

Social Media Marketing for Bloggers

By Ben Bassey





Intro

Social media marketing is the art of promoting your content to people who might be interested in such type of content.

To successfully engage an audience you need to understand the sort of content they are likely to consume and then tailor your content strategies around these content.

This not only increases engagement but also helps you build loyal followers.

Diamond Platnumz's ex-girlfriend Wema Sepetu shares raunchy photo of herself and a man in bed after 'romping session'



Tanzanian singer, Diamond Platnumz ex-girlfriend Wema Sepetu, who he dated for several years before they went their separate ways, took to her IG page to share this raunchy photo of ...

by Linda Ikeji at 17/10/18 | 0 comments

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Diddy reportedly splits from Cassie after 10 years together and is now dating a 26-year-old model (photos)



Diddy has reportedly split from his longtime girlfriend Cassie Ventura and he's now with a 26-year-old model known as Jocelyn Chew. The couple, who have dated for over 10 years and wer ...

by Linda Ikeji at 17/10/18 | 0 comments

[Read More...](#)

Most visitors to Linda Ikeji go there to get the latest Gist and Gossip.



Define your audience

Facebook, Twitter, Instagram, Youtube, Linda Ikeji, Pulse all have different audiences. Furthermore Pulse's audience on Twitter is different from their audience on Facebook.

So creating one type of content for every of their audience will not work. Which is why you need to know who your target audience is.

You can use these simple steps to find out who your key target audience is and the sort of content they are interested in.



Their Demography: Who are they? What do they do? Where do they stay? What is the primary gender? How do they consume content? What are their ages? What is their relationship status? Are they parents?

Study the data: Use analytic tools like Google Analytics or Twitter Analytics. Take notes of your most engaging tweets/posts. Ask yourself why they performed well or badly. Was it the caption, the headline, was it because it was off a trending topic, did someone popular/influencer retweet your post, was it on a celebrity, was it the image used or the video?

The more you understand your audience the easier it becomes to engage them by creating content they can relate with.

Social Media Marketing for Bloggers

Marketing with Twitter



Breaking News Details on Diddy Putting Cassie on Hiatus So He Can Date 26-Year-Old Model Jocelyn Chew (P)



Details on Diddy Putting Cassie on Hiatus So He Can Date 26-Year-Old Model Jocelyn Chew (Photos)

📅 October 17, 2018 🧑‍🎤 Robert Littal

36.6k
VIEWS

 Share

 Tweet

 Reddit

 Google



Imagine being so rich you can put your girlfriend on hiatus so you can date another woman for a while before



Twitter is a very powerful tool for Social Marketing which several blogs have used to drive traffic to their websites.



Twitter marketing techniques

Use Short, Provocative Tweets Try making really short creative tweets that invoke interest in your blog article.

Include Statistics This gives your post an aura of authority. Using numbers and characters help your tweet stand out on your audience's timeline.

Use #Hashtags Make sure the #hashtag relates directly to the topic of blog post. This way when people search the #hashtag, your tweet will appear.



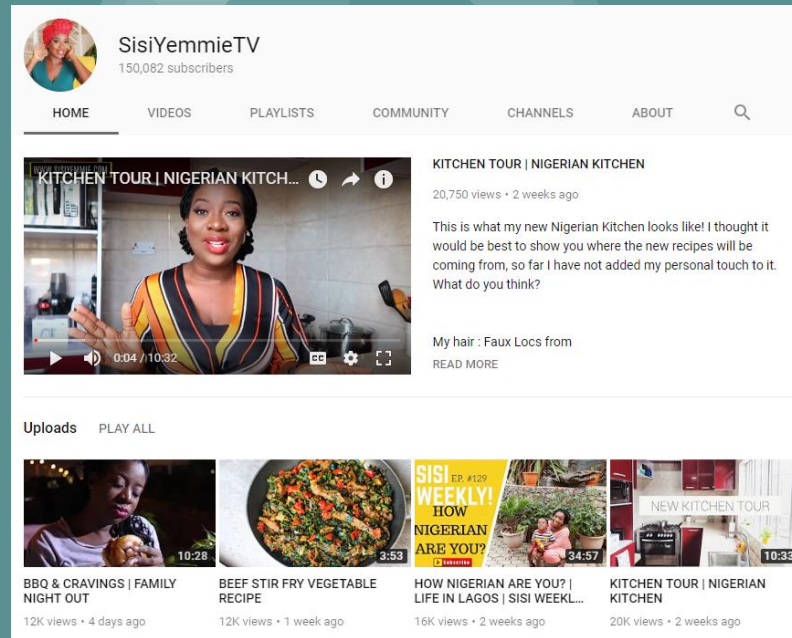
Use @mentions @mentions allows send a tweet directly at someone on Twitter. If done well, those mentioned will retweet this post to their followers.

