

HOW TO

GROW & SCALE YOUR BUSINESS BLOG



Increase
the Reach &
Marketing ROI
of Your Blog

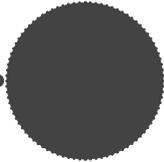
A publication of

HubSpot



IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.



INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



ADVANCED *This ebook!*

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

Share This Ebook!





HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your **whole marketing** world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

[Request A Demo](#)

[Video Overview](#)



Share This Ebook!





HOW TO GROW & SCALE YOUR BUSINESS BLOG

By Pamela Vaughan

[Pamela Vaughan](#) is manager of the HubSpot Inbound Marketing Blog,. She also focuses on various content creation projects, including ebooks. She graduated with a Bachelor of Science in public relations from Boston University's College of Communication in May 2008.

Pamela began her career at HubSpot in September 2008 and primarily managed the content on HubSpot's Company and Product News Blog as well as HubSpot's award nominations, speaking engagements, and PR opportunities.



FOLLOW ME ON TWITTER
[@PAMELUMP](#)

Share This Ebook!





CONTENTS

UNDERSTANDING BLOG MARKETING /8

GET YOUR BLOG DISCOVERED /15

CONVERTING VISITORS INTO SUBSCRIBERS /41

LEVERAGING EVANGELISTS /54

Share This Ebook!





“

Wouldn't it be great if you could scale the impact of your blog?

”



You probably know all too well by now that content creation is a very necessary function of successful inbound marketing. And for the inbound marketers who embrace that, a business blog is likely one of the most reliable and effective platforms for publishing much of the content they create.

But if you've been consistently blogging for a while, you probably have all the business blogging basics down pat. And chances are, if you've made it this far, you're well aware that business blogging takes a whole lot of work. Sure, over time it gets a little bit easier to keep your blog regularly humming with content, but it's still a major commitment, both in time and resources. So wouldn't it be great if you could scale the impact of your blog so it makes an even bigger, better, and more powerful dent in your marketing results?



I mean ... are any of you really going to say “no” to that?

Enter the concept of ‘blog marketing.’ No, we’re not talking about the old school, beginner’s definition. We’re talking the modern, advanced business blogger’s definition. But we’ll get to that in a moment.

Just know that this ebook is going to take you above and beyond the business blogging basics and teach you how to significantly grow and scale your blog’s reach so it can generate more substantial marketing results. So if you’re ready to learn some advanced business blogging tactics, we’re ready to teach you. Introduction officially over.

Time to grow your blog.



Share This Ebook!



CHAPTER 1

UNDERSTANDING BLOG MARKETING



“ *‘Blog marketing’ means implementing a marketing strategy to grow and scale the impact of your blog.* ”

.....

Since I had you on the edge of your seats wondering what this fancy, modern definition of ‘blog marketing’ is, let’s just get it out of the way, shall we?

If you hadn’t already guessed, ‘blog marketing’ means implementing a marketing strategy to grow and scale the impact of your blog. In return, your blog becomes a more effective individual marketing asset within your business’ marketing strategy. All you have to do is slightly alter the way you think about the role of your business blog.



Share This Ebook!





RETHINKING THE ROLE OF YOUR BUSINESS BLOG

Let's get a little nostalgic for a second. Remember when you first started blogging? You probably thought of your blog as another marketing asset for your business.

'Blog marketing' meant "using a blog to market your business." Your business was the center of your galaxy, and your various marketing assets – email, social media, landing pages, etc. – were all planets in your business' marketing galaxy.

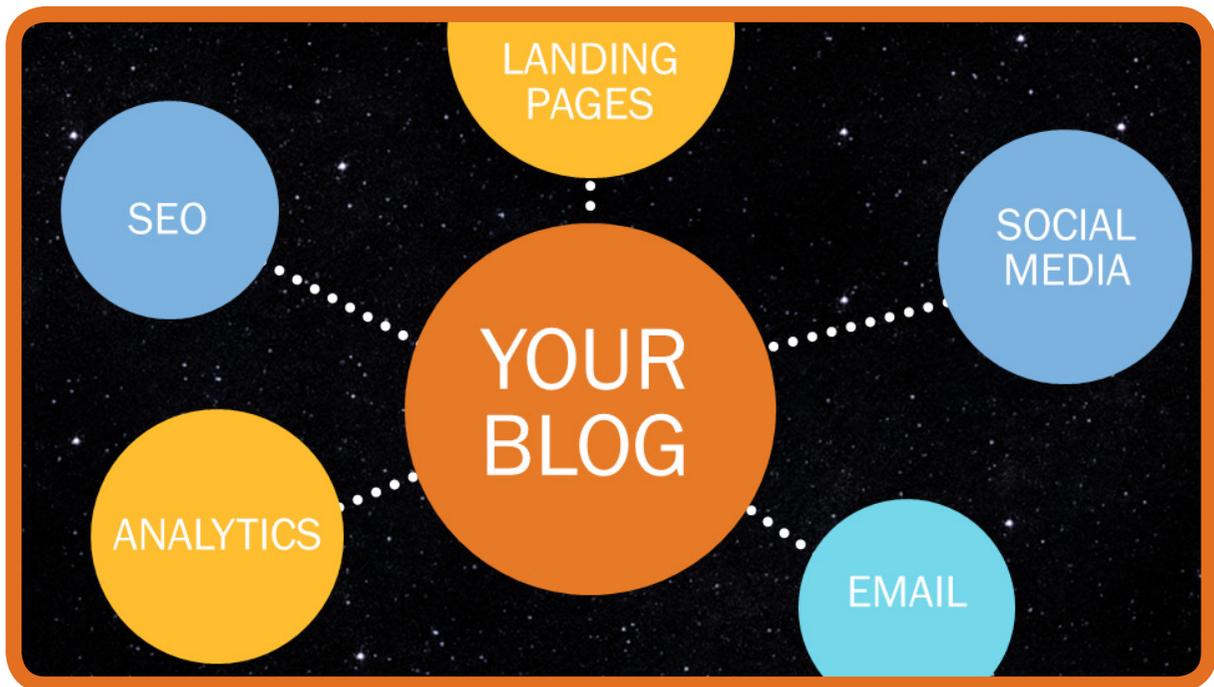


Share This Ebook!





Now you're above and beyond beginner blogger status. You're older and wiser. Instead of thinking of your blog as another planet in your business' marketing galaxy, consider what would happen if you put your blog at the center of its own galaxy. And all of those marketing assets that served as planets in your business' galaxy? Those can all support and contribute to the success of your blog, too! Your blog is bigger than you think.



Share This Ebook!

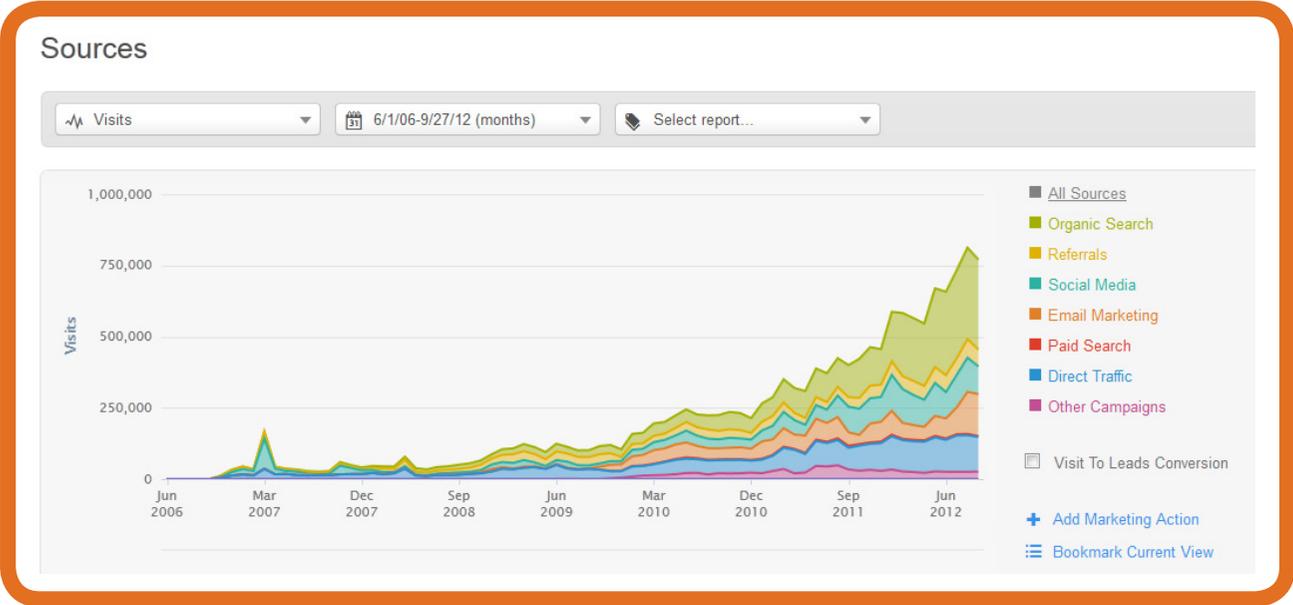


THE IMPACT OF BLOG MARKETING



If you start to think of and treat your blog as the center of its own marketing galaxy, you'll be able to effectively grow and scale your blog. It will have better potential to generate greater results in terms of traffic, which you can then convert into leads and customers, contributing much more to your business' overall marketing strategy.

