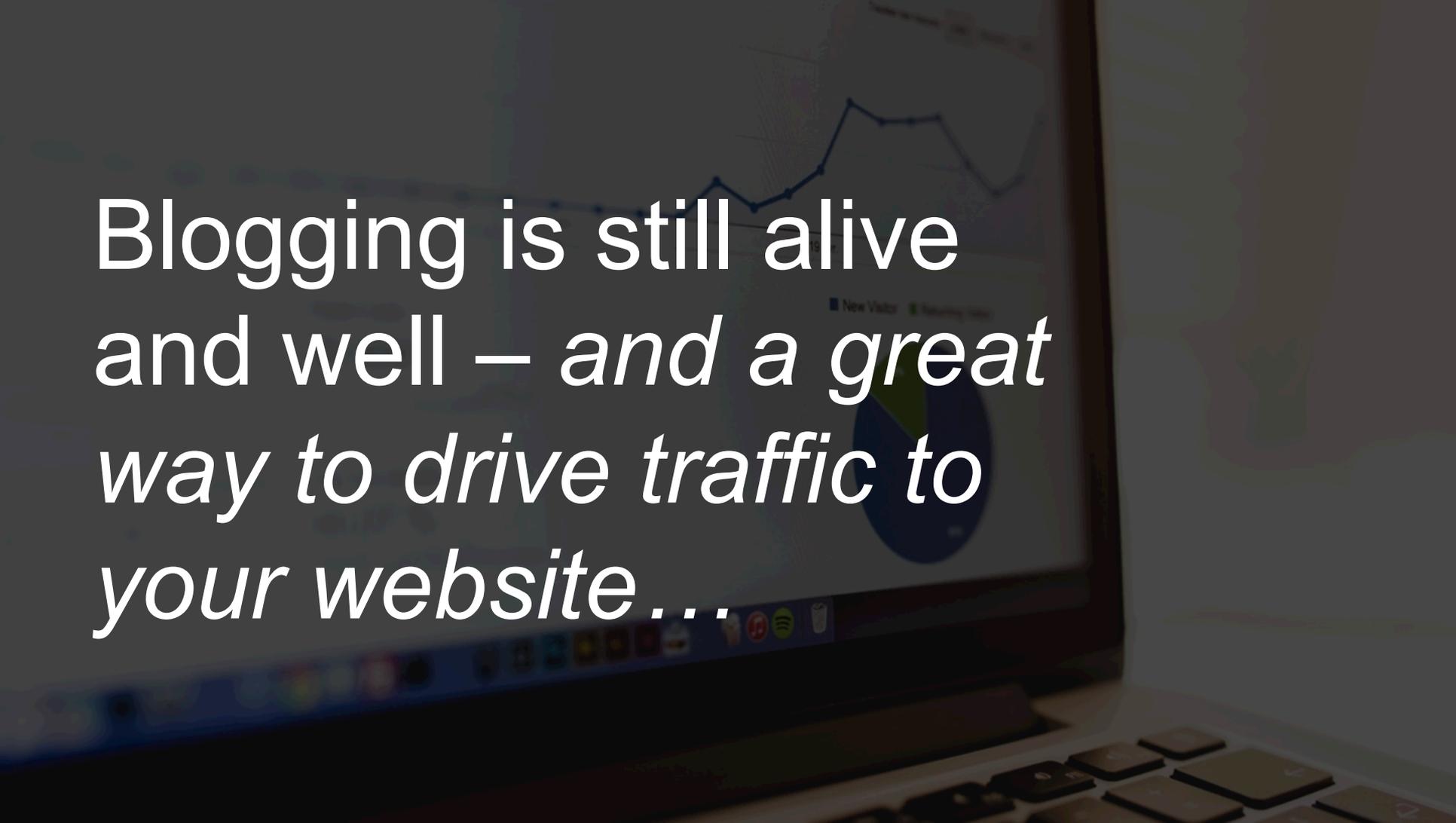


The art of blogging

Everything you need to know about creating a successful blog



A laptop screen is shown in a dark, dimly lit environment. The screen displays a line graph with a blue line and a pie chart with a green slice. The text is overlaid on the screen in white. The text reads: "Blogging is still alive and well – *and a great way to drive traffic to your website...*"

Blogging is still alive
and well – *and a great
way to drive traffic to
your website...*

So what is a blog?

- **A blog is an online journal** or information that shows in reverse chronological order (with latest articles appearing first).
- **They started in 1994** and were called web-logs initially, and were used as online diaries where people wrote about their daily life etc.
- **Businesses got in on the act** when it became apparent that they had all kinds of benefits.

January 2, 2018

Six kinds of email marketing campaigns



Campaigns to keep customers engaged...