Ask for a Retweet (or RT) You can get more traffic to your blog by simply asking for a retweet when you tweet a link back to your blog post.

Ask a Question Related to Your Topic Engagement posts are good for getting the your target audience to engage with your post.

Social Media Marketing for Bloggers

Marketing with Video



The screenshot shows the YouTube channel page for SisiYemieTV. At the top, there is a profile picture of a woman with red hair, the channel name "SisiYemieTV", and "150,082 subscribers". Below this are navigation tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT, along with a search icon. The main content area features a video player for "KITCHEN TOUR | NIGERIAN KITCHEN" with a view count of 20,750 and a timestamp of 0:04 / 10:32. The video description reads: "This is what my new Nigerian Kitchen looks like! I thought it would be best to show you where the new recipes will be coming from, so far I have not added my personal touch to it. What do you think?" Below the video, there is a "My hair : Faux Locs from READ MORE" link. Underneath the video player, there are tabs for "Uploads" and "PLAY ALL". A row of video thumbnails is displayed, each with a title, view count, and upload time. The thumbnails include: "BBQ & CRAVINGS | FAMILY NIGHT OUT" (12K views, 4 days ago), "BEEF STIR FRY VEGETABLE RECIPE" (12K views, 1 week ago), "SISI WEEKLY! EP. #129 HOW NIGERIAN ARE YOU?" (16K views, 2 weeks ago), and "NEW KITCHEN TOUR" (20K views, 2 weeks ago).

SisiYemieTV
150,082 subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

KITCHEN TOUR | NIGERIAN KITCHEN
20,750 views • 2 weeks ago

This is what my new Nigerian Kitchen looks like! I thought it would be best to show you where the new recipes will be coming from, so far I have not added my personal touch to it. What do you think?

My hair : Faux Locs from
[READ MORE](#)

Uploads PLAY ALL

BBQ & CRAVINGS | FAMILY NIGHT OUT
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SISI WEEKLY! EP. #129 HOW NIGERIAN ARE YOU?
16K views • 2 weeks ago

NEW KITCHEN TOUR
20K views • 2 weeks ago



Online video now makes up more than 74% of all online traffic. People now spend over 2.6x more time on pages with video than they do on pages that do not have video. This is a huge traffic stream that can be tapped into by Bloggers.

Advantages of making video a part of your content strategy

Improved SEO - adding a video to your website increases the chance of the article appearing on the front page of Google search result by 53 times.





Higher engagement - audiences are about 10 times more likely to engage, embed, share, and comment on video content than blogs or related social posts.

Higher Retention Rates - 65% of viewers watch more than $\frac{3}{4}$ of a video, which is more than we can say about text-based content. So if you have a message to get across (and why wouldn't you if you're creating content?), a video might be the way to go.



Marketing your blog with Youtube.

YouTube is now the second largest search engine on the web. So having content on Youtube that links to your blog should be a part of your marketing strategy.

You can these steps to market your blog using Youtube

1. Create original video content around problems people are facing and include a CTA to see or read more on your blog in the description.
2. Embed Youtube videos within your blog content. Make sure it's relevant to the article it's embedded in.

Social Media Marketing for Bloggers

SEO

Default Channel Grouping	Sessions [?] ↓	% New Sessions [?]	New Users [?]
	559,402 % of Total: 100.00% (559,402)	66.71% Avg for View: 66.65% (0.09%)	373,169 % of Total: 100.09% (372,821)
1. Organic Search	242,093 (43.28%)	74.79%	181,053 (48.52%)
2. Direct	134,054 (23.96%)	69.76%	93,516 (25.06%)
3. Referral	59,849 (10.70%)	61.60%	36,867 (9.88%)
4. Social	56,341 (10.07%)	63.38%	35,708 (9.57%)
5. Email	46,004 (8.22%)	30.88%	14,205 (3.81%)

social media marketing

No search volume

All Images News Videos Books More Settings Tools

About 1,080,000,000 results (0.60 seconds)

Social Media Marketing | Benefits of AI Explained | techtarget.com
[Ad](#) [searchsap.techtarg.../Digital](#) ▼
Learn to leverage modern infrastructure to deliver cognitive capabilities.

Social Media Marketing for Businesses | WordStream
<https://www.wordstream.com/social-media-marketing> ▼
Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. If you're not speaking directly to your audience through ...
[Social Media Marketing Tips](#) · [25 Ways to Increase Traffic](#) · [Keyword Research](#)

7 Step Social Media Marketing Strategy for 2018 | Sprout Social
<https://sproutsocial.com> > [Sprout Blog](#) > [Publishing](#) ▼
Feb 19, 2018 - Just a few years ago, you could get away with building a social media marketing strategy on the fly. As long as you were present, you were ...



Search Engine Optimization (SEO) is a technique which websites and blogs use to improve their rankings in search results.