Consider the progress of [HubSpot's own Inbound Marketing Blog](#). We've developed and implemented a blog marketing strategy that has helped us achieve impressive results. These days, **the HubSpot Blog generates 12% of HubSpot's overall monthly new leads.**



Share This Ebook!



THE 3 STEPS IN BLOG MARKETING



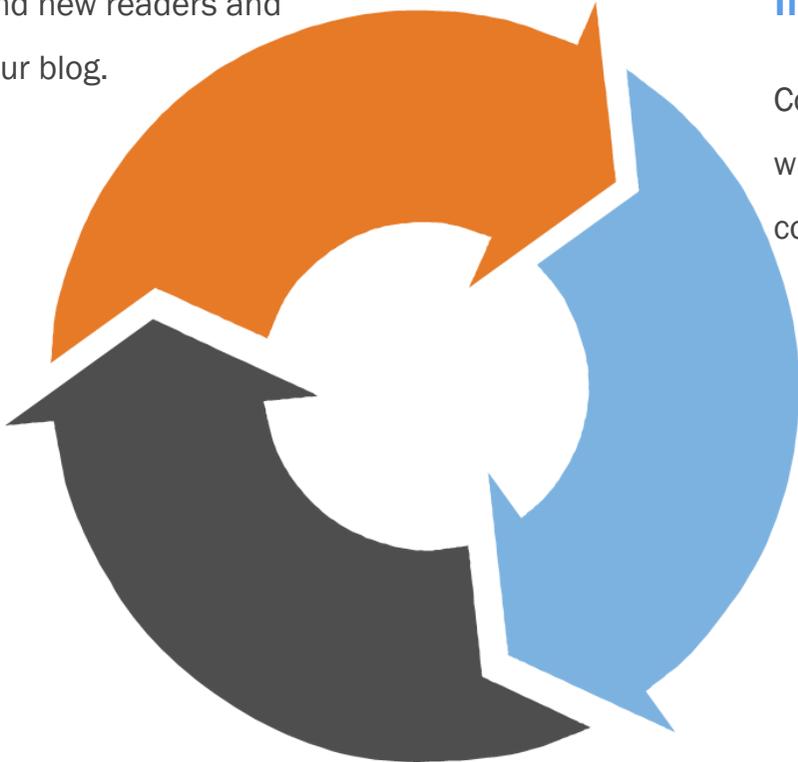
Okay, now that we're all on the same page about the advanced blogger's interpretation of blog marketing, let's get down to business. There are three critical steps in blog marketing that this ebook will teach you:

1) Get Your Blog Discovered

Attract brand new readers and traffic to your blog.

2) Converting Visitors Into Subscribers

Convert visitors into subscribers who stick around and keep coming back.



3) Leveraging Evangelists

Tap into the networks of your current subscribers and evangelists to share your content and attract a brand new audience.

Share This Ebook!





You can think of these steps as existing in a cycle. If you have a blog marketing strategy using these three steps, the evangelists you're leveraging in Step 3 will start the cycle all over again, attracting new readers (Step 1) that you can then convert into subscribers (Step 2). The cycle will keep rotating like an ever-spinning galaxy.



CHAPTER 2

GET YOUR BLOG DISCOVERED



“ *Growing your blog’s reach is the most critical step in blog marketing.* ”

Growing your blog’s traffic and reach is one of the most difficult challenges of scaling your business blog. Unfortunately, it’s also the most critical step in blog marketing. After all, if you’re not growing the top of your blog’s funnel and continually attracting new visitors, you’ll run out of readers to convert into new blog leads.

Luckily, this chapter will provide you with some very specific, actionable tips for driving more, new traffic to your blog.



THE IMPORTANCE OF THE IDEA



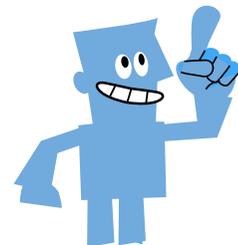
Truly successful blog content all starts with the right idea. You can create the most well-written blog article on the web, but if the idea falls flat, so will your blogging efforts.

The right idea refers to the subject of your blog post and the angle you approach it with. If the idea isn't something interesting that your readers can really get behind, you'll never achieve truly stellar blog marketing results.

Most bloggers don't write on the basis of great ideas, they write for search engines. They think of their blog as a tool for improving their search engine rankings, and as a result, their business' keywords drive their blogging strategy – as well as the blog posts they write.

While this isn't necessarily a bad strategy, it's not the mentality you can have if you want take your business blog to the next level.

Writing for search is like bunting. Writing because of the idea is like hitting a grand slam. Sure, bunting will generate small, incremental results, but think about how much more impactful your results will be if you hit a grand slam.



Share This Ebook!





And how truly inspirational and remarkable will your content be if your top priority is ranking for a particular keyword? No big hit blog post was ever created on the basis of a specific keyword alone. While you should be thinking of your keywords to help you stay focused on the right topics from which your awesome blog ideas can come, you need to start your blog posts with great ideas, not keywords.

If you're trying to grow and scale the results of your business blog, you're going to need to write for more than just the search engines. In order to grow and scale your blog, you need to create 'big hit' content that blows up your galaxy – content that people can't help but click on, read, share with the people in their networks, and ultimately want them coming back to your blog for more.



USE BLOG ANALYTICS TO IDENTIFY YOUR 'BIG HIT' CONTENT



“You need to create ‘big hit’ content that blows up your galaxy.” Easier said than done, right? Not if you leverage the awesome power of your analytics! Before you can create ‘big hit’ content, you first need to understand what makes a certain blog post a big hit for your particular audience. This is where your blog analytics become your best friend.

Take a look at the historical data you have about your past blog articles. You’ll primarily want to zone in on the articles that have generated the most page views and inbound links, as this will indicate your most popular blog content. *(If you’re a HubSpot customer, simply export your [Blog Analytics](#), and sort the Excel spreadsheet by inbound links and page views).*

	PUBLISHED	AUTHOR	COMMENTS	INBOUND LINKS	PAGE VIEWS
	Today	Pamela Vaughan	1	0	278
	Today	Corey Eridon	1	0	563
	Today	Jeanne Hopkins	7	1	763
titors	Today	Corey Eridon	3	1	1,053
t	Yesterday	Anum Hussain	3	5	1,360
	Yesterday	Corey Eridon	7	6	2,220
n]	Yesterday	Sarah Goliger	5	1	916
s Explained	4 days ago	Kipp Bodnar	36	1	796
	4 days ago	Lauren Sorenson	4	3	241
h	4 days ago	Pamela Vaughan	3	6	700

Share This Ebook!





Now take a look at your top articles -- these represent your blog's biggest hits.

What trends do you notice? Perhaps there are particular topics that your readers find most compelling. Do you notice any commonalities about the way you've structured the titles of these posts? Do your readers respond to numbers in titles? Dig deeper -- into the articles themselves. Any similarities in the way you've formatted these articles? What about your tone of voice?

Take note of your observations, and conduct this blog content audit regularly.

The lessons you take away from these analyses should become the basis for your future, big hit content.

Article	Published On	Author	Comments	Inbound Links	Page Views
12 Quick Tips To Search Google Like An Expert	03/05/2007 10:15	Dharmesh Shah	152	377	358818
Free Advertising on Google	06/13/2007 11:44	Mike Volpe	77	1091	301080
How to Create a Facebook Business Page in 5 Simple Steps (With Video!)	09/30/2011 04:00	Anum Hussain	45	957	250242
20 Examples of Great Facebook Fan Pages	03/04/2011 02:00	Eric Vreeland	63	110	146810
Inbound Marketing vs. Outbound Marketing			57	230	145262
Create a Facebook Business Page and Tap 53 Million Users			16	40	138118
How to Create a Facebook Page Vanity URL			31	179	124011
How to Create Custom Tabs for Facebook Business Pages			34	264	122659
How to Use Twitter for Marketing & PR	03/05/2008 09:51	Mike Volpe	55	61	108907
Did You Graduate From Link Building High School Yet?	09/30/2008 08:15	Pete Caputa	227	10	99335
The Importance of Google PageRank: A Guide For Small Business Executives	10/20/2006 11:13	Dharmesh Shah	606	27	97597
Steve Jobs & Guy Kawasaki -- Powerpoint Best Practices	01/18/2007 12:27	Brian Halligan	44	56	89621
How to Set up a Facebook Custom iFrame Landing Page Application	02/22/2011 07:00	David Wells	56	67	84929
How to Create a New Facebook Tab in 3 Easy Steps	07/06/2010 07:00	Maggie Georgieva	14	120	84811
The Complete Guide to Setting Up the New Facebook Page Design	02/29/2012 12:30	Pamela Vaughan	42	408	76843
17 Examples of Great Presentation Design	05/26/2010 09:00	Kipp Bodnar	2	219	75008
The Ultimate List: 50 Local Business Directories	03/07/2011 11:00	Eric Vreeland	30	255	74003
The Ultimate Glossary: 120 Social Media Marketing Terms Explained	12/30/2011 05:30	Kipp Bodnar	50	167	68587
The 15 Best Facebook Pages You've Ever Seen	11/04/2011 02:30	Kipp Bodnar	24	865	68301
The Ultimate Cheat Sheet for Mastering LinkedIn	10/06/2011 07:00	Pamela Vaughan	34	81	66217
Inbound Marketing & the Next Phase of Marketing on the Web	11/18/2008 09:01	Rick Burnes	62	124	65210

Share This Ebook!





