

## 5 Tips to Write an Effective Corporate Blog Post

In the modern world of business and customer engagement, it's nearly impossible for an organization to avoid writing blog posts. These days, almost every big-name company has ~~some kind of a~~ blog. Coca-Cola has one. Google has one. Even Walmart has one. These companies have found ways to write an entire blog revolving around ~~soda products or search engines or retail stores~~, so it's possible to have a corporate blog for any company. And since the big shots are writing these blogs, more and more companies are following suit and creating corporate blogs, ~~just~~ on a smaller scale. So ~~most likely any~~ writers—or even “non-writers”—at a company will ~~likely~~ be ~~tasked-required~~ to write a blog post at some point.

If you've been assigned to write a corporate blog post, you ~~might not know how to approach writing the blog~~ may have questions concerning ~~writing~~ it. Is ~~it writing a corporate blog post~~ different than writing for a personal blog? How do I come up with a topic that's not a sales pitch but still has something to do with my product? These are the types of questions many first-time blog writers might ask. Luckily, here are five strategies to get started on a blog post that will help you write a post that's meaningful to your audience ~~and that promotes your business~~:

### 1. Understand the Marketing Funnel

Before you start your blog post, you need to understand the theory behind what makes a corporate blog post effective and why so many companies have them: the ~~theory of the~~ marketing funnel. The basic structure of the marketing funnel is broken into three stages: awareness, consideration, and conversion.

During the awareness stage, your potential customers have ~~some kind of a~~ problem, and they're looking for an answer. They don't have any specific company or product they're looking for, merely a solution to their problems. This stage is where the corporate blog post fits in. An effective blog post will answer a question, provide a solution to a problem, or show readers how to approach a challenge. ~~That is all a blog post should do~~.

**Commented [AF1]:** Readers will probably know what these companies write about in their blogs since they're pretty well-known. Consider changing this to be more general such as “An entire blog revolving around things most people wouldn't think about for blogs,” or something along those lines.

**Commented [AF2]:** Tasked sounds clunky in this sentence. Change okay?

**Commented [AF3]:** Since we talk about writers and non-writers alike are getting these assignments, we should make sure this part is more inclusive of writers who are likely to have some idea of how to approach writing the blog but may have some questions on making it better.

**Commented [AF4]:** We should specify here that it's for a corporate blog since later in the sentence we ask if it's different than a personal blog.

**Commented [AF5]:** This makes it so our readers know they can write things that satisfy both requirements so they don't sacrifice promotion of the business for meaning to the audience and vice versa.

**Commented [AF6]:** Just saying “the marketing funnel” may confuse our readers on whether the marketing funnel is the theory or if it is what makes the corporate blog post effective. Change okay?

**Commented [AF7]:** In the next paragraph you say that a good blog post leads readers to a page describing prices or services, so it does do more than just provide an answer even if it's not much more. Deletion okay?

Your blog post should be designed to move potential customers through the funnel from the awareness stage to the consideration stage. The consideration stage is where the potential customers are now narrowing in on specific services or companies they want to work with. This stage is where they want to know how much something costs or who to call to schedule a demo. A good blog post will lead readers from the general answer to their question to a page describing prices or services. Those consideration pages will then take customers to the conversion stage.

So your corporate blog post should have two goals: to answer a question and to lead potential customers to a consideration page. Sometimes new writers will get caught up in trying to balance selling and telling about the product to the point the post does neither. But by understanding where your post will fit in a customer's journey, you can craft it more effectively.

## 2. Choose the Right Topic

Choosing the right topic might sound simple, but it's definitely something that's easier said than done. The right topic is a balancing act: you don't want it to be too blunt in promoting your product, but you also want it to be related and build reader trust in your services. So here are a couple of strategies to approach choosing your perfect topic:

- Brainstorm a list of questions your potential customers might have about your organization. Do they want to know what kind of services you have? How much everything costs? Why they should choose you over a competitor? Write down as many of these questions as you can think of.
- Don't write a blog post about any of those questions. Those questions aren't your topics for your blog posts; they're the topics for your consideration pages. But it's important to think of these questions because these questions are your goal. At the end of your blog post, readers should have one of these questions. And and your post should have a link or some other way to show them where to get that new question answered. You now have established the goal of your blog post.

**Commented [AF8]:** Your readers will be interested in learning about what the conversion stage is. Consider giving a brief explanation of the conversion stage so they can have a full understanding of the entire process rather than simply the two steps they will likely be most involved with.

**Commented [AF9]:** The bullet points here is fantastic and will help readers move through the paper more easily while still maintaining structure.

**Commented [AF10]:** This is a great first sentence for this paragraph and will catch readers attention and make them read more closely in this next section.

**Commented [AF11]:** We've started a sentence a couple sentences before with a conjunction, so making combining these two sentences provides sentence variety. Change okay?

**Commented [AF12]:** This sentence isn't necessary since we've addressed the same thing in the sentences just before this.

• Find the questions your potential customers are actually asking. Maybe you think you know what customers are looking for, but it's always good to check that what you're trying to answer is something people are looking for. To find the se questions, you might consider investing in keyword research tools like SpyFu or Ahrefs. These tools will allow you to see how often a question or term is searched and how competitive it is. If you use one of these tools, you can choose your topic right from the generated lists.