You may find it hard to believe, but email is still one of the most effective marketing tools out there. According to a report published by digital marketing experts, [EConsultancy](#) 75% of companies believe that email still offers an excellent return on investment and email usage is expected top 3 billion users by 2020.

I've outlined six different kinds of email marketing campaigns. There are others, but I thought these are very common promotional email techniques that are pretty simple to put into place. Hopefully, something here will inspire you to try something new.

1. WELCOME EMAILS

You will probably have experienced this once you have subscribed to something. This kind of email is normally sent as an 'autoresponder' that is triggered when you subscribe or buy something.

Here's a simple example.

To: Jackie Harris,
Reply-To: Sarah from Ping-Go



Hey JackieHarris,

Welcome you lovely, lovely Sumo-ling you. So happy to have you onboard.

What did they look like in the beginning?

LiveJournal, c. 1999. Source: [Wayback Machine](#)

WELCOME ALL ITEMS BOOKS MOVIES MUSIC WEBLINKS PLACES EVENTS

GET STARTED! [help](#)

Welcome back! Please sign in.
username
password [go!](#)
 remember me

What's your Xanga? [Join Today!](#)

Xanga is the easiest way to build an affiliate store. Review your favorite books, CDs, toys, anything... and get paid commission when your readers buy them. Xanga helps you make money while you pursue your interests online. **Xanga is passion.** What's your Xanga?

What can Xanga do for me? Scroll down to find out!

Frustrated with affiliate commerce? I'm an affiliate program member and I'm not impressed with the experience. I want my product page to look cooler, be more organized, take less time to update, and make more money.
[Sign me up](#) | [tell me more](#) | [take the tour](#)

Tired of banner ads? I've got some traffic on my site and I'm making money with advertising, but I think there might be a better way. Maybe affiliate commerce, Xanga style, is the answer.
[Sign me up](#) | [tell me more](#) | [take the tour](#)

New to web commerce? I have a web site or a mailing list, but no "storefront." I want an easy way to support my hobby while sharing relevant web pages and products with my readers.
[Sign me up](#) | [tell me more](#) | [take the tour](#)

Huh? Xanga sounds cool, but I've never even heard of "affiliate commerce." I don't have a website - I use the Internet for surfing and email. I might like Xanga if someone explained it to me.
[Sign me up](#) | [tell me more](#) | [take the tour](#)

Everything we offer is 100% FREE.

[monsur](#) 3:44 PM
[piedro](#) 3:52 AM
[John](#) 12:53 AM
[atm379](#) 3:45 PM
[biz](#) 7:14 PM
[DrDunkestein](#) 3:30 PM
[Daniel!](#) 9:11 PM
[steve](#) 2:18 PM

[daof12](#) 6/14/2000
[ette](#) 6/11/2000
[atm379](#) 6/9/2000
[Rocko](#) 6/7/2000
[JoeDog](#) 6/7/2000
[biz](#) 6/6/2000
[reedman](#) 6/4/2000
[steve](#) 6/4/2000

[sign in](#) | [join](#) | [about.xanga](#) | [privacy policy](#) | [terms of use](#) | [help](#) | [contact us](#) | [home](#)

blogger™

Registered Users
Please log in.
Username
Password
 remember me

New Users
Please choose a username and password.
Username
Password
Verify Password

Create a New Blog >>

What is it?
Blogger is an automated weblog publishing tool.

What does it do?
You make posts to your weblog (or your What's New page or any other web page you want to update frequently with chronologically sorted posts) by submitting a form on this web site, and the results immediately show up on *your* site, with *your* design.

How does it work?
Magi! Well, actually, you provide Blogger a template of your page (or use the default) that indicates where you want your posts to appear. When you make a new post, you'll get a "Save to Server" button that will automatically FTP your new page to your web server. No muss. No fuss. Total control.

Wow, where do I enter my credit card number?
Blogger is free. Try it out.

pyra™
Blogger is integrated with and powered by Pyra — the collaborative web site management tool.

Copyright © 1999 Pyra.com Ltd.