STRIVE TO CREATE A BIG HIT EVERY TIME YOU BLOG

Every time you sit down to write a new blog post, make it your goal to publish a big hit. Think “grand slam” as opposed to bunting. Striving to create wildly successful content every time is critical to growing and scaling your blog. Some people call it ‘link bait.’ Here are three reasons it’s so beneficial:

IT INCREASES SEARCH RANKINGS

Because big hit content is so interesting, it’s very effective for generating inbound links (that’s why many call it link bait!). People are much more more likely to link back to something they find interesting. As a result, this type of content is powerful in boosting your website’s off-page SEO, which we know is the most influential way to increase your organic search rankings.

As you’re creating your bit hit content, take time to optimize it using the keywords you want to rank for in search. This will help you leverage your big hit content to boost your search. Whoever said writing for the idea can’t also be a search-friendly tactic?

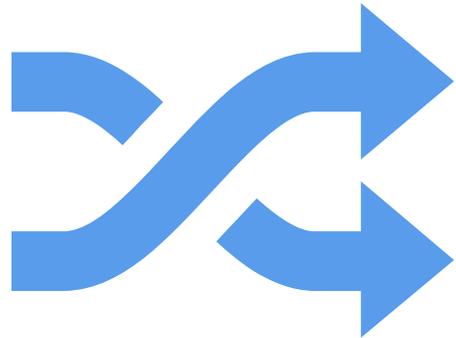
In fact, through [HubSpot’s own blog content analysis](#), we found that a post on the HubSpot Blog that has at least 50 inbound links attracts 500% more views, on average, than posts with fewer than 50 inbound links.

Share This Ebook!





TONS OF (SUSTAINABLE) TRAFFIC & CONVERSIONS OPPORTUNITIES



Because big hit content is interesting, there's usually a certain level of virality to it, since people will naturally want to share it with their networks. As a result, this content is usually a major traffic driver. And the more traffic you drive to your blog, the more visitors you have the opportunity to convert into leads and customers! Just be sure your blog is optimized for conversion: use calls-to-action for your top marketing offers on every blog post as well as in your blog's top/sidebar(s).

Furthermore, since this content has the tendency to rank well in search, the traffic it generates is very sustainable. Searchers will continue to stumble upon it long after it was originally published. The HubSpot Blog, for example, generates 70% of its monthly new leads from posts published in months – even years – prior. Talk about a return on investment!

Share This Ebook!





EXPOSURE TO NEW AUDIENCES

Remember how we mentioned the importance of creating highly sharable content? Since your big hits will naturally be your most sharable content, they have a lot of potential to expose your business and your content to entirely new audiences you might not have reached otherwise.

Thus, they help you grow the top of your funnel, expanding your reach and attracting new blog readers. And [even if these new readers never buy from you](#), that doesn't mean they won't share your content with their networks. And who knows how many potential customers are lurking among those connections...



Share This Ebook!





COMMON TACTICS FOR CREATING BIG HIT CONTENT



While your own analyses will more accurately point you toward the specific characteristics of your own big hit content, if you're just starting to figure out what has historically made successful big hit content for marketers, here are some ideas to get you going:

..... PUBLISH ORIGINAL DATA



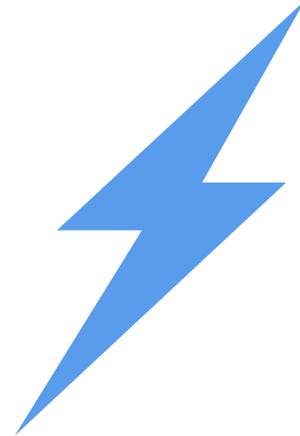
Publishing original data is not only a great tactic for earning media coverage -- it can also make great blog fodder. If you're a business that has access to original data that you can analyze to expose, add to, or refute an industry topic or trend, take advantage of it! If not, maybe there's an opportunity to partner with a research firm or startup that you can work with to dig up some new data that has never been published about a topic your audience cares about.

HUBSPOT EXAMPLE

“LinkedIn 277% More Effective for Lead Generation Than Facebook & Twitter [New Data]”

Share This Ebook!





..... **BE CONTROVERSIAL**

Who doesn't love a little heated debate? Controversial content usually garners a lot of attention, so if you have an opinion about a controversial issue, you might have some big hit fodder on your hands. Your content doesn't even have to be centered around a radical opinion to leverage the power of controversy, either; it could just present a bit of data that refutes a common assumption your audience might have.

Just don't go overboard with the controversy (you do still want to be likeable, right?), and don't be controversial just for the sake of being controversial. Make sure you're passionate about the stance you're taking, and always try to lean on data to back up your claims.

HUBSPOT EXAMPLE

“63% of B2B Companies Don't Generate Leads From Social Media [New Data]”

Share This Ebook!





..... **COVER IT FIRST
(AND BE COMPREHENSIVE)**

Taking a topic you already know performs well on your blog and publishing the most comprehensive post about it on the web (or at least attempting to) can make for a big win. Is there a popular topic in your industry that few have written about (or written about well) where you see an opportunity? Jump on it!

Even better if you can be one of the first to produce comprehensive content on a trending topic, as we did in our Pinterest example below – written just as Pinterest was gaining traction as a marketing tool. That way, when people are searching for information on that content, your posts have the upper hand by being around longer and gaining traffic.

HUBSPOT EXAMPLES

[“The Ultimate Facebook Marketing Cheat Sheet”](#)

[“The Ultimate Guide to Mastering Pinterest for Marketing”](#)

Share This Ebook!





..... FEATURE INDUSTRY EXAMPLES (WITH VISUALS!)

Content featuring examples is successful for two reasons:

A) it gives your readers something tangible to strive for and inspires them by seeing what others in the industry are doing.

B) it allows you to incorporate visuals, which are highly sharable and provide excellent social media fodder.

HUBSPOT EXAMPLE

[“17 Examples of Creative Facebook Page Cover Photos”](#)

2) Old Spice



Old Spice has opted for an *Eye of the Tiger* meets *Diehard* theme in its cover photo, also known as the punch you in the face approach. Actually, it seems like their spokesman really might jump out of the computer and punch you in the face, considering Old Spice's clever cover photo/profile image alignment. But if you've seen any Old Spice campaigns in the last couple years, it's completely on point with their brand. And while it might not be your cup of tea, there's no denying it captures your attention.

Share This Ebook!





..... **BE ENTERTAINING**



Your blog may be a platform for establishing your credibility and sharing educational content about your industry, but that doesn't mean it has to be boring. Inject some personality into your content, and don't be afraid to use it as a way to purely entertain your audience every once in a while (just balance this type of content with some of your other meatier posts).

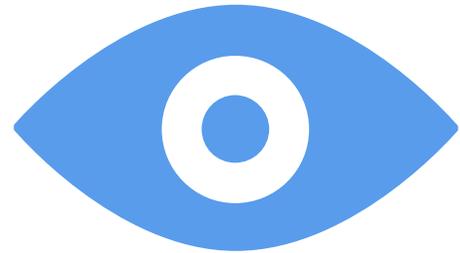
Remember – your audience has interests outside of your particular industry. Feel free to piggyback on those interests in your content. This content goes far because it's easy to consume, great fodder for sharing, requires little thought (on your readers' ends), and well ... it's FUN! Think music videos, content that leverages pop culture references, or other emerging, mainstreamed trends.

HUBSPOT EXAMPLE

“HubSpot Releases ‘Gangnam Style’ Parody, ‘Inbound Style’ [MUSIC VIDEO]”

Share This Ebook!





● **SHIP IT WITH A MUST-CLICK,
EYE-CATCHING TITLE**

Your blog post's title is potentially your reader's first impression of the topic discussed, particularly when they're discovering it in social media. Don't overlook it. Make sure it's actionable, uses strong words, and captures people's attention with language that makes it so they can't help but click.

The important thing to remember about this one is that you can have a really intriguing title that people just can't help but click, but if the content within doesn't live up to that title, it won't be successful. If your title is overly sensational and hyperbolic, yet the content it alludes to is barely average, you'll undermine your credibility and lose readers' interest in your blog altogether.

