

How to Write Marketing Blogs Your Clients Will Actually Read

Do you feel like you write the same old marketing blogs that no one ever reads? Are you writing good content, but your clients are never impressed? If so, it might be time to rethink your approach.

In this post, we provide some tips on how to write informative and engaging marketing blogs. So read on, and start creating content your clients will want to read.

Chose Interesting Topics

One of the most effective ways of creating an engaging blog is to write about topics your clients want to read. The more interesting you make your content, the more readers you'll get.

People are likely overwhelmed with the amount of content available to them today. So in order to get noticed, you have to write unique topics.

Looking at your competitors' content is a good place to start. You can see what's already out there, then go beyond it by offering new or different information.

If all of your marketing blog posts are about [marketing tools](#) and how to use them, no one will want to read them. However, if you combine the same marketing tools and how to use them in new and creative ways, readers may start flocking to your blog.

Hook Your Readers in the Beginning

The opening of your marketing blog post is where you will hook readers and entice them to keep reading.

One way to make sure readers keep reading is to use a compelling introduction. Make sure it's enticing. You do this by asking a question, mentioning something unusual, or sharing a fact.

If you're writing a blog about the ways Twitter has evolved over the past few years, for example, the introduction might say something like:

"Twitter used to be only 140 characters of text - but now it's grown into so much more."

Your reader is immediately drawn in by your opening statement. You can then offer examples of how Twitter has grown. Then give reasons why those changes are beneficial to your reader.

Use Visuals to Keep Your Audience Engaged

Using imagery is another way to make your marketing blogs more interesting. You can include images, videos, or both, just make sure to post at least one media file with your marketing blog. If they can "see" what you're writing, your readers may be more inclined to read about it.

For example, if you're writing about the benefits of video marketing, you can use a picture or video of a client who benefited from the strategy.

The visual encourages readers to learn more because they can "see" how it helped someone in real life.

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Do you want to learn more? We have information on how to create informative and engaging blogs. We can also show you how to rank higher on Google, Bing, or any other search engine.

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