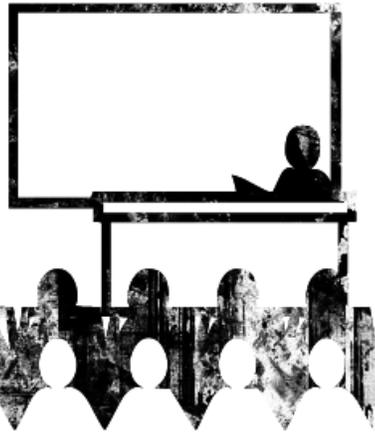


The Ultimate Marketing Guide for Bloggers



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What is Marketing?

Many people confuse Marketing with Advertising.

Advertising is the presentation of information to a potential customer in order to persuade the customer to purchase the product or service being advertised and is only one component of Marketing.

Marketing however covers a vast array of processes that ultimately lead to connect sellers and buyers to allow for an exchange of products or services for an agreed-upon payment or trade.

It includes but is not limited to decisions or processes such as pricing, sales, promotions, packaging design, shipping options, customer service, public relations.



What is Marketing Research?

Fundamentally, **Marketing Research** is collection and analysis of data related to Marketing.

Since you, as a website or blog owner (or someone who is planning to have one of these soon), should be involved in Marketing to create traffic to your web space, conducting Marketing Research is an important step for you to take.

It will help you better understand your target audience and write to your readers more efficiently, leaving out what they may not be interested in and focusing on what will be read by the most readers. Finally, if you experience writer's block, it can be a great technique to come up with new ideas and great topics to write about.

What you will Learn



What exactly is Marketing



What is Marketing Research



How can it benefit me as a Blogger



How can I use it as a Blogger



Where to find more helpful tools and resources

Marketing Research is collection and analysis of data related to Marketing.



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7 Steps of Marketing Research

- 1) Identify and formulate the problem or opportunity
- 2) Plan the research design and gather primary data
- 3) Specify the sampling procedures
- 4) Collect the data
- 5) Analyze the data
- 6) Prepare and present the report
- 7) Follow up

(Source: MKTG by Lamb/Hair/McDaniel 4e page 136)

Although the internet has not changed the basic steps that marketing research follows, it has changed how some of these processes are



Survey Research

Survey research, the most popular technique to collect data, can now be conducted by online survey data collection. Because 70% of Americans have access to the online surveys are rated to have the greatest potential for growth.

Advantages of online surveys:

- Surveys can be taken by many of people at the same time and the results are immediately available to researchers upon completion of each survey
- Costs of online surveys are lower than traditional marketing research methods such as mail surveys
- Because it is a quick and easy process to set up a questionnaire, surveys can include more personalized questions
- Surveys can be quickly completed by survey takers
- Hard-to-reach individuals and groups are more likely to respond to online surveys

It has also become easier to collect secondary data in a quick and efficient manner rather than having to contact agencies and trade associations, which takes time and is requires more work.

Survey research is the most popular technique to collect data.



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Why do we care as Bloggers?

This is of particular interest to bloggers, because you can easily integrate a survey into your website or blog, whether in form of a poll or an open ended question. In addition, you have many placement options, each of which will produce varying results. One option could be to include the survey in the sidebar above the fold.

Or you could plug it into your site to pop-up and ask the reader to participate in a poll or a short survey.

One effective option to include a survey on your website is to place it in your sidebar above the fold.



Implementation of Marketing Research by a Blogger

1. Identify and formulate the problem or opportunity:
The problem may be that you are not getting as much traffic as you would like to
2. Plan the research design and gather primary data
3. Specify the sampling procedures: Since the issue itself is that you are not getting enough traffic, you should not conduct the data collection on your blog. Find a site or group that involves your targeting audience (such as a specific LinkedIn Group that you would like to be targeting with your content), and pick it as your sampling space. Decide how you want to collect the data.

1. Identify and formulate the problem or opportunity
2. Plan the research design and gather primary data
3. Specify the sampling procedures



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4. Collect the data: You could, for example, start a new topic in a LinkedIn Group and encourage group members to evaluate your current blog and provide you with suggestions. Ask your target audience what they are most interested in reading.
5. Analyze the data: Once you have gathered a lot of responses, analyze the data. See where the discrepancy lies, between what you currently offer in your web space and what your target audience wishes to read or be provided with.
6. Prepare and present the report: Recreate the data you collected visually to completely make sense of it or consider presenting it to someone else and getting a second unbiased opinion on what you should change.
7. Follow up: Implement the changes and recollect data after a certain time period to reevaluate – this time it may be sufficient to monitor your traffic increase/decrease.

4. Collect the data
5. Analyze the data
6. Prepare and present the report
7. Follow up



More helpful tools and resources

To design a blog and continuously create new content to keep your readers interested and engaged, can certainly be a challenge.

Visit www.nicoleelmore.com for an extensive list of valuable tools (some of them free) that will help you make your blog more visually appealing, more engaging, and more memorable.

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resources

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Platinum Entrepreneur Membership

Join today and learn through challenges and tests as well as lots of valuable material how to grow your business, generate more revenue, capture more leads, and maximize your return on investment.



[Learn More](#)

Ultimate Entrepreneur Bootcamp

This bootcamp offers guidance and mentorship from just starting out and deciding on what business to build through pre start-up planning, the start-up itself, raising capital, managing, marketing, and growing your business into a profitable and sustainable source of income. Lots of great bonuses in form of tests, templates, and free business forms to help you succeed

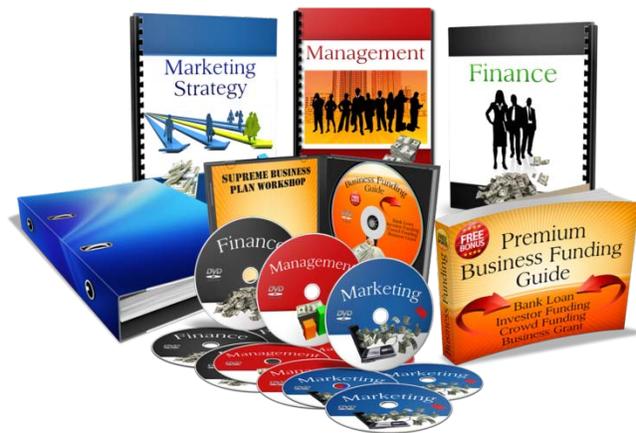


[Learn More](#)

Supreme Business Plan Workshop

A business plan is the fundamental strategy behind any business formation and execution and it can often mean the difference between success and failure as well as the presentation of the business to a potential investor.

Join this Workshop to learn in depth what should be covered in your Business Plan, how to obtain start-up funding, and ultimately how to form a business strategy that will ensure long-term growth and sustainability.



[Learn More](#)