HUBSPOT EXAMPLE

["15 Things People Absolutely Hate About Your Website"](#)

Share This Ebook!





USE YOUR SOCIAL MEDIA MUSCLES



This may seem obvious for a seasoned business blogger, but we're often surprised at how many bloggers have a sort of "set it and forget it" attitude about blogging. They spend a lot of time and effort regularly creating and publishing content to their blog, yet don't take the time to amply promote it. Social media can be a major traffic driver to your blog.

In fact, **12% of HubSpot's own monthly blog traffic comes from social media.** And considering that our blog attracts over 800K monthly visits, that's hardly trivial! Here's how to make the most out of social media promotion for your blog.

Share This Ebook!



USE ANALYTICS TO IDENTIFY & SHARE TOP BLOG CONTENT

You likely already share any new content you publish on the social networks your audience populates, but what about all that big hit content you identified from the analysis you did earlier in this ebook? It may not be brand new, but think about the short life span of social media updates.

According to research conducted by URL shortening service [bitly](#), the ‘half life’ of a link (the time it takes a link to receive half the clicks it will ever receive after it’s reached its peak) is only **2.8 hours on Twitter, and 3.2 hours on Facebook.**

That’s not exactly a whole lot of time. So don’t be afraid to share some of your content after it was originally published. Chances are, a lot your followers won’t have caught it the first time around, and you’ve also probably added a slew of new followers since then anyways.



Share This Ebook!





LEVERAGE SOCIAL MEDIA REAL ESTATE ON YOUR COMPANY PAGES



There are way more promotional opportunities to leverage on your social media accounts than just status updates. Consider the other bits of real estate you have at your disposal. For example – can you include a link to your blog in your company page’s ‘About’ section?

On Facebook, can you create a custom tab in [your page’s ‘Views & Apps’ section](#) that highlights some of your big hit blog articles? On Twitter, can you include a link to your blog in a custom background you create? Think creatively about other opportunities to pimp your blog!



Share This Ebook!



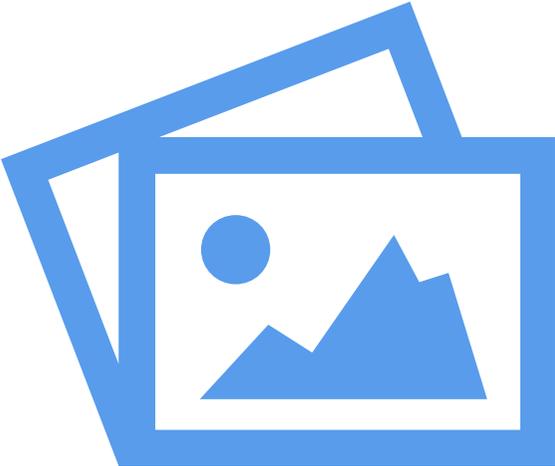


INCORPORATE HIGH-QUALITY VISUALS INTO YOUR BLOG CONTENT



Incorporating visuals into your blog content is more important now than ever before.

Consider the rise of visual-based social networks like Pinterest and Instagram, as well as the increased emphasis popular social networks like Facebook and Google+ are putting on visual content. It's no surprise – we're visual creatures, and visual content is just more interesting and sharable than text-based content.



Share This Ebook!



Visual content has also been shown to drive more engagement. [According to Simply Measured](#), just one month after the introduction of Facebook timeline for business pages, visual content – photos and videos – saw a **65% increase in engagement**.

In fact, from our own experience, we've seen photos posted to [HubSpot's Facebook Page](#) generate, on average, **4X more shares than links**. And speaking of Facebook, you can see just how much more prominently content posted as photos gets featured on a business page compared to links.

LINK POST

PHOTO POST

HubSpot shared a link.
2 seconds ago ✨

Learn about Facebook's new ad creation tool!

Facebook Launches New Ad Creation Tool to Help Marketers Align Campaigns With Goals
blog.hubspot.com

Facebook streamlines its ad creation interface to help guide Facebook

Like · Comment · Share

Promote ▼

HubSpot
about an hour ago 🌐

"Social Media Marketing Is Easy!"

Not convinced? That's perfectly understandable. Learn what it takes to master Facebook, Twitter, and LinkedIn with the Social Media Marketing Kit: <http://bit.ly/SMmktgKit>

HubSpot
2 seconds ago ✨

Facebook Launches New Ad Creation Tool to Help Marketers Align Campaigns With Goals - <http://bit.ly/P9P9jz>

Like · Comment · Share

Promote ▼

Share This Ebook!



As a result, it's critical to invest the time and effort into creating more visual blog content. At the very least, put some more thought into the images you select for your blog content to increase the likelihood that readers will engage with your content, and make the updates you publish to your own social media accounts much more visual and share-worthy. You can also take it to the next level by investing in infographics to portray data and other information more visually.

Once you start more consciously incorporating visuals into your blog content, experiment with visual social networks like Pinterest as an additional platform to promote your content and reach a new audience. On Pinterest specifically, you can create a Pinboard dedicated to your blog content.



Share This Ebook!

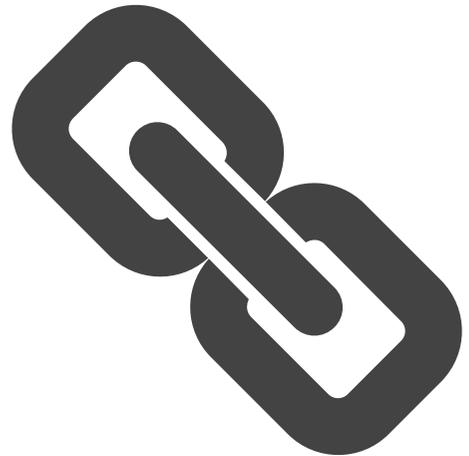




SEEK GUEST BLOGGING OPPORTUNITIES



Seeking out guest blogging opportunities is a great way to get exposure to brand new audiences who aren't already familiar with your business and your content. As you're researching guest blogging opportunities, target complementary blogs in your industry.



Once you secure a guest blogging opportunity, be sure to link back to your own blog within your article, and leverage your author byline wisely to promote and drive traffic to your own blog. Below is an example of how you might do this:

“This is a guest post written by Pamela Vaughan, HubSpot’s inbound marketing blog manager. [Check out the HubSpot blog](#) for more helpful inbound marketing content.”

Share This Ebook!





USE RECOMMENDATION ENGINES



Use recommendation widgets on your blog to suggest other articles your blog visitors might be interested in based on factors such as the topic of the article they're already reading and the interests and recommendations of their social media connections. [Facebook's Recommendation Box](#) is an example of an on-blog recommendation engine.

If you prefer not to install a widget, you can achieve a similar goal by manually suggesting related articles at the bottom of your posts. These tactics keep visitors engaged and on your blog for longer amounts of time, increasing the likelihood that they'll share your content, convert into leads, and come back later.



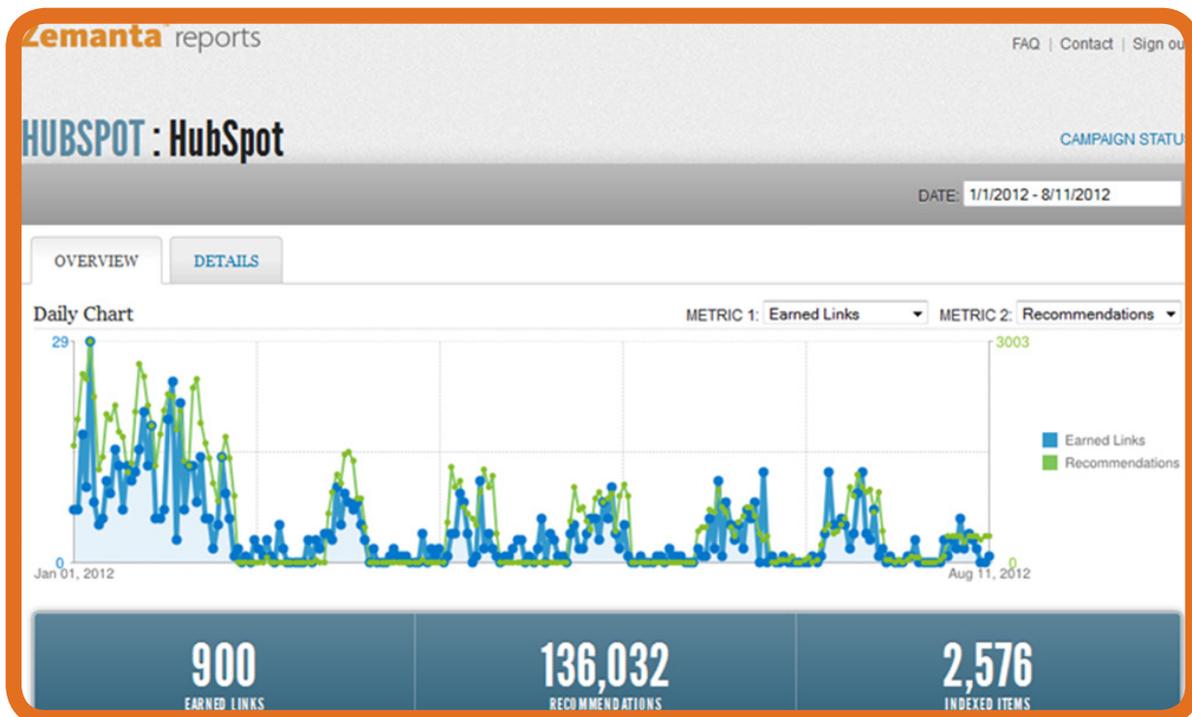
Share This Ebook!





