

Blog Marketing Secrets That Work

By Mark Badran | Juice Marketing, LLC



MARK BADRAN – Juice Marketing, LLC

- Sage Preferred Vendor – Marketing Services
 - 12 Years in Sage Channel
 - Worked for Sage and 2 Channel Partners
 - Founded Juice Marketing 2004
- Presentation available on Sage Summit Virtual Totebag
- Follow on Twitter: [@JuiceMarketing](https://twitter.com/JuiceMarketing)
 - Official Sage Summit Hashtag: #SageSummit

What's the Big Deal With Blogging Anyway?

- SEO – Google Loves Fresh Content
- Express Unique Voice and Company Personality
- Key Source of Influence in the Buying Process
- Puts Marketing In Control of Web Content (No “Techie” Required)



[3 Reasons Blogging is Good for Business](#)

COMPANIES THAT BLOG

- 55% More Website Traffic
- 97% More Inbound Links
- 434% More Indexed Web Pages

All Good for SEO!

Source: 2009 Hubspot Study

GENERATING IDEAS & CONTENT

- Keep an “Ideas” File
- Repurpose Existing Content
- Post Top Prospect Inquiries (FAQs)
- Get Others Involved
 - Consultants and Referral Partners (Contest?)
- Mix It Up (Video, Images, Audio)
- Outsource



Source: www.gbposters.com

A WORLD OF POSSIBILITIES

How-To / Tutorials	Industry News	Top “X” Lists
Case Studies	Resources / Links	Problem-Solution
Product Comparisons	New Research / Data	FAQs
Customer Interview	Checklists	Product Tips & Tricks
Support Updates	Webcasts / Training	Release Guides
Just for Fun (Comics)	Downloadable Tools	Promos / Contests



[50+ Types of Blog Posts That Are Proven to Work](#)

REPURPOSE LIKE CRAZY!

- Break White Papers Up Into Blog Series
- Transcribe Videos Into Written Articles
- Check Old Newsletters or PDF Articles On Your Network
- Re-post Customer Success Stories
- Blog About Popular LinkedIn Group Discussions



[37 Ways to Repurpose a Single Blog Post](#)

NEWSJACKING

- Interject Your Ideas Into Breaking News or Popular Trends
- Get in on the Action & Capitalize on the Buzz
- Generates Traffic, Links, and Social Shares
- Popularized by David Meerman Scott



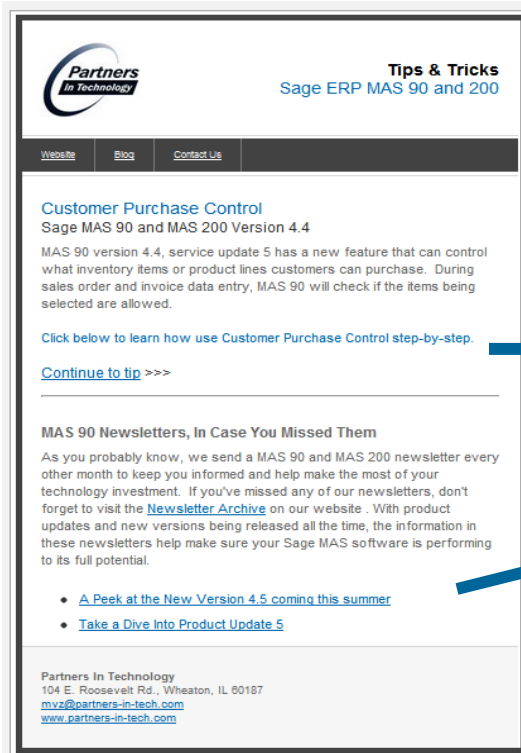
DRIVING TRAFFIC TO YOUR BLOG

- Optimize for Search
- Share on Social Media
- Blog Posts in Newsletter
- Link to Blog in Email Signature
- Reference Posts in Sales Calls, Email, & LinkedIn
- Enable RSS Feeds and Email Subscriptions



[21 Tactics to Increase Blog Traffic](#)

BLOG IN NEWSLETTER



KILLER HEADLINES

- Most Important Aspect of Your Blog Entry
- Determines Whether Post Will Be Read & Shared
- Include Your Primary Keyword Phrase
 - Most Visible to Search Engines
- Headlines That Work
 - How To ... | X Things That ... | Ask a Question



