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MARKETING STRATEGIES FOR BLOG PROMOTION

Blog marketing has quickly become one of the most effective online marketing strategies today.

A blog is a "personal online diary" where an individual expresses his or her personal views and opinions about various topics. However, blogs have now become an important marketing tool for the companies as well. Both small businesses and major corporations can use blogs to build closer relationships with their customers.

Being an integral part of a marketing strategy, blogs empower people to express their knowledge and opinions to anyone who care to listen. This is important for marketers because consumers now control part of the conversation and can influence a brand's future based on their personal perceptions. They tend to influence other's thinking. That is why, blog promotion is really one of the most important elements of the organization's marketing plan.

Statistics shows that about 25 percent of Internet users (approximately 32 million) currently read blogs. There are also millions of people buying online every single day. Before starting to create internet marketing strategy for any blog, it is recommended to do a research to make sure where you are and what you can do to improve the existing situation.

Understanding who you are and where you want to be in the future is the first step to successful marketing strategy. Above all and in particular, it is needed to determine who the customer is and what he or she is specifically looking for. Getting in their shoes will help to find out the possible ways of solving different problems by knowing their wishes and desires. The next important step is what your offer is and how to prove customers that you are better than the rest.

The following items are essential elements to blog promotion:

- market research
- analyzing the data
- strategy development by creating a promotion plan
- regular monitoring

In the first phase researching the market will help you to find out the main competitors, their strengths and weaknesses. It is also vital to get more information about the potential customers: for example, what forces them to buy one or another product. Reading reviews, forums, other blogs increases chances to know as much as possible about the target market.

Analyzing the data step is to systematize the data you have. After realizing your strong sides and weaknesses and comparing them to those of the competitors, you'll be able to come up with a great marketing plan. Finding out what you are able to accomplish with resources you have at the moment will make it easier to create a great web marketing strategy for online business.

After that it should be decided how to develop the internet marketing strategy, what marketing methods to use in your blog and which ones you can afford. There are plenty of ways to promote your blog but the most popular and the most efficient are Pay Per Click advertisements (PPC), Search Engine Optimization (SEO), email, video blogging, link building, banner exchange, tagging etc. Prioritizing web marketing tactics leads to the solution of what is going to bring you positive results in the shortest time possible. That is why, choosing the right techniques are relevant in this context. Such activities as engaging bloggers by commenting on key business topics, sending personal messages to those who comment on your blog, regular social bookmarking and networking will help you to attract new customers and keep in touch with the old ones.

The last step is to start monitoring the internet marketing campaigns by analyzing which keywords people typed into search engines to find your site and what is needed to be done in order to encourage more visitors. Other important things to check are: which keywords brought you the most money in PPC marketing, are you satisfied with your SEO rankings or not and do the majority of your visitors leave the site without even spending 30 seconds?

Blogs can be used as a very potent and effective tool to market your business online. They can be used to announce new products or services launches, provide an elaborate description about the company and the various products and services you offer, give out the latest news about your company. This gives you an opportunity to have a detailed interaction with your audience and thus, market your business in a better way.

A major benefit of a blog is that through blogs you can present yourself and your company as an industry expert and share your knowledge, ideas and views

both with your internal company staff and your readers.