In addition to recommendation engines on your blog, consider leveraging recommendation engines off your blog too, using tools like Zemanta, a free plugin that recommends relevant content for bloggers to link to in their own articles.

From a paying Zemanta partner’s perspective, Zemanta would index your blog content via full RSS, and then categorize it. When Zemanta determines a match between your indexed content and a Zemanta blogger’s blog, it suggests your content to the blogger. The blogger benefits because it makes their content smarter, and you benefit from the inbound links you get as a result!



Share This Ebook!





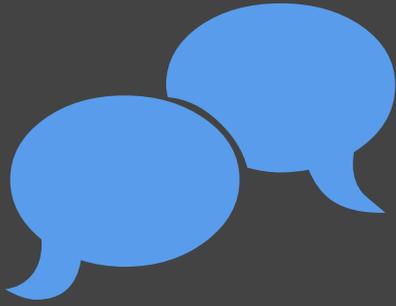
You can even recommend relevant blog posts on other pages of your own website to drive traffic to your blog. For example, you can see how we suggest relevant blog posts about ecommerce marketing on a page on our site about [HubSpot's ecommerce marketing solutions](#).

This not only establishes our credibility as a knowledgeable source of information, but it also enables us to engage visitors with blog content in cases where they're not quite ready to convert on a lead-capture form.

The screenshot shows a HubSpot landing page titled "Effective eCommerce Marketing Solutions". The page includes a headline, a sub-headline, a paragraph of text, a list of bullet points, and two call-to-action buttons: "Get a Free Assessment" and "Request a Live Demo". Below these are two sections: "Free eCommerce Resources" and "Helpful Blog Articles". The "Helpful Blog Articles" section is highlighted with an orange box and lists three articles. On the right side of the page is a lead-capture form with fields for First Name, Last Name, Email, Company, Phone, Website, Role at Company, and Number of Employees.

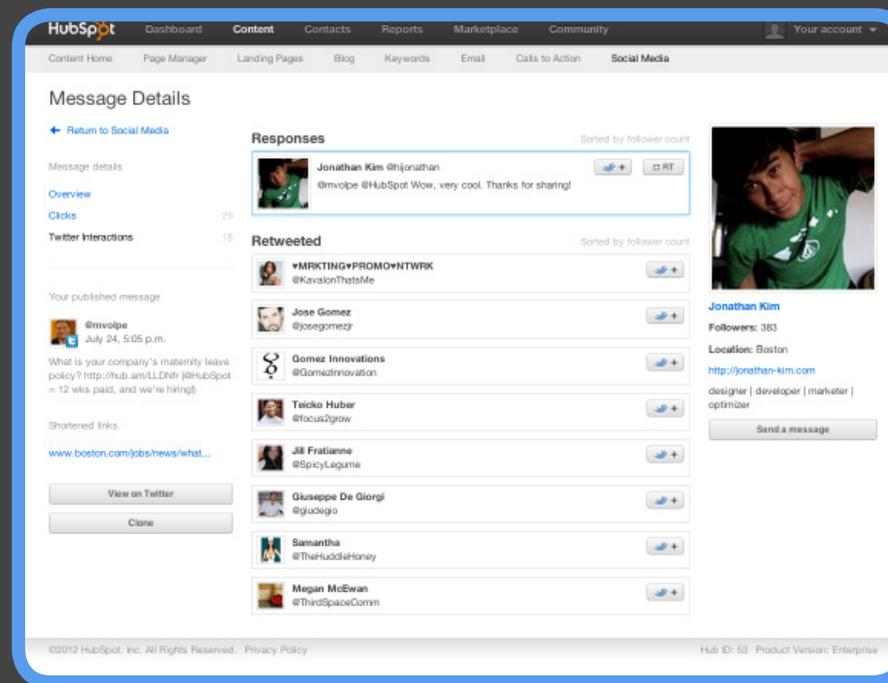
Share This Ebook!





TURN SOCIAL MEDIA INTO A POWERFUL CHANNEL

Are you tracking every social interaction you have with your leads? HubSpot 3 not only lets you track every click on a link in a social message, it also lets you use that data to segment leads and trigger emails. Welcome to the first social media tracking system of its kind.



[REQUEST A DEMO](#)

[READ MORE](#)

- ✓ **Lookup:** Automatically look up social information for your leads.
- ✓ **Listen:** Listen to chatter and track clicks on all of your social posts.
- ✓ **Segment:** Segment your leads based on the social activity.
- ✓ **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

CHAPTER 3

CONVERTING VISITORS INTO SUBSCRIBERS



“ *Turn those casual visitors into valuable, dedicated subscribers.* ”



Now that the blog traffic is flowing, how can you get those folks to stick around and keep coming back so they become avid readers and fans of your blog content? Convert those visitors into subscribers! In this section, we'll give you some great tips for turning those casual visitors into valuable, dedicated subscribers.



FREQUENCY MATTERS



First things first: frequency matters. How can you expect visitors to subscribe to your content if you rarely or infrequently publish anything for them to come back to. You wouldn't exactly be making the strongest case for subscription, would you? If you really want to scale your blog, you need to make a commitment to boosting your blogging frequency.



According to an internal study of HubSpot customers, **businesses that blog more than once per week add new blog subscribers at twice the rate of businesses that blog just once per month.**

Yes, frequency matters – so work your way up. If you're currently blogging once a month, work your way up to once a week. If you blog once a week, work your way up to a few times a week. Truthfully, the most successful blogs publish content daily – or multiple times a day.

Share This Ebook!





CREATE A BLOG SUBSCRIPTION LANDING PAGE

Sure, you probably already have a ‘subscribe’ module on your blog’s homepage.

But if you start promoting subscription to your blog via other marketing channels like social media, email, and calls-to-action, it will start to get a bit complicated to direct visitors to that module. *“Go to blog.hubspot.com, and see that little field on the top, right-hand side of the blog? Enter your email address there to subscribe”* isn’t exactly the optimal way to promote blog subscription.

And can you imagine trying to fit that into a 140-character update for Twitter? Furthermore, it also sounds pretty darn unprofessional and confusing. You’re guaranteed to lose out on some valuable subscribers along the way.

SUBSCRIBE

The HubSpot Inbound Internet Marketing blog covers all of inbound marketing - SEO, blogging, social media, lead generation, email marketing, lead nurturing & management, and analytics. Join 102,000 others and subscribe now!



RSS



Facebook



Twitter

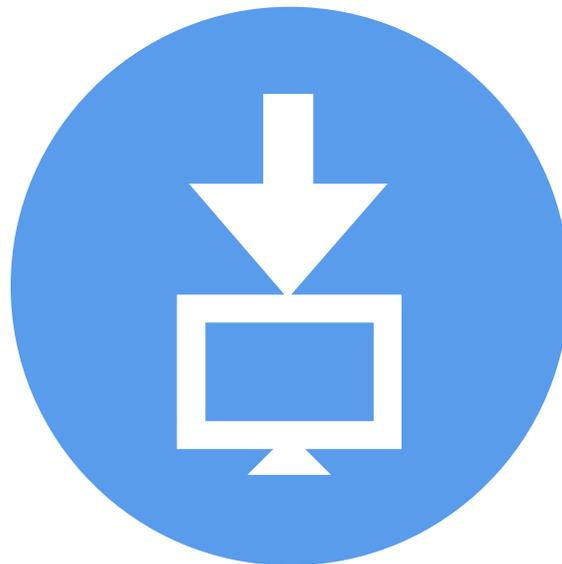
**Subscribe by email**

Share This Ebook!





So what's a more effective way to convert blog visitors into subscribers? Think... you know the answer. It's the same way you convert website visitors into leads. A landing page!



Create a blog subscription landing page to convert those blog discoverers into dedicated blog subscribers. This will become the heart and soul of your blog subscriber conversion efforts, allowing you to more easily promote blog subscription through your other marketing assets. So instead of that convoluted message directing people to the little module on your blog's homepage, you can just say something like "Visit <http://blog.hubspot.com/subscribe> to subscribe to the *HubSpot Blog!*" So much simpler, right?

Share This Ebook!