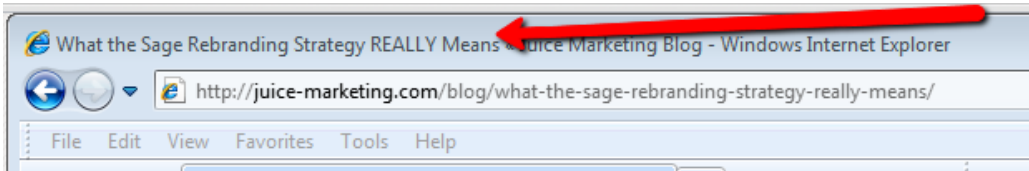
[How to Write Magnetic Headlines](#)

KEYWORDS IN THE HEADLINE / TITLE

What the Sage Rebranding Strategy REALLY Means 

There's been plenty of buzz in the channel following a few announcements that Sage Execs made at Sage Summit earlier this month. In particular, the **announced rebranding effort** aimed at creating better recognition of the "Sage" corporate brand at the expense of some very popular and long-standing individual product names (MAS 90, Timberline, Peachtree) has ruffled some feathers.

Title On The Blog



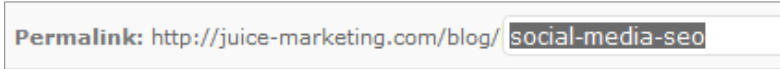
Title On the Web

[What the Sage Rebranding Strategy REALLY Means - Juice Marketing](http://juice-marketing.com/.../what-the-sage-rebranding-strategy-really-me...) 

juice-marketing.com/.../what-the-sage-rebranding-strategy-really-me...
Jul 26, 2011 – There are plenty of articles that have been published on the subject of the **Sage rebranding** since the announcement at Summit. Here are a few ...

Title in Google Results

OPTIMIZING FOR SEARCH

- Primary Keywords in Title / Headline
- Keywords in Body Text and Subheadings
- Customize the Permalink 
- Assign Keyword Tags and Categories
- Generate Links (Social Media, Other Pages & Websites)



[SEO Tips Every Blogger Needs to Know](#)

BLOGGING TIPS

- Include Calls to Action
- Link to Related Blog Posts
- Link to Product / Service Pages
- Put Some “Human” In It (Personality)
- Encourage Comments and Feedback
- Put the Blog On **YOUR** Domain!

