

INTEGRATED STRATEGY
**BLOG + SOCIAL MEDIA
BUSINESS PLAN**



Blogging Bistro

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CREATE AN INTEGRATED STRATEGY

“I want to start a blog, but I’m not sure what to write about.”

It’s the #1 most-asked question I get from clients and friends. I’m a big believer in creating an integrated social media strategy, so that what you blog about complements your social updates.

Whether you’re a business blogger or you’re blogging to build your expertise on a particular topic, you need a blogging business plan.

Your plan doesn’t necessarily have to be written out, but at the very least, you need to carefully think it through.

I’ve adapted elements typically included in a business plan and created a checklist you can use to create your own social media strategy.

Let’s get started!

Title

- Are the titles of your blog, podcast, Facebook Page, Twitter, Pinterest, Instagram, LinkedIn, and YouTube accounts identical or closely related? (They should be.)
 - Decide whether you want to brand yourself with your own name, with a pseudonym, or with your business name.
 - Choose one—I recommend choosing the name that's easiest for people to spell and remember—and stick with it across the board.

TAKE ACTION

List possible names for your accounts and google each of them. What do you find? If you find your competition... or some sleazy site you don't want to be associated with, go back to the drawing board and brainstorm more names.

Objectives

- Use bullet points to list your blog's short-term and long-term goals.

TAKE ACTION

Where do you want your blog to be in 3 months?

- *6 months?*
- *1 year?*
- *5 years?*

Promise Statement

- One sentence that defines your core purpose—the promise you make to your readers. Your statement should explain:
 - Who you are
 - What you do
 - How you serve your ideal target audience

TAKE ACTION

Write your promise statement and ask five friends to evaluate it. Then ask five people who don't know you to critique it.

Audience

- Who is your specific niche audience/customer?
 - Age
 - Gender
 - Income
 - Race
 - Geographic area
 - Education level
 - Occupation
 - Shopping preferences
 - Particular wants or needs (you can state this as, “I’m blogging for gardeners who want to grow drought-resistant plants” or “I want to support single moms who’ve recently gone through a divorce.”)
- Why does your audience “buy” what you sell? (This applies, whether you’re “selling” an idea, a concept, a service, or a product.)
- Where does your target audience hang out online?

TAKE ACTION

Find a picture of your target client/reader in a magazine or online. Tape it next to your work station.

NEED HELP CLARIFYING YOUR TARGET READER?

Check out my audio training and workbook,

[“Find Your Ideal Target Audience.”](#)

The training includes two components:

- **48-minute training and discovery activity**
- **Workbook (references the questions I ask during the audio training, provides practical action steps, shows sample profile, and suggests ways we can continue working together)**

Keys to Success

- What will you offer that will positively transform people’s lives?
- What will you do differently than every other blogger/social media marketer on the face of the planet?

Every aspect of your social networking must cater to your specific audience.

Your Current Activity

- Analyze how you're already spending your time online.
 - What sites do you visit regularly?
 - Do these sites help you build your online profile?
 - If not, what sites should you be visiting instead?

TAKE ACTION

Get an accurate indication how you're using your time online. Use a stopwatch app to track your start and stop times for checking social media accounts, surfing the web, etc.

Risks

- What risks do you face when diving into social media?
 - Financial risks?
 - Emotional risks?
 - Time risks?

TAKE ACTION

Define those risks as specifically as possible, and carefully evaluate whether your venture into social media is worth the risk. You may discover you've bitten off more than you can chew.

Ownership

- Do you own your blog and social media accounts? Or does your company?
- Is it an individual effort, or will a group of people contribute?
- Will you write the content yourself, or will you outsource content creation to a ghost writer?

Start-Up Assets Needed

- Will you use a free blog hosting service, or will you create a self-hosted WordPress.org site (if so, you will need to purchase a domain name and pay a monthly hosting fee for your site).
- If you hire someone to design, develop, write, and/or manage your sites, what's your monthly budget?
- How about time? That's an asset many people forget. Managing your social media presence takes time. How much time per day/week do you have to devote to doing it right?

TAKE ACTION

Create a monthly social media budget.

Include "time" in your budget.

Detailed Product/Service Descriptions

- Explain, in detail, what you'll offer to those who visit your sites. Some ideas:
 - Information
 - Entertainment
 - Controversy
 - Selling a service or product
 - Making a name for yourself as an expert in a particular field

TAKE ACTION

List categories for your blog posts, and list at least 50 starter topics you want to write about.

Outline specific promotions you'll run to entice people to buy your products or services.

Competitive Comparison

- *Google* key words you intend to blog about (words and phrases you'd *google* to find your own site) and to visit your competitors' sites.
 - Who are your competitors?
 - Is there potential for growth within your market? If so, how much?

TAKE ACTION

What will you offer – and HOW will you offer it – to set you apart from the competition?

Profit-Boosting Activities

- In addition to the products or services you plan to offer online, what else can you offer to boost your profits?
- Can you upsell related products or services?

TAKE ACTION

List five ways you can make money via your social media presence.

Future Products/Services

While your social media will evolve naturally and new ideas will pop up all the time, it's helpful to brainstorm a systematic, long-range plan for unveiling new services or products.

- What new or specific types of products or services will you launch in the future?

Strategic Alliances

- How will you benefit from developing alliances with other experts/companies in your industry in order to achieve your goals?

In my business, for example, I actively develop relationships with graphic designers, SEO experts, programmers, content writers and editors, and others who have different skill sets than me.

When a client asks if I can not only write their content, but design and implement custom WordPress website that's optimized for mobile devices and search engines, I can say, "Yes."

I create a virtual team of experts – based on my strategic alliances – who provide exactly what my client requests.

TAKE ACTION

List categories of industry experts with whom it would be logical for you to develop strategic partnerships.

Do you know any of these experts personally?

If not, begin following their blog and social media channels (in a non-stalking way) and introduce yourself!

I THINK YOU'LL LIKE THIS FREEBIE, TOO:

ESSENTIAL RESOURCES

FOR RUNNING A WRITING BUSINESS



Blogging Bistro

with LAURA CHRISTIANSON

This free quickstart guide includes more than 30 fantastic tools that I use regularly.

[Click here to request your guide](#)

Blogging Bistro

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I'M HERE TO HELP YOU...

- Plan short- and long-term business goals.
- Integrate your blog, podcast, email, and social media.
- Publish compelling content.

Contact me and we'll chat!
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