• If you're not able to invest in a tool, start searching your competitors' blogs or websites.

What types of questions are they answering? Is that something you could also answer but in a unique or better way? Chances are that if your highly successful competitor is writing on a topic, it's probably a good topic. You can take that topic and adjust it and improve upon it to create the better answer to a question.

• Connect the problem to the goal. Now that you have a potential question or problem and a goal, connect the two. What is the linking thread between the question and the goal?

Once you figure that out, you have a topic. That thread is going to be a topic that addresses a real reader problem and takes those readers to the next stage.

### 3. Do the Best Research

Once you have the topic, don't jump into writing immediately. Before you write, you're going to want to do some research and make a plan for the blog post. The best place to start is by doing an internet search for your keyword or topic. Look at all the articles that show up and see what is covered. Do they all cover a specific subtopic? Then make sure you include that topic in your post. Do none of them address a particular angle to the question? Write a section on that to draw readers to your post instead. Make a list of all the things each article has in common and what they're lacking to give yourself an informed outline for your blog post. While you're looking at these pages, see how long each blog post is. Try to get your post to be about the same length as the average for your the topic.

### 4. Craft the Piece Carefully

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**Commented [AF14]:** This paragraph does well in connecting all the bullet points together.

**Commented [AF15]:** Moving the number over to align with the paragraph makes the alignment look better, and it makes the numbered bullet points stand out from the others. Change okay? If so, do this with the rest of the numbers.

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Once you have a goal, the right topic, and the best research, you can actually write the blog post itself. While it may be tempting to write like you're on your own blog, you need to keep a couple of tips about corporate blogs in mind:

- Write for the company's audience. Those potential customers you were thinking of to pick your topic are who the blog post is for. Write it for them, not an imaginary general audience. Choose the best tone and voice for that audience. Craft your evidence or anecdotes to relate with your audience. Make your post resonate with the people you are trying to reach.
- Match the company's style. Does your company website use second person? If it does, go ahead and use it on the blog. If your company doesn't use it, try to avoid it. ~~Basically,~~ ~~Make~~ Make sure your post will fit with the rest of the company's online material in style, voice, tone, and usage. Find out if your company has a style guide and use it. By matching your post to the company style, you will help your readers smoothly transition through the marketing funnel because nothing will feel out of place or unusual when they begin looking at other parts of the company website.
- Keep the piece clearly organized. Use headers and transition sentences throughout to keep your blog post easy to follow. Don't use a few transition words and call that good. Make sure you're transitioning from topic to topic by using the previous information to lead into the new information. ~~Often bE~~ Blog posts can become unwieldy quickly, so it's important to keep everything as clearly organized as possible.

## 5. Polish Your Post

The last thing you want is for readers to leave your post because it's a mess. When you're drafting, focus on writing. But once you've written your drafts, it's time to revise and polish to make your blog post the best it can be. Here are a couple of tips to polish your post to its best possible version:

- Read your writing out loud. It can be awkward or embarrassing to read your writing out loud, but doing so will help you catch all the little typos. Reading out loud can also help you hear where the wording might be awkward or confusing, so you can adjust those to help your readers understand what you truly mean.
- Find a second pair of eyes. All writers struggle to find all the gaps and inconsistencies in their own writing. So reach out to a ~~volunteer~~ reader of some kind. Find a coworker, a member of your target audience, or a writing expert and have them read through your post. Pay close attention to any spots where they get lost or have trouble understanding your meaning. While you may want to justify to your second pair of eyes why you wrote something a certain way, it's better to remember that your readers will also probably get lost in that same spot. You know the justification, but your readers don't. So try ~~and to~~ adjust any part your test readers find confusing.
- Check your grammar. Build trust between your company and its potential customers by checking the grammar of your post. Generally, readers will view your company as more official and trustworthy when you use refined and educated grammar and language. Try using an online tool, checking your style guide or the *Chicago Manual of Style*, or finding a grammar expert to look your post ~~over~~.

**Commented [AF16]:** If the audience is people you want to edit for, it's best to not give them expectations that they can get this for free if it's a service you provide. Deletion okay?

### The Bottom Line

Writing a corporate blog post looks challenging, but if you approach it the right way, you can effectively create a piece that achieves your ~~goals~~. Start by understanding your goals, choosing the right topic, and doing your research to make sure you're approaching your post the best way possible. Then craft your piece carefully and finish by polishing ~~with a test reader~~. Following these strategies will help you create effective corporate blog posts. And once you write a few posts, it'll only get easier. ~~You'll get it down~~.

**Commented [AF17]:** In the first section, we use multiple paragraphs, but all the other sections use bullet points when it gets to be more than one paragraph. For consistency, consider just having multiple paragraphs to make sure readers aren't confused where each point ends or make all the sections have bullet points for sections that have more than one paragraph.

**Commented [AF18]:** This essay does a fantastic job at making each of the steps seem simple enough, and it encourages readers in their endeavors rather than deterring them.

**Commented [AF19]:** Having a test reader wasn't the only part of this step addressed above, so we shouldn't condense it to just the one part here either.

**Commented [AF20]:** This seems unnecessary and is more informal than much of the paper. Deletion okay?