the cost of new HVAC equipment, you must consider total cost of ownership (TCO). <http://bit.ly/1D67EPP>



Designing a Building for Energy Efficient HVAC Operations

bit.ly · CFSI performs a comprehensive range of HVAC services: HVAC equipment installation, replacement, and repair, plus preventive maintenance services.

Like (4) · Comment · Share · 1 month ago

Crockett Facilities Services, Inc With the intent to "Go Green" and reduce their carbon footprint more and more property managers and building owners are working to curtail CO2 emissions and decrease energy consumption with the help of Building Automation Systems (BAS). <http://bit.ly/1D67EPP> more

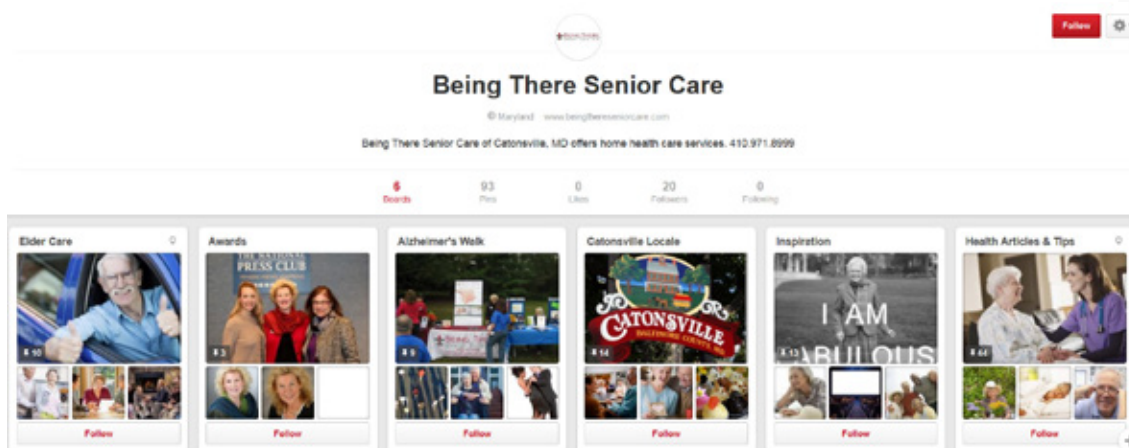


The Trend of Integrated Building Automation Systems (BAS)

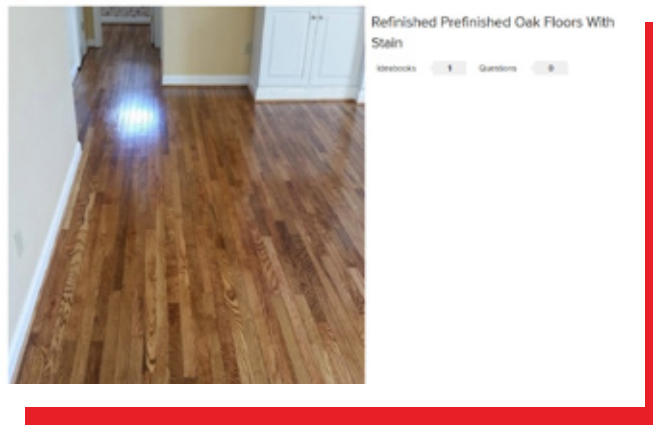
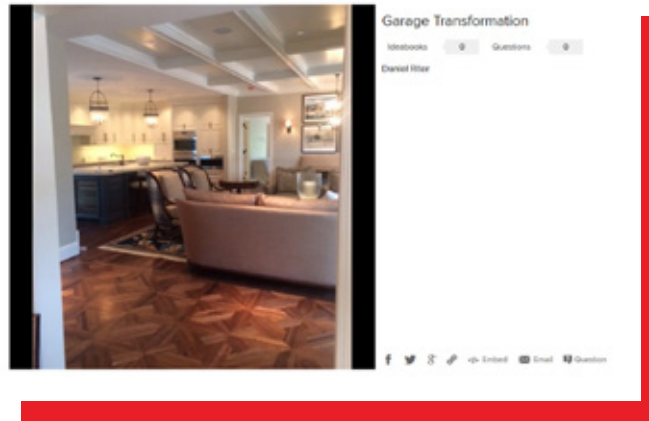
bit.ly · More property managers and building owners are working to decrease energy consumption with the help of Building Automation Systems (BAS).

Like (1) · Comment · Share · 4 months ago

Pinterest: This highly-visual platform is particularly effective at raising awareness of products for which appearance is a key attribute. For example, businesses which sell jewelry, clothing, home décor or gourmet meals are likely to get a tremendous benefit from promoting blog posts containing high-quality pictures of their products on this predominantly-female platform. However, as you can see from this board promoting a local home health care service, Pinterest can be used effectively to drive traffic to most consumer-focused types of business:



Houzz: By allowing viewers to browse page after page of examples of “bathroom lights” or “stone fireplaces” by style, Houzz has become a powerhouse in the home remodeling and decorating field. We strongly encourage our clients in these types of fields to provide us with high-quality photos of products or work they’ve done so that we can promote them on Houzz.



