Blogging your way to business success
Ivana Ćirković
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Why blog?

- The difference between personal and corporate blog
- Who are we writing for?
- Blog post types

Good corporate blogs are those which provide value, content that informs and solves problems, encourages interaction and promotes (carefully) at the same time.

Do you have a specific product or service?
Explain how it works, how it will be used, what it helps me, why I need it and what I get from it, "sell it to me" through the story.
Blog post types

10 interesting 404 error pages examples to spark your creativity

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We’ve all been there, having the trouble of showing up 404 error pages which, we admit, can be overwhelming and upsetting for the visitors, but if done properly, can ease the pain and even help.

How, you might ask?

By being creative and setting up different kind of 404 error pages – if you’re not sure how – here are several examples that can help spark your creativity.

01. The Useless Web Index

We dare you to tell us if you saw sweeter error page than this one! Cute as a button meerkats looking around, searching for who knows what, looking all confused and stressed out – so that your visitors wouldn’t be, right?

The worlds largest index of useless websites

we are looking for your page...but we can't find it
The purpose of a blog

- Added value
- Visibility
- Differentiation
- Content Marketing service

*Seth Godin:
“Content Marketing is the Only Marketing Left”*
How to write a blog?

• Unlike the site itself and the PR releases that you might send to the media, the tone you use in a corporate blog does not necessarily have to be rigorous and corporative. Why?
The anatomy of the perfect blog post

Title

Meta Description

Content

CTA/Summary

SEO

@i_cirkovic
Your work doesn’t stop there..
Why blog?

Top Content

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Do’s and Don't

The most common mistakes that occur in the business blog sphere:

• Expecting the success overnight
• Over-promotional posts
• Irregular posts
• No focus
• Too much SEO driven
• Incorrect photos
• Ignoring social networking
• Ignoring Google Analytics
Useful links:

- https://www.copyblogger.com/
- http://www.socialmediaexaminer.com/
- https://blog.hubspot.com/
- https://blog.bufferapp.com/
- http://ivanacirkovic.com
KickStart.rs
Your digital support

Email: kontakt@kickstart.rs
Mobile: +381 64 4385185
Twitter: @i_cirkovic