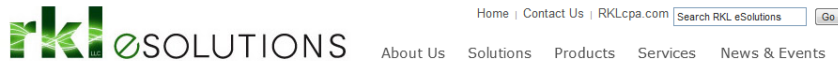


INTERNAL LINKING

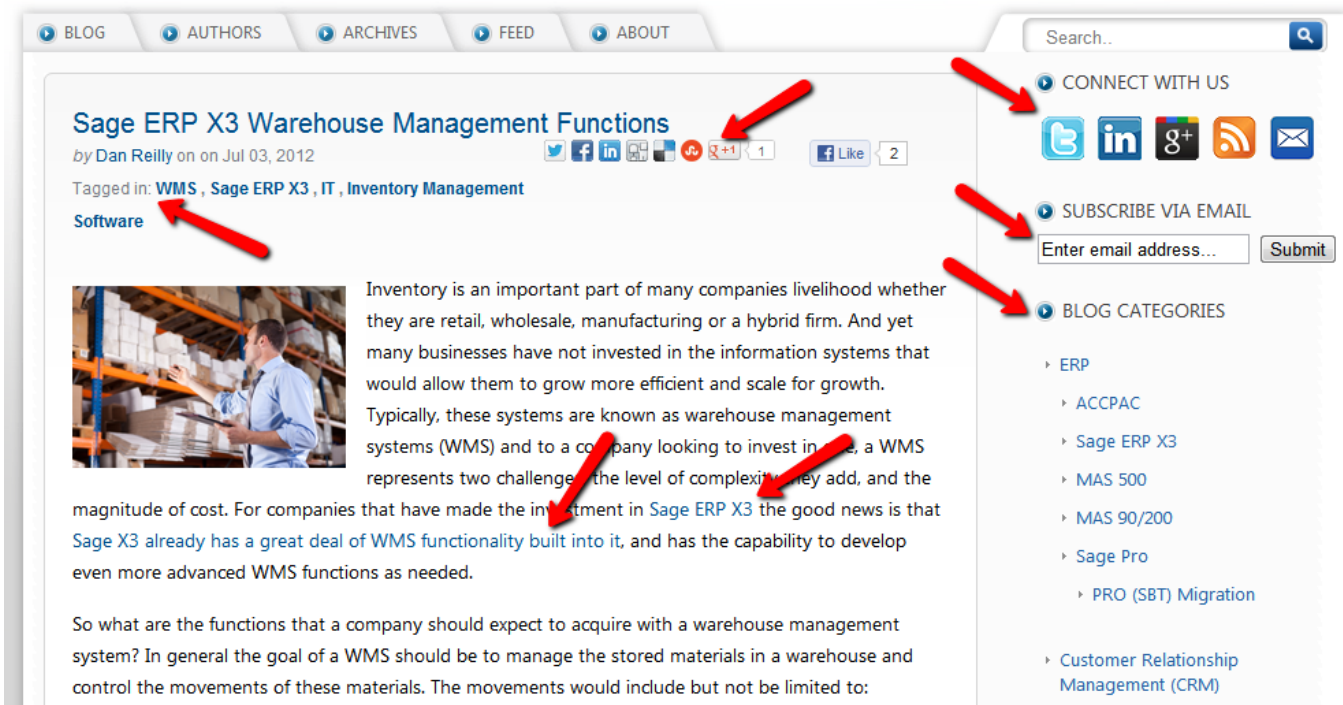
Going Global with Sage ERP X3

Improvements in technology and communications have made it easier to sell – and source – your products all over the world. While there's plenty of opportunity to expand your business into new markets, you might be asking yourself “do I have the proper systems in place to support such international ambitions?” With Sage ERP X3, the answer is yes and here's why.

“Sage ERP X3” on the blog
Hyperlinks to ...



Sage ERP X3 Product
Page on the Website



Sage ERP X3 Warehouse Management Functions
by Dan Reilly on Jul 03, 2012
Tagged in: [WMS](#), [Sage ERP X3](#), [IT](#), [Inventory Management](#)
[Software](#)

Inventory is an important part of many companies livelihood whether they are retail, wholesale, manufacturing or a hybrid firm. And yet many businesses have not invested in the information systems that would allow them to grow more efficient and scale for growth. Typically, these systems are known as warehouse management systems (WMS) and to a company looking to invest in one, a WMS represents two challenges: the level of complexity they add, and the magnitude of cost. For companies that have made the investment in Sage ERP X3 the good news is that Sage X3 already has a great deal of WMS functionality built into it, and has the capability to develop even more advanced WMS functions as needed.

So what are the functions that a company should expect to acquire with a warehouse management system? In general the goal of a WMS should be to manage the stored materials in a warehouse and control the movements of these materials. The movements would include but not be limited to:

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BLOG CATEGORIES
ERP
ACCPAC
Sage ERP X3
MAS 500
MAS 90/200
Sage Pro
PRO (SBT) Migration
Customer Relationship Management (CRM)



866.436.3530

Customer Login

Online Support

- Home
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4 Reasons to go paperless with Sage Payroll PayCard

Posted on Wed, May 30, 2012

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 Comments

Offer your employees a cost-effective and secure way to receive their paycheck by providing the new Payroll PayCard. It works exactly like a Debit Card. It is accepted worldwide and will enhance your employees' purchasing power. Most importantly, it is safe, secure and saves you and your employees' time and money!