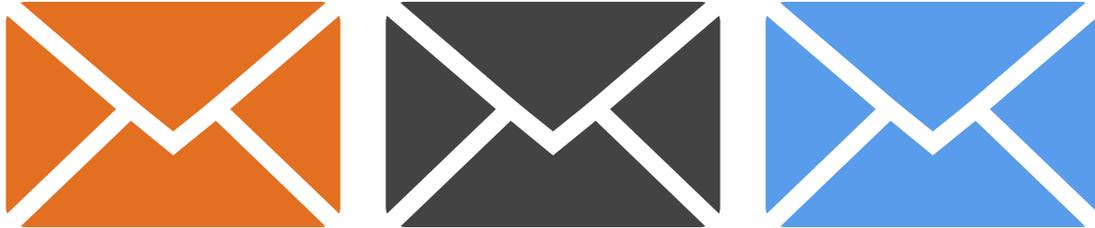
Optimize your subscription page using the same best practices you would for any other landing page on your website. Include a descriptive headline that captures visitors' attention and summarizes what they'll get, demonstrate the value of subscribing in your landing page copy, include a high-quality image, and emphasize email subscription by placing the form above the fold. You can also incorporate other elements -- like social proof -- to help boost conversion rates.

Speaking of boosting conversion rates, don't be afraid to [do some A/B testing](#) like you would for any other landing page.

The screenshot shows the HubSpot Blog subscription page. The header includes the HubSpot logo and the text "Inbound Internet Marketing Blog" with a sub-header "SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics". The main headline is "Receive Award-Winning Marketing Content, Delivered Free". Below this, there is a social proof annotation: "Join more than 76,400 others and subscribe to the HubSpot Internet Marketing Blog to receive great marketing content delivered right to your inbox." The page lists several articles, with an annotation "demonstrate the value of subscribing" pointing to the list. At the bottom, there is a subscription form with an "Email Address (privacy policy) *" field and a "Subscribe!" button, with an annotation "emphasize email subscription above the fold" pointing to it. A "Subscribe via RSS" link is also visible at the bottom left. On the right side, there is a "POWER150 MEMBER" badge and a thumbnail image of the blog's content.

Share This Ebook!





But let's backtrack a second. Notice how I mentioned that you should emphasize email subscription? There are two ways your visitors can subscribe to your blog – via RSS, and via email. Both are valuable, but email subscription can have a much bigger impact than RSS subscription.

Email boosts traffic to your blog, since subscribers get emailed whenever new content gets published (compared to RSS, which subscribers have to manually check on their own). In fact, **13% of monthly traffic to the HubSpot Blog comes from email**. Furthermore, it drives subscribers back to your website, where you have the opportunity to convert them into leads, as opposed to an RSS reader that they never have to leave.

And to tie this all back to the importance of blogging frequency, in that same study of HubSpot customers, we learned that **businesses that blog more than once per week generate 9x more blog email traffic than businesses that blog just once per month**. Convinced that you should put more of an effort into generating email subscribers yet?

Share This Ebook!



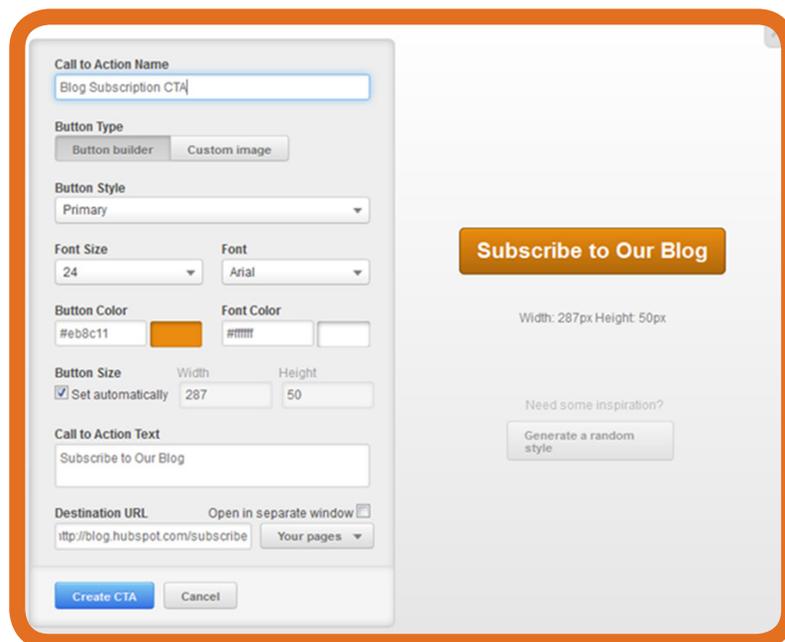


PROMOTE YOUR BLOG SUBSCRIPTION LANDING PAGE WITH CTAS



Now that you've built your blog subscription landing page, you need a way to drive traffic to it! It's easy enough to share the link through social media accounts, but other channels can accommodate more sophisticated and effective methods – like call-to-action buttons!

If you're a HubSpot customer, you can use [HubSpot's Call-to-Action manager](#) to create or upload call-to-action designs -- and A/B test CTA variations. If you're not a HubSpot user, you can also [create CTAs using a tool like PowerPoint](#), or hire a designer to do the work for you.



Share This Ebook!



Once you've designed some CTAs for your landing page, be more "in your face" about converting your blog visitors into subscribers by placing these subscription CTAs directly within each of your blog articles. Don't worry – they don't have to replace your articles' lead-gen CTAs; just insert your blog subscription CTA directly below the one you're using for lead generation.

And if you're worried about it impacting the clickthrough rate on your lead-gen CTA, just keep a close eye on your analytics. When we implemented this on the HubSpot blog, we didn't notice a dip in CTR on our lead-gen CTAs, but you should always test for yourself.



The screenshot shows a blog post with social media sharing options on the left: Facebook (158), Like (664), Tweet (61), and LinkedIn Share (304). The main content area features a section titled "Check Your Default Settings" with a toggle switch for "Hide your Pinterest profile from search engines" set to "OFF". Below this is a section titled "What other hints and tricks do you know about these social networks that might help marketers?" with an image credit to "meddygamet". The main focus is a large CTA for a "FREE EBOOK" titled "How to Master facebook Marketing in 10 Days". The CTA includes a "Download Now" button and a blue bar at the bottom that says "Like what you've read? Click here to subscribe to this blog!".

Share This Ebook!



Where appropriate, use your blog subscription CTAs on other pages of your website to give visitors a low-commitment conversion alternative, as opposed to an offer for which you require full form completion.

For HubSpot customers, also consider adding your blog subscription CTAs to [Smart CTA groups](#), which allow you to automatically customize which CTAs get shown to users in different lifecycle stages or based on specific list criteria.

The image shows a screenshot of the HubSpot Smart CTA configuration interface. It features two CTA groups, each with a dropdown menu for lifecycle stages and buttons for 'Edit', 'Swap', and 'Delete'.

The first CTA group is titled "Marketing Qualified Lead" and displays a CTA card with the following content:

- Contact a HubSpot Salesperson**
- Chat with an inbound marketing specialist about how HubSpot's software can help you get more traffic, leads & customers!
- [Contact Sales Now](#)

The second CTA group is titled "Other" and displays a CTA card with the following content:

- [Subscribe to the HubSpot Blog](#)

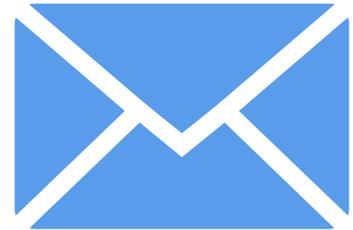
Share This Ebook!





DO SOME EMAIL MARKETING

In addition to promoting blog subscription through social media and CTAs on your website, email marketing can serve as another effective channel for driving blog subscriptions. Here are two great email marketing methods through which to promote blog subscription:



IN A DEDICATED SEND

Promote blog subscription to different segments of contacts in your marketing database. Tailor the messaging and language you use in your dedicated send to the interests and needs of that segment.

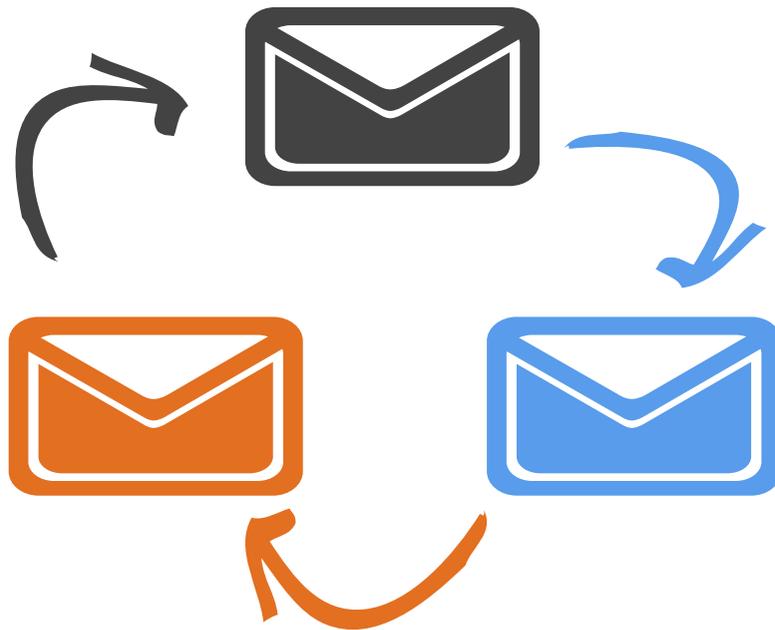
For example, you could segment your list by people who recently converted on a particular offer, and promote subscription by providing examples of articles related to topic of the offer they downloaded as a way to demonstrate the value of subscribing.

