



briar
copywriting

A copywriting
guide:

How to run a
successful
corporate blog

How to run a successful corporate blog.

Blogging is great.

It adds fresh content to your website, which Google loves.

It provides endless link opportunities to help your search engine optimisation strategy.

It gives your customers great information.

But running a corporate blog can be a complete nightmare, mainly because it involves multiple contributors.

On the face of it that sounds great because it means the workload is shared, but it's a real headache to coordinate.

But that's not the biggest problem.

That is continuity.

Speaking with one voice.

Your company has a **brand voice**.

The problem with multiple contributors is that you'll get a vast array of writing styles that will create a cacophony of noise that will put readers off.

Some contributors will be naturally gifted writers, others won't.

Some will write in an engaging, simple way that your readers will love. Whereas others will write in convoluted "management speak" that is so complex it is meaningless.

How do you get round this problem?

You could issue guidelines, but they'll probably be ignored. Plus, they could also put people off if they think there are rules to be followed.

So, how about using a **Gate Keeper**?

Streamlining your blogging process.

Gate Keeper

You might think the answer is to get one person to do all the writing, but that's just not practical considering the number of subject areas your blog will need to cover.

The best way to solve the problem is to use a Gate Keeper.

Your subject matter experts can continue to contribute to your blog, but they pass their articles to the Gate Keeper.

Their job is to:

- Copyedit each article to bring it in line with your brand voice
- Make them more readable where necessary (e.g. by improving the layout, adding sub headings and simplifying language)
- Source relevant images to accompany the articles
- Add elements of search engine optimisation to enhance visibility of the article



A successful corporate blog.

The result?

You'll have a vibrant blog that engages the reader with a stream of relevant, well-written content.

That means:

- ✓ Happy readers
- ✓ Happy Google
- ✓ More traffic to your website

Your Gate Keeper can be a member of staff, or you could outsource.

Why outsource?

One of the main benefits of outsourcing is that it not only frees up your staff so they can work on your core business, it also means you can tap into a wealth of knowledge about marketing and content production.

Including re-purposing content to get the most value from it.

Get in touch....

I hope you found this short guide useful.

I'm constantly writing new guides, so come back again to see what's new.

If there's something you'd like to learn about that I haven't covered yet, drop me a line and let me know.

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