Ideally, at least 70% of your traffic should be Organic and SEO is the best way to achieve this.

Nowadays, SEO is no longer restricted to Google and Bing. People now actively search for topics using social media.

However, SEO for social media is similar to SEO for websites. The major difference between them is the type of content and how you apply your SEO techniques.



Marketing your blog with SEO

Here are a few good SEO techniques you should practice

Domain and hosting People are not likely to take you seriously if you do not have a domain name and hosting, and if people do not click on your links, search engines will not display your links.

Solve problems One of the most important things you can do for your SEO is to create useful original content that solves people's problems.



Keywords Include the relevant keywords in the social media pages, social media page posts, Title tag(headline), Headers and body, meta description, and the URL.

Include your keywords in a reader-friendly way to avoid getting penalized for keyword stuffing.



Be mobile friendly Over 90% of people use search on their mobile phones so make sure your blog is mobile friendly. Google displays the mobile-friendly results first.

Images alt text Search engines relies upon what the image's alt text tells them about an image. It is worth the extra minute it takes to change the name from "IMG23940" to something accurate and descriptive, like "DJ Cuppy werking"

Social Media Marketing for Bloggers

Getting Media Coverage





Getting Media Coverage

One great way to push your brand to a wider audience is by having media houses quote your blog as a source.

All media houses actively monitor news and trends and if a blogger is able to align it's brand to what these media houses are looking for, then it's more likely to have it's content content covered by media houses.



Here are some useful tips on getting your brand covered by both Local and International media

1. **Be creditable** Do not publish unconfirmed stories. Always fact check every lead, source or theory.
2. **Create original stories** Once you are known for your original content, brands will always come to you. You can report trending or breaking stories from a different perspective to enable you stand. Create Opinion pieces, Explainers, Interviews etc.



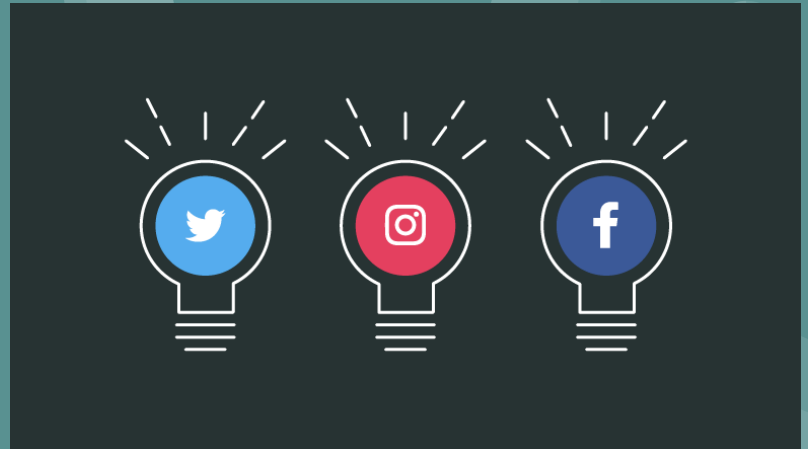
3. **Become an authority** Be sure to have several original content(article, video, infographics) on relevant topics in your niche.

4. **Distribute properly** Use newsletters, press releases, social media, and push notifications. Form partnerships, be easy to contact, and network.

5. **Tap into trends** Creating content around trending topics that relates to your niche, is one of the best ways to get your work before the media.

Social Media Marketing for Bloggers

Trying out new tactics





Trying out new tactics

Never be afraid to out new tactics. Don't get too set working with certain strategies you are now reluctant to change.

You can use these tips to decide what new tactics to try

1. **Study the data** Build on what works and throw out what does not work.
2. **Experiment** Try various content formats, types and media



3. **Study your competition** What is working for them? Can it be replicated with your audience.

4. **Ask your audience** You can ask your audience what type of content they will like to see more of.

Social Media Marketing for Bloggers

Promoting your blog for free





Ways to drive free traffic to your blog

Social sharing buttons This should be visible on your homepage and blog posts.

CTAs Invite your audience to like , share or comment on your post.

Jump on trends Creating content around trending topics promotes your blog for free, as people searching for this trending topics will find your posts.

Host a contest Contests such as sweepstakes are a good way of promoting your blog for free.



Blog about a celebrity Celebrities already have huge followings a blogger can tap into by creating content their fans want to read.

Guest blogging Guest bloggers not only create content but also share the content they create with their followers.

Youtube You can use Youtube videos to drive traffic to your site.

Social media You can share your content on social media



Newsletters Sending out newsletters to your subscribers is another source of free traffic. Work on building your mailing lists

Online forums Nairaland is a great place to get free promotion

SEO Optimising your blog post for search is also a great way to get free promotion.



Conclusion

Social Media Marketing should be an important part of your marketing strategy.

Understand what works best for your audience and build on it.

Use the various channels available to you to reach your target audience and grow your following.