Share This Ebook!



..... WITHIN LEAD NURTURING WORKFLOWS

Not every email within your [lead nurturing workflows](#) needs to promote a lead-gen offer. Switch it up by featuring some of your big hit blog articles targeted at the types of people you're emailing in your segmented workflows.



Share This Ebook!





CREATE CONTENT YOUR PROSPECTS WILL LOVE

We'll give you all the tools you'll need to create marketing that your prospects will love. Your content will be optimized for search engines, social media, and ready to convert visitors into leads in minutes.

Article | Advanced

*Title
5 Ways to Make Your Marketing Ebooks More Reader-Friendly

*Article Body

Link Image File CTA Call-to-Action Video more

INTERMEDIATE

Our prospects are often inundated with invitations to download online whitepapers, ebooks, and other text-based marketing offers. And while the content that marketers offer may be educational and helpful, their layout often ruins the reading experience and prevents readers from fully understanding the material.

A better user experience can improve not only the look of your ebooks, but also help you develop a better understanding of the educational content you're offering. Yet, for some, ebook design often comes as an afterthought and doesn't get fully incorporated into the writing process. Let's change this, shall we? In this post, we'll explore 5 ways in which you can improve the user experience of your marketing ebooks.

Article Body Has Missing Tags
The blog post has images that are missing the alt tag information. You should edit the images and add alt text. Images are good places to use keywords.

Article Body Somewhat Long
The blog post is greater than 1,000 words. You may consider splitting it into multiple posts. Is this suggestion helpful? If not, you will still see this message.

Title Missing Keyword
The title should contain at least one of the keyword phrases that you entered in Keyword Grader. Add the keyword as early in the title as possible.

REQUEST A DEMO

READ MORE

- ✓ Find out what keywords bring you the most traffic and have the least difficulty.
- ✓ Easily create optimized blog articles, website pages, and social media messages.
- ✓ Use one of HubSpot's content apps to get your blog posts delivered right inside your HubSpot account.

CHAPTER 4

LEVERAGING EVANGELISTS



“Leverage your evangelists to spread your content & pique the interest of new networks of potential readers.”



So now you've not only got the traffic flowing, but you've also got a great system in place to convert all those visitors into subscribers. Your job here is done... right? Not so fast, chief.

You know all those dedicated readers and fans of your content? They can be extremely valuable to you, helping to evangelize your blog and bring in even more new sources of traffic. And in addition to your blog evangelists, there are other evangelists of your business that you can – and should – also tap into to grow the reach of your blog. Here's how to leverage your evangelists to get them to spread your content and pique the interest of new networks of potential readers.



BE A SOCIAL SHARING ENABLER



Let's face it: we humans have the tendency to be lazy creatures. Considering that, what's the best way to increase the chances that your readers will share your blog content? As Geico says, make it "so easy a caveman can do it." Be a social sharing enabler!

Remember – every one of your readers has their own networks of potential readers, and if you make it stupid simple for them to share your content with those connections, then you'll truly be tapping into the awesome power of social media.

Share This Ebook!

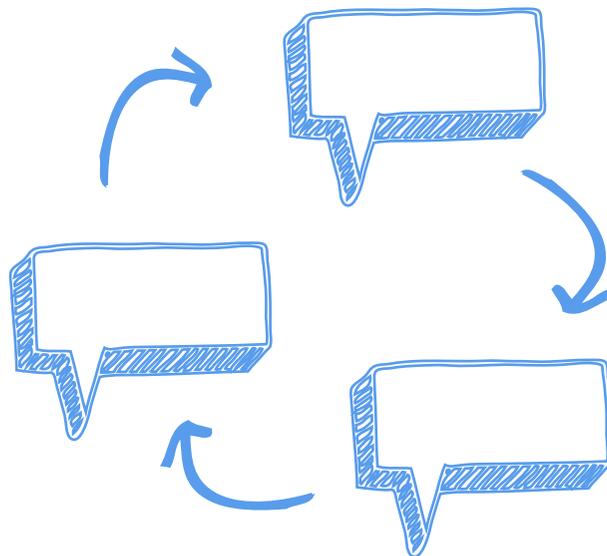


In other words, add social sharing buttons and links to all your blog posts and in your email marketing messages. Just like we encouraged you to be more “in your face” with your blog subscription calls-to-action, you should do the same with your social sharing buttons.



In fact, [according to research from BrightEdge Technologies](#), **websites with Twitter share buttons generate 7x more Twitter mentions than websites without.** In other words – it helps. Big time.

One word of caution though: don't add a sharing button for every single social network under the sun. Instead, just stick to the 3-4 social networks you know your audience uses. Providing too many sharing options just ends up cluttering your blog/emails and looking unkempt. And if you're not sure which social networks your audience prefers, do some research, and test out different buttons to see which garner the most response and social shares.



Share This Ebook!



USE BLOG CONTENT IN OUTREACH



Another great way to leverage the power of evangelists is to turn influencers into evangelists. That’s another thing that sounds a little bit easier said than done.

One great way to do this is to feature other brands/influencers/industry experts in your content. Then, once your article is out there on the web, reach out to those people you highlighted, and let them know you gave them some free, unsolicited coverage. Then sit back and watch something truly magical happen. Those people tend to share that article with their own social networks, because hey – they’re featured! This exposes you to their audience. And if the people you featured have some impressive reach (and if they’re influencers, they probably do!), that’s a pretty large audience you’re tapping into. Check out how it worked for us with GymIt:



Share This Ebook!





USE BLOG CONTENT FOR PR

Another way to use your blog to tap into the power of influencers using outreach is to include blog content in your media relations. Mention blog articles in pitches to journalists, bloggers, and reporters to add credibility to your pitch, help establish you as a thought leader and expert in the industry, and increase your chances of generating media coverage.

When Pinterest was gaining traction, we were one of the first blogs to publish a guide to [using Pinterest for marketing](#). We then referenced that article in our pitches to the media, who were already looking for sources as they were covering the rise of Pinterest. It led to some awesome coverage for us, particularly the following article in the Boston Globe.



Share This Ebook!





Subscribe to a free service like HARO (Help a Reporter Out), which regularly emails a digest of reporters who are looking for sources for specific stories they're writing. Scan those emails for topics about which you're an expert, and if you've written an article related to that topic, include a link to it to support your pitch.

H help

A a

R reporter

O out

Share This Ebook!





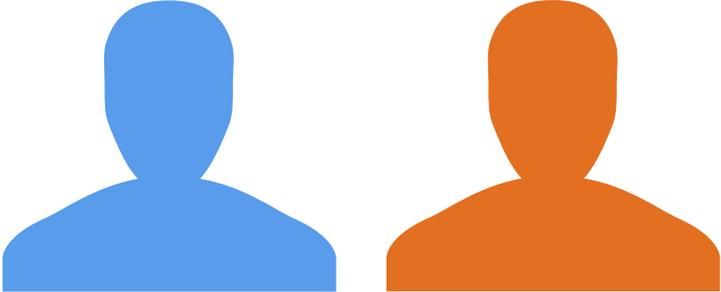
SOLICIT CONTENT FROM OTHER INDUSTRY EXPERTS



Think of this as the reverse of guest blogging. In addition to pursuing opportunities to get your content published on other industry blogs, reach out to experts, influencers, or other established bloggers in your industry, and offer them the opportunity to get published on your blog. You'll benefit from a big name and the likelihood that they'll share their guest post with their network, and they'll get some inbound links and exposure to your audience.

Now, take heed: This can definitely be a bit challenging to pull off, since your potential guest bloggers will need to see some worth in writing for your blog in the first place. In other words, if you have a measly following with just a few readers, it'll be pretty tough to land a big name expert or thought leader in your industry and convince them it's worth their time to write for you.

So work your way up to it. Instead of going for the big wigs right off the bat, pursue some lower tier bloggers with some clout. Eventually, as you build up your blog as a legitimate resource with a lot of traction, it will get easier to attract some bigger name guest bloggers.



Share This Ebook!





USE EMAIL TO STAY IN TOUCH WITH EVANGELISTS

Email isn't only a good tool for converting readers into subscribers. It can also be a great way to stay in touch with your evangelists and keep your content top of mind for them.

Consider sending regular email updates to various segments of your marketing database highlighting your top content of the month or quarter, and be sure your emails are sprinkled with social sharing links.

You can send these emails to stakeholders, influential connections, or the most engaged members of your marketing email list. The idea is, if these people are already highly engaged with your company, they're more likely to share your content!