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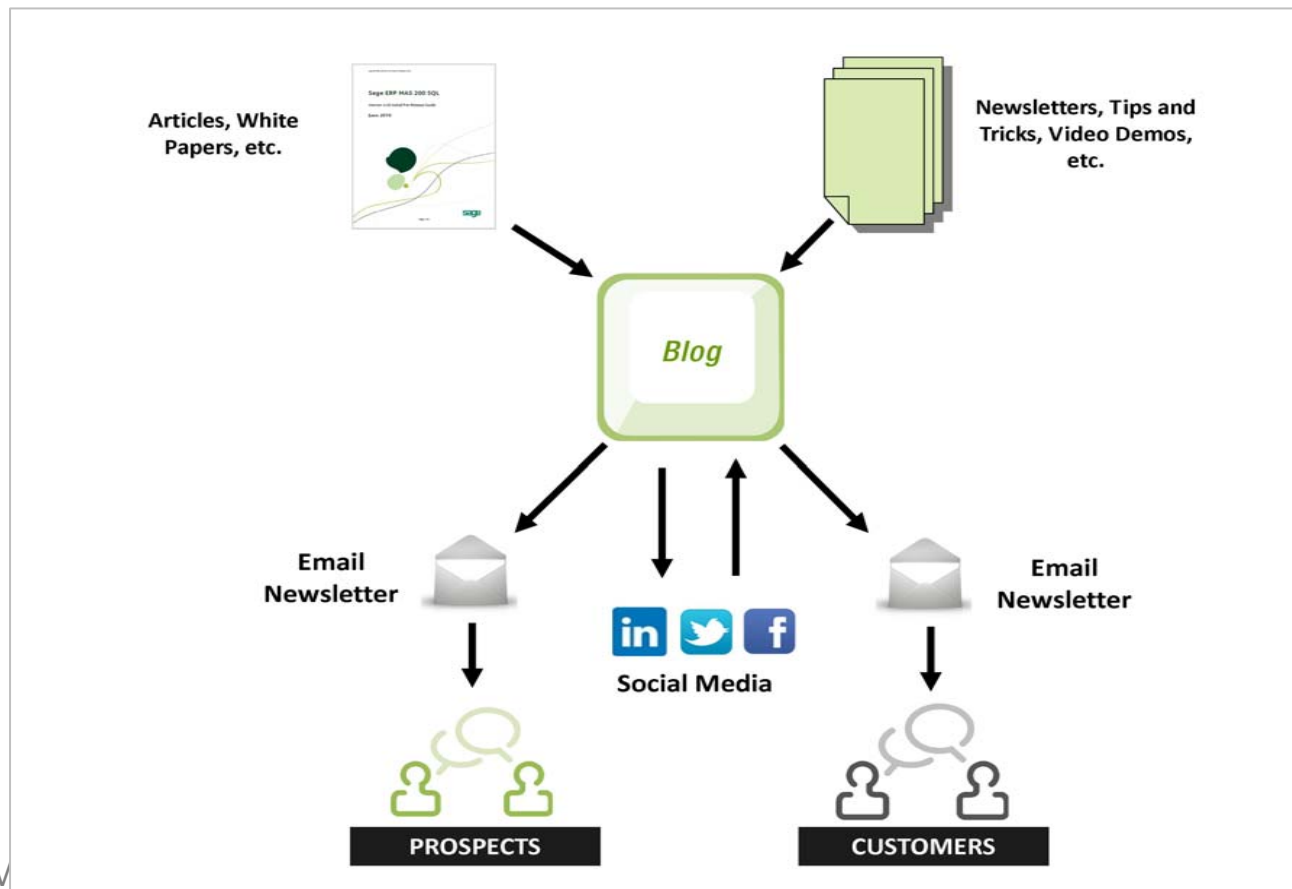
- Accounts Payable (6)
- accounts receivable (9)
- Accpac (9)
- Accpac User Group (2)
- Announcements (18)

6. Verify employee has received card (within 5-7 business days)
7. Enter DDA and Routing/Transit numbers into your payroll system just like you would for direct deposit to initiate payment to cards
8. Employees' pay distributed to Sage Payroll PayCard.

Learn more about this new benefit today!

Register for a Webinar

BLOG AS A HUB



REL=AUTHOR CODE

[5 MORE Things Sage Partners Should Do on Twitter - Juice Marketing](#)
juice-marketing.com/.../5-more-things-sage-partners-twitter/



by Mark Badran - in 103 Google+ circles - More by Mark Badran
6 days ago – We got a pretty good response to a post on the Juice Marketing blog last month called 5 Things Sage Partners Should Do On Twitter Right Now ...

- Makes Your Content Stand Out in Search
- Links to Other Articles You've Written
- Higher Click Through Rates?

BLOGGING MISTAKES TO AVOID

- Too Much Product-Oriented & Stiff Corporate Posts
- Blog Goes Dormant for Months
- Headlines Are Boring and Lack Keywords
- No Content Variety (No Images, No Fun)
- Crappy Design & No Company Branding
- No Calls To Action or Engagement
- No Social Sharing

KEY TAKEAWAYS

- Great for SEO
 - Optimize for search and post consistently
- Titles Matter
- Repurpose and Use Variety of Content
- Make it Fun (Tone and Personality)
- Share on Social Media
- Use Blog as a Hub

YOUR QUESTIONS?



Your Feedback is Important to Us!

- Stop by a Sage Summit Survey kiosk or complete the survey on your mobile phone, laptop, or tablet through the Sage Summit mobile app.
 - Download the app from the App Store by searching “Sage Summit”
 - Laptop users may use this link www.sagesummit.com/webmobile
- Remember each completed survey is another entry for one of several daily prize drawings, including an Apple iPad!
- Your feedback helps us improve future sessions and presentation techniques.
- Session code: **P-0155**





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Thank you for your participation.