Single author blogs

Deliciously Ella  Text

Love Your Life, Love Your Food, Love Your Self Philosophy ▾ R

New and Improved Sweet Potato Brownies

October 8th, 2016



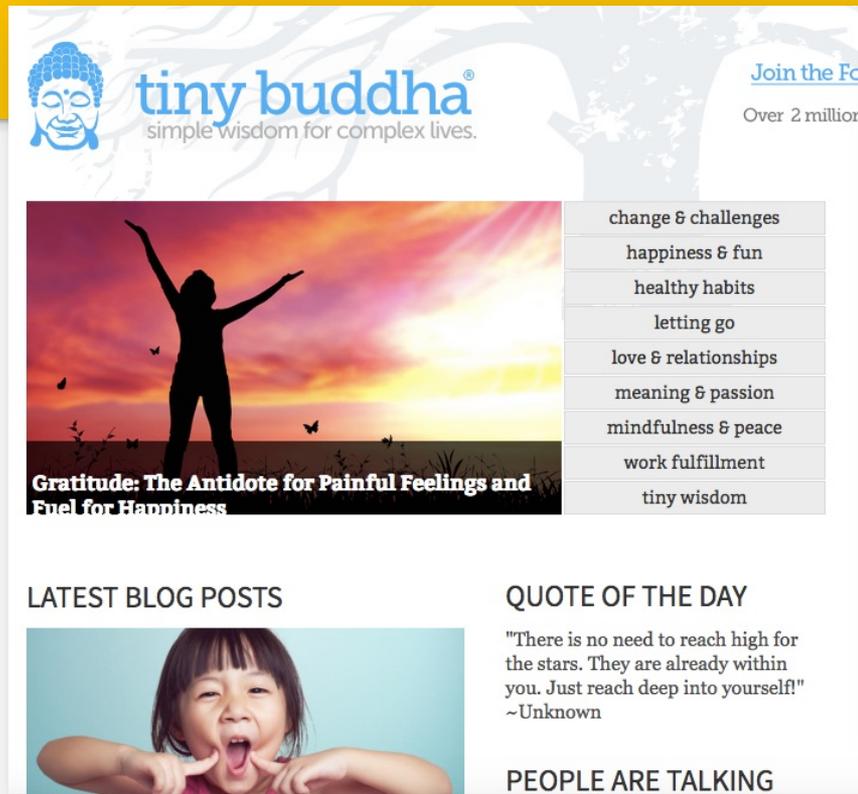
Steve Booker

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HELLO AUTUMN! September 21st, 2016 | FASHION

Multi author blogs



The screenshot shows the Tiny Buddha website. At the top left is a blue Buddha head logo with the text "tiny buddha" and "simple wisdom for complex lives." To the right, it says "Join the Fo" and "Over 2 million". Below the logo is a navigation menu with items: "change & challenges", "happiness & fun", "healthy habits", "letting go", "love & relationships", "meaning & passion", "mindfulness & peace", "work fulfillment", and "tiny wisdom". A featured article titled "Gratitude: The Antidote for Painful Feelings and Fuel for Happiness" is shown with a sunset silhouette image. Below this are sections for "LATEST BLOG POSTS" (featuring a child sticking out their tongue), "QUOTE OF THE DAY" (a quote by Unknown), and "PEOPLE ARE TALKING".

Join the Fo
Over 2 million

change & challenges
happiness & fun
healthy habits
letting go
love & relationships
meaning & passion
mindfulness & peace
work fulfillment
tiny wisdom

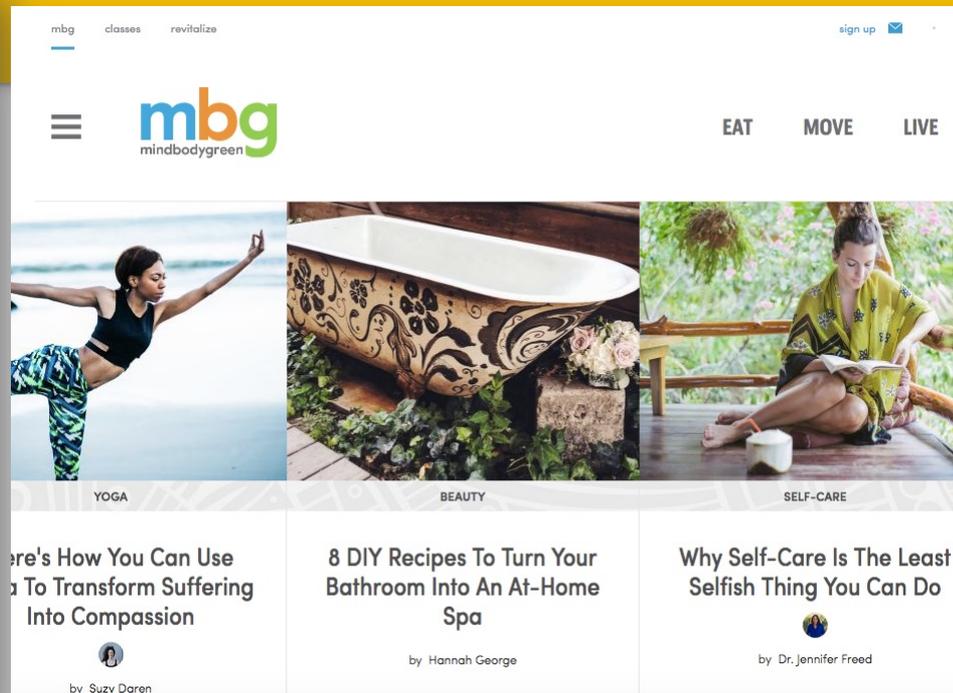
Gratitude: The Antidote for Painful Feelings and Fuel for Happiness