HubSpot

Hi there,

Summer is here! So if you've been falling behind on your blog reading this month to play outside with the kids or catch some rays at the beach, well honestly ... we don't blame you.

But just so you're up to speed, here are **5 of our most popular posts from June** so you can keep sounding smart at the water cooler:

- [26 Social Media Marketing Hidden Treasures You Never Knew Existed](#)
- [16 Things People Really Hate About Your Email Marketing](#)
- [6 SEO Tools to Analyze Your Site Like Google Does](#)
- [The Foolproof Formula for Writing a Solid Blog Post \[Template\]](#)
- [10 Popular Memes Masquerading as Marketing Campaigns](#)

 Happy summer reading!
Pamela Vaughan | HubSpot Blog Manager

P.S. For some additional summer reading, check out our latest ebook, [SEO vs. Social Media: Which is Best for Your Marketing?](#)

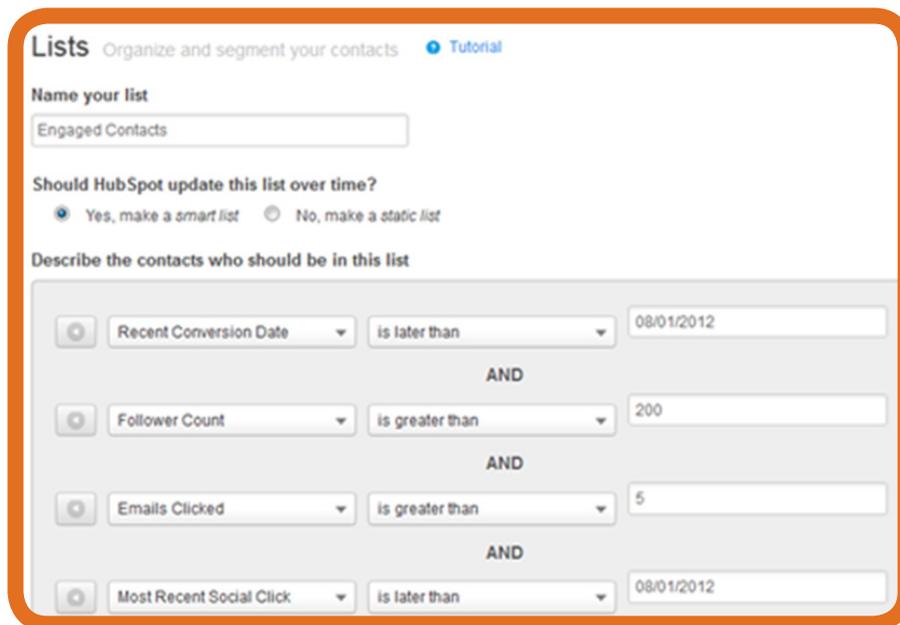
[Download your free copy here!](#)

Sharing   

Share This Ebook!



So who exactly are your most “engaged” or influential contacts? Think the people who visit your website often, download your content regularly (or recently), click on your content in social media, read your emails, or have large social media followings. It’s easy to see why you’d want to target these folks, right? But how exactly do you identify and separate these people from all the others on your list?



The screenshot shows the HubSpot 'Lists' configuration page. The title is 'Lists Organize and segment your contacts' with a 'Tutorial' link. The 'Name your list' field contains 'Engaged Contacts'. The 'Should HubSpot update this list over time?' section has 'Yes, make a smart list' selected. The 'Describe the contacts who should be in this list' section contains four criteria connected by 'AND' operators: 'Recent Conversion Date' is later than '08/01/2012', 'Follower Count' is greater than '200', 'Emails Clicked' is greater than '5', and 'Most Recent Social Click' is later than '08/01/2012'.

Using [HubSpot's software](#), for example, you can set up [Smart Lists](#) using any of the criteria above (and more) to identify who are the most engaged or influential contacts in your marketing database. And by “Smart” List, we mean that this list will automatically update over time once the criteria you set get met. For instance, if you were setting up a list of influential social media contacts and one of the criteria was for contacts to have at least 200 Twitter followers, once a contact in your database generated his or her 200th follower, they’d automatically be pulled into your list, even if they didn’t have 200 followers at the time you created the list. Get it – “Smart” List? That’s some pretty powerful stuff.

Share This Ebook!



LEVERAGE INTERNAL EVANGELISTS

.....

Last but not least, don't overlook all the almost guaranteed evangelists of your business and content – its employees! Just as every one of the people in your marketing database has his or her own reach, so do your colleagues. Use them to your advantage!



Any time you have a big hit (wait, that's every time now, right?), email links of that content to your company's employees for them to share with their individual social networks. Just like you make it extremely easy for your blog visitors to share your content with social sharing buttons, do the same thing for your busy co-workers. Create a few options of pre-written, "lazy" tweets with the blog post's URL pre-shortened to reduce any friction that would prevent them from sharing it – and increase the chance they will!

Share This Ebook!





To make this even easier for you, think about setting up a GaggleAmp account.

GaggleAmp is a paid tool that helps you to amplify the social reach of your content by leveraging your employees, stakeholders, partners, etc. who already have an affinity for your business.

These evangelists can connect to your GaggleAmp account, where you can pre-load lazy tweets and links to the content you want them to share, and users can choose to either automatically share content you load into your GaggleAmp account, or be more selective about which content they share. HubSpot's own marketing team uses GaggleAmp, and we've found it to be an effective way to motivate social sharing among our employees.

Bonus: It integrates with HubSpot and can be found in [HubSpot's App Marketplace!](#)

The screenshot shows the HubSpot App Marketplace interface. On the left is a navigation menu with categories like Home, Manage Installed Apps, Top Rated, Newest, Most Popular, Browse, and Resources. The main content area features the app listing for 'GaggleAMP - Social Media Amplification', which includes a 5-star rating, an 'Install' button, and a promotional banner with the text 'Empower your employees, partners, and customers to share your social media.' Below the banner is a detailed description of the app's features and a 'PRICE' section indicating it is paid with a free trial starting at \$25/month. The app also has 26 current installs and is tagged with 'Analytics, External Website, Social Media'.

Share This Ebook!





“ *Once you have this system in place, your blog will be much better primed as a scalable lead generation machine.* ”



Well, there you have it. Armed with all these action items, you'll be able to implement a blog marketing strategy that leads to more traffic, greater reach, and a much bigger marketing impact. And once you have this system in place, your blog will be much better primed as a scalable lead generation machine... assuming you've already optimized for that.

But don't stop there. Remember our little galactic example? Galaxies keep spinning – so should your blog's. Keep this blog marketing cycle going – attracting new visitors, converting those visitors into subscribers, and then leveraging your evangelists to spread your content and attract new audiences that can start the cycle all over again.

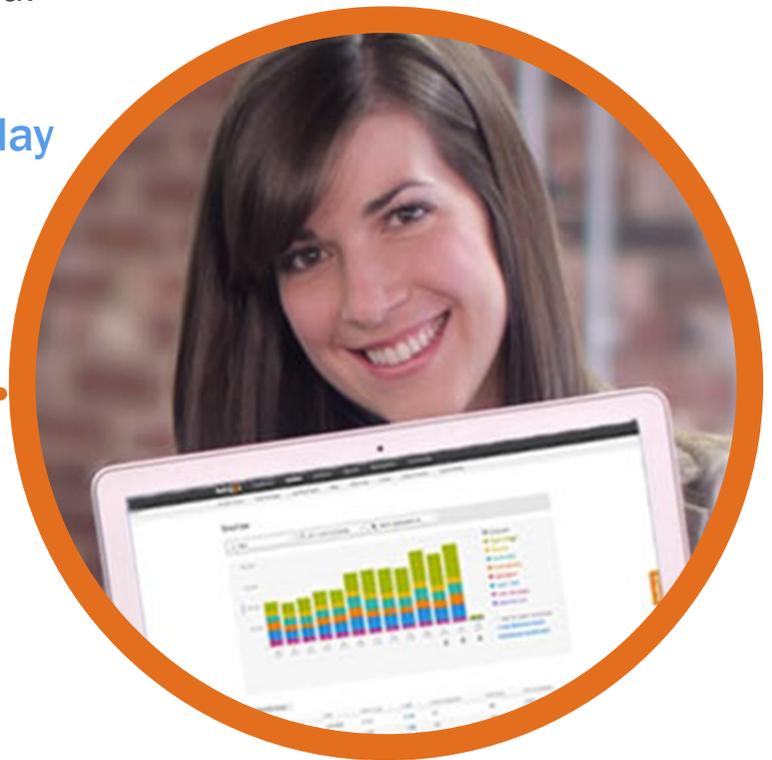
Now get out there, and start doing some killer blog marketing!



GET STARTED WITH BLOG MARKETING

Learn how HubSpot's tools can help you grow and scale your blog to be a more powerful marketing tool.

Sign up for HubSpot's 30-day trial.



<http://www.hubspot.com/free-trial>

Share This Ebook!

