

HOW TO START A SUCCESSFUL

That Will
Crush Your

Blog

MARKETING GOALS

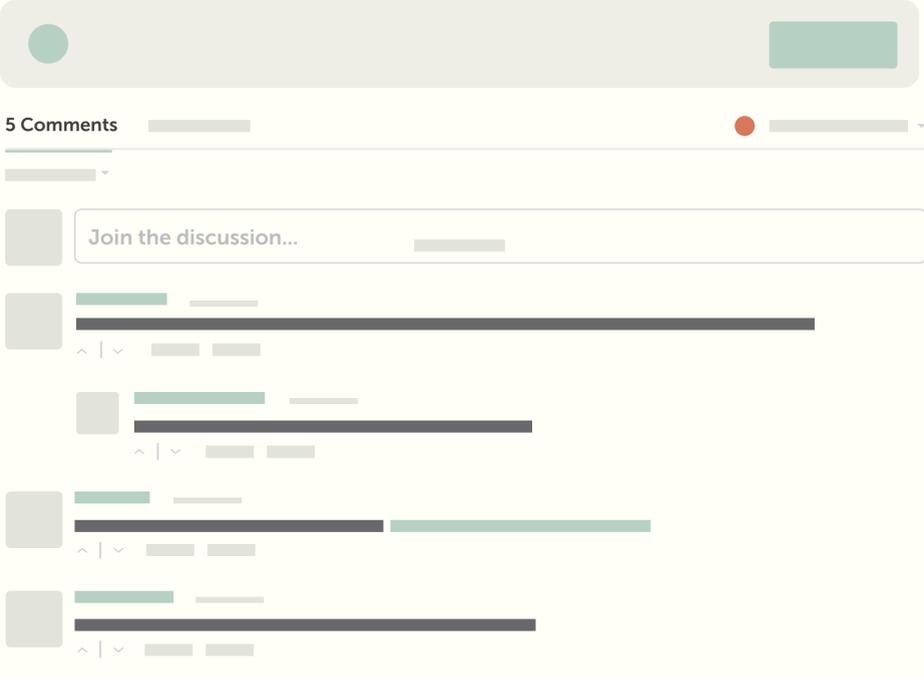
So, you're sold on blogging. It's definitely a valuable way for you to communicate with your audience. But... who is that, exactly?

This is exactly how to find and build your audience when you start your blog.

Step 1: Define The Problem You're Solving



Step 2: Listen To What Your Audience Is Saying



Step 3: Identify Your Distribution Channels



Blogs

Blogs are not only a great channel to reach your audience, they're also helpful to see what your readers are saying in comments. You can learn a lot from suggestions and if they just liked certain posts in general.



Forums

There's really no better content to watch than what your audience is producing themselves. Look for common questions and challenges your audience is helping their peers overcome.



Social Channels

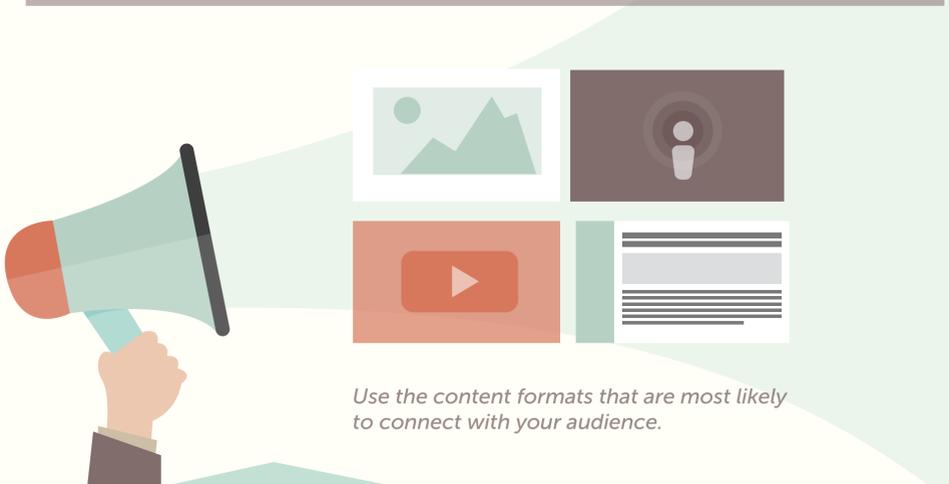
Social media is great for reaching out to your audience and making connections. But you can also listen to what they're saying to each other to learn about topics they're already interested in.



Email

Email marketing delivers incredible ROI. Include your blog posts in your email newsletters for expanded reach. Monitoring replies from your audience is also a great way to gather direct feedback.

Step 4: Define Your Unique Voice



Use the content formats that are most likely to connect with your audience.

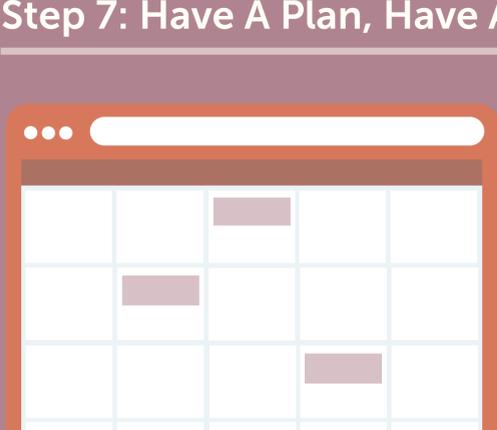
Step 5: Scout for Community Members



Step 6: Build Relationships With The Pros



Step 7: Have A Plan, Have A Schedule



And why not make that plan in a content marketing editorial calendar?

CoSchedule itself is the social media and blog calendar you can use to plan your blog and reach that audience you're targeting. All in one easy-to-use tool that connects to your WordPress.

Start your blog with CoSchedule, the ultimate social media and content marketing editorial calendar solution.