LATEST BLOG POSTS

QUOTE OF THE DAY

"There is no need to reach high for the stars. They are already within you. Just reach deep into yourself!"
~Unknown

PEOPLE ARE TALKING



The screenshot shows the Mindbodygreen website. The top navigation bar includes "mbg", "classes", "revitalize", "sign up", and a mail icon. The main header features the "mbg" logo and "mindbodygreen" text, with navigation links for "EAT", "MOVE", and "LIVE". Below the header are three featured articles: "YOGA" (a woman in a yoga pose), "BEAUTY" (a decorative bathtub), and "SELF-CARE" (a woman reading). Each article has a title, author name, and a small profile picture.

mbg classes revitalize sign up

mbg mindbodygreen

EAT MOVE LIVE

YOGA BEAUTY SELF-CARE

Here's How You Can Use
To Transform Suffering
Into Compassion
by Suzy Daren

8 DIY Recipes To Turn Your
Bathroom Into An At-Home
Spa
by Hannah George

Why Self-Care Is The Least
Selfish Thing You Can Do
by Dr. Jennifer Freed

Blogs that are like massive newspapers

THE HUFFINGTON POST
UNITED KINGDOM

Search The Huffington Post

Like 974k Follow 441k

FRONT PAGE NEWS POLITICS LIFESTYLE PARENTS TECH YOUNG VOICES COMEDY ENTERTAINMENT STYLE WHAT'S WORKING BLOGS

Take Off • Labour • Sam Allardyce • Waugh Zone • #Loud&Proud • Media • Women • Impact • Entrepreneurs • Business • #BackOnTrack • Makers • Halloween

FIGHTING THE ENEMY WITHIN

Surviving The Anders Breivik Massacre Led This Man To Change His View On Extremism



'We Have To Recognise Terrorists Come From Our Own Neighbourhoods'

Anders Breivik

PROMOTED BY SAINSBURY'S

Farage Thinks Trump's Comments On Groping Women Are 'Alpha Male Boasting'

PROMOTED BY ACTIVIA

Entrepreneur TOP 50 HOW TO MAGAZINE FRANCHISE EVENTS

GROW WITH ENTREPRENEUR LEARN MORE



INFOGRAPHICS

12 Reasons You Should Let Your Employees Play Games (Infographic)

ROSE LEADEM © 1 MIN READ

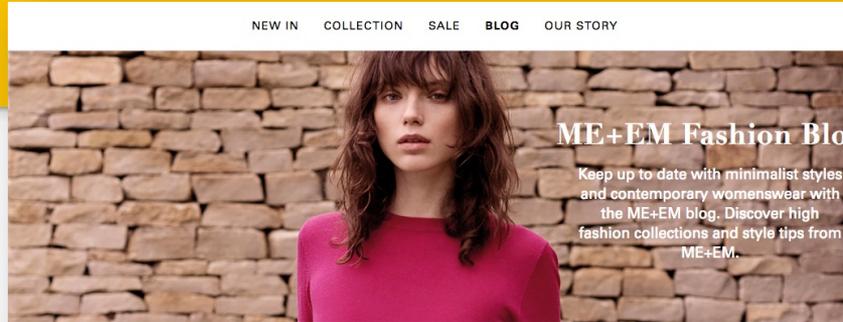
TRENDING NOW

- The 8 Morning Secrets of Successful People (Infographic)
- 7 Signs It's Time to Transition From Employee to Entrepreneur
- 10 Cannabis Startups You Need to Watch
- 18 Tools That Saved Time and Grew My Business
- 6 Secrets Smart Leaders Employ to Achieve Work-Life Balance

LATEST

INFOGRAPHICS

Business blogs on your website



THE EDIT

The Style Clinic

Clare Hornby introduces the collection



THE EDIT

Behind The Scenes

The April Collection



PEOPLE

As Seen On

How to rock a cardigan like an influencer



PEOPLE



PEOPLE



PRESS

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Reply-To: Sarah from Ping-Go



Hey JackieHarris,

Welcome you lovely, lovely Sumo-ling you. So happy to have you onboard.

*OK, but what actually
is it?*



A blog in a nutshell...

- A piece of content
 - Article
 - Video
 - Picture story
 - Audio (podcast)
- But normally we think of it as an article
- It's good for SEO because it provides fresh content to your website
- You own the content
- You can recycle it multiple times
- It builds personality for the business
- Allows you to respond to your customers quickly
- Sends traffic to your website

What can you do with a blog?



An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blue, purple, and orange. The city is densely packed with skyscrapers, many of which have their lights on. The Empire State Building is prominent in the center, with its top lit up. The text "Up next: How to write a blog" is overlaid in a large, white, sans-serif font on the left side of the image.

Up next: How to
write a blog