YouTube: People watch hundreds of millions of hours of videos on YouTube every single day. To take advantage of this huge network, we encourage our clients to produce videos showcasing their unique products or services for posting on YouTube.



Bookmarking sites

In addition to promoting new blog posts directly on pertinent social media sites, we also promote each new post to bookmarking sites such as StumbleUpon, Digg and Delicious so it can be discovered by people browsing the Internet for interesting content. We also submit each post to Feed Shark to notify search engines to index the post for search purposes.

Taking social media to the next level

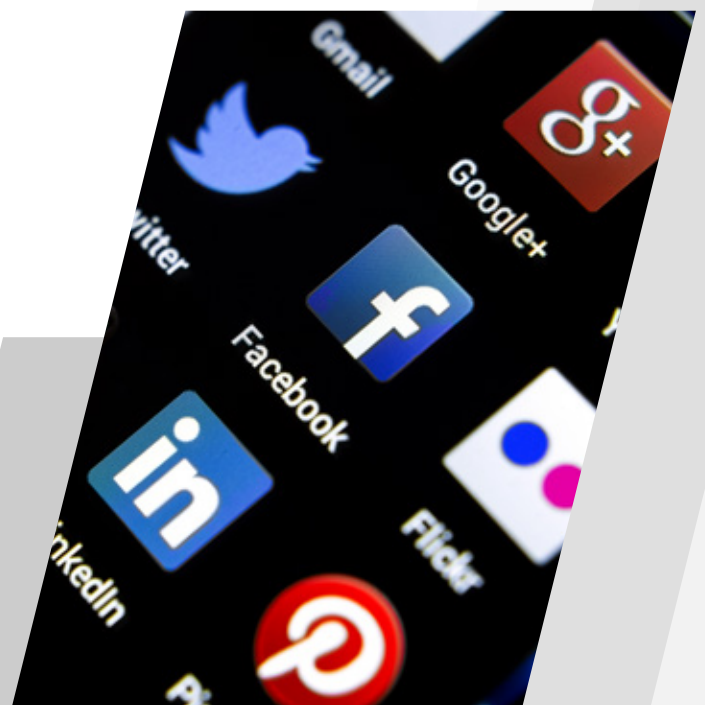
Because social media is so crucial for building awareness of your company, we promote every new blog post on the relevant sites for your business.

However, there is much more we can do to drive customers to your business through social media. It's important to realize that the effectiveness of each social media platform depends upon the number of followers you have. A Twitter post about the latest trends in facility management will reach far more people if you've built up a following of 500 facilities-oriented people than if you are only followed by 30 friends and neighbors.

For those customers who want to fully engage social media's power, we offer an option to post daily about industry trends, follow and engage with others active in your field, and share information in pertinent groups and communities with the aim of increasing the number of relevant followers you have on the platform.

“There's no question that Adventure Web's blogging is driving customers to our website and strengthening our position with Google. I'm very happy with the program.”

Robyn Riter, Owner
Signature Hardwood Floors



Weekly Blogging And Promotion Is Surprisingly Affordable

Because we want even our smallest clients to receive an excellent return on their investment in our blogging and social media program, we've worked hard to keep our costs down. We can typically provide content creation and social media promotion services to our clients for between \$500 and \$1,000 per month. Our final price depends upon these factors:

- How frequently we write new blog posts for you
- How many social media platforms we promote each blog post on
- How frequently we post industry news to your feeds and the additional work we do to engage with and build social media followers on your behalf

“Even though our business is very relationship-oriented, we believe a number of our larger on-site engineering clients first learned of us through Adventure Web’s blogging”.

// Diane McClelland, Marketing Director
Crockett Facilities Services



Case Study: Anne Arundel Eye Center

Adventure Web has been blogging weekly and promoting each post on social media since April 2011 for Anne Arundel Eye Center. Throughout this period, the Eye Center's website traffic has steadily grown:



Today, the Anne Arundel Eye Center appears on the first page of Google search for 37 different eye-related keywords and in the top 3 positions for people using the following crucial search terms to find an eye doctor in Annapolis:

- Annapolis eye doctors
- Eye doctors in Annapolis MD
- Ophthalmologist Annapolis MD

“What pleases me most about Adventure Web's blogging program is how easy they make it for me to provide useful information to people worried about their eyes. I enjoy my relationship with my writer, who has really learned to write in my voice. I can often approve his blog posts with very few edits.”

Dr. Samuel Boles,
Anne Arundel Eye Center

Sound Interesting?
Let's Talk!



Request a Free Phone Consultation
or call **(410) 358-9892**