

An Introduction to

# BLOGGING FOR NONPROFITS



How to Use  
Blogging  
to Attract  
Nonprofit  
Support

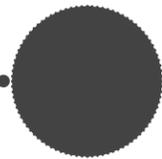
A publication of

HubSpot



## IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.



### INTRODUCTORY

←..... *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

Share This Ebook!



## CONTENTS

WHY YOUR NONPROFIT SHOULD HAVE A BLOG /8

HOW TO CREATE BLOG CONTENT /16

HOW TO OPTIMIZE YOUR BLOG POSTS /30

HOW TO PROMOTE YOUR BLOG /46

HOW TO MEASURE YOUR BLOG /56

4 BLOGGING BEST PRACTICES /68

CONCLUSION & ADDITIONAL RESOURCES /78

Share This Ebook!





Nearly **40%** of US organizations use blogs for marketing purposes.



Organizations that blog have **55% more** website visitors.

The facts speak for themselves. Marketing data clearly shows that blogging is a critical piece of the inbound marketing methodology .

But merely writing blog articles won't dramatically transform your marketing. Your blog has to be well-optimized and promoted, and most of all, rich with content. Frequency of blogging plays an important role in this equation, too. In fact, our research "[Lead Generation Lessons From 4,000 Businesses](#)" shows that companies that blog 20 or more times in a month see the biggest return in traffic. The same applies to nonprofits who are blogging.

A blog is a long-term marketing asset that will bring traffic and new supporters to your nonprofit website. In this ebook, we will walk you step-by-step through the blogging fundamentals and show you how to start reaping the benefits of this valuable marketing and awareness channel.

Share This Ebook!





“ *The impact of blogging extends to several major marketing benefits that are often overlooked.* ”

CHAPTER 1

# WHY YOUR NONPROFIT SHOULD HAVE A BLOG

We've already shared with you some powerful facts about blogging. Clearly, it is a marketing asset strongly related to attracting high-quality traffic, generating new supporters and increasing awareness of your cause. Yet the impact of blogging extends to several major marketing benefits that nonprofits often overlook.

In this section, we seek to draw the big picture that highlights the benefits of blogging. We will elaborate on the different ways through which your blog can bring you marketing success, from expanding your visibility on the web, through sharing stories and showing strong social proof, to effectively attracting new contacts or supporters.

Share This Ebook!



# FIRST

First, blogging helps you in respect to search engine optimization (SEO). The more blog posts you publish, the more indexed pages you create for search engines to display in their search results.

In other words, blogging helps you rank higher in search engines and get found when people search for your nonprofit or cause-related terms. Thus, the blog enables you to attract organic traffic and familiarize people with your organization.

## Frequency Matters

In this framework, frequency of publishing blog posts matters a lot. [Our research has shown](#) that organizations that blog 16 to 20 times per month doubles their traffic versus those that blog fewer than four times per month.

## Optimize Your Posts

The other essential element of attracting more traffic through organic search is optimizing your blog posts. Make sure your blog titles incorporate relevant keywords that people enter in search engines as they conduct research.

## The Keyword Post

What is the most important search engine keyword that you have not yet blogged about? Take that keyword, and write a blog post about it. Blogging is a great tool for driving new traffic to your website. Take advantage of it!



# SECOND

Second, your blog is an asset that lets you tell your nonprofit's story. So if you have some success stories to share, a blog will help you earn people's trust and support, and stay top-of-mind for many in your community.

## Feature Your Advocates

How are your donors and other supporters helping your nonprofit drive change? Write blog posts telling touching stories about how some of your volunteers are helping your nonprofit pursue its mission.

## Build Thought Leadership

Use your blog as a platform to showcase your expertise on a given subject. Inject your knowledge of your cause into your blog posts, and let your knowledge help your nonprofit stand out.

## Earn People's Trust

Blogging is an excellent way to tell the stories rich with social proof and data on the impact of your mission. Highlight contributions from your constituents and volunteers, and let the story of their participation compel others to get involved.

## Make Blog CTAs Contextual

Make sure you are matching the content you have written to the offer you want to highlight. In that way, you create a seamless connection between the two and cater to the reader who is ready to learn more about the topic. This is a very natural way of gauging interest and capturing new contacts. The contextual call-to-action is going to be much more appealing and have a much higher click-through rate to the subsequent landing page.

## CTAs in Sidebar

One possible placement of calls-to-action is the sidebar of your blog. You can create banners to advertise some of your top-performing offers and add them around your blog for visitors to click on.

## CTAs in Blog Posts

You can place calls-to-action within the blog post itself, at the beginning, middle or end of the article. Also, don't forget to create **contextual** calls-to-action, by hyperlinking keywords to appropriate offers that you have.

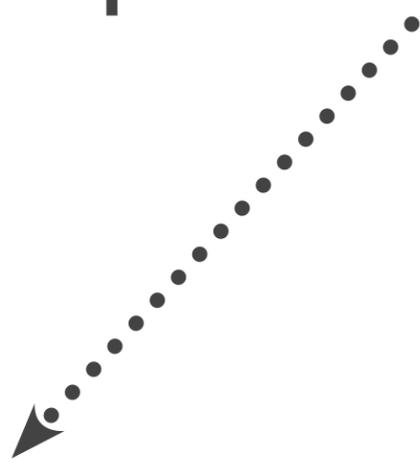
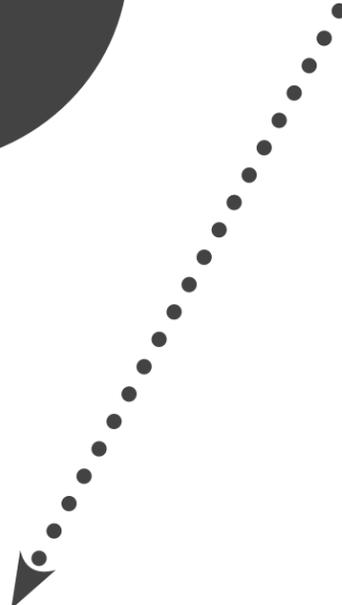


# THIRD

Third, a blog gives you valuable real estate to place calls-to-action to encourage website visitors to complete the action you want them to. At this stage of the game, you are trying to retain your blog readers and engage them further with your website and your content. So you might ask them to sign up for your newsletter, attend your informational event or download a free guide that you have.



# Should You Have One or Multiple Blogs?



In some cases, when you are targeting niche audiences with very different needs, it might make sense to create separate blogs. Yet it's always better to start with one blog and then consider further segmentation.

It's better if you integrate your efforts. The content creation and management process takes a tremendous amount of work and time. You need to minimize the work and maximize the profits.



In general, you are able to separate content by tagging it with appropriate keywords. So when people search for these keywords, they will arrive at the specific blog post and receive further information.

To be successful at this task, you need to have a clear understanding of the personas you are targeting.

Share This Ebook!



Share This Ebook!



“ *Finding topics to blog about is one of the most common challenges marketers face.* ”

CHAPTER 2

# HOW TO CREATE BLOG CONTENT

By now, you should be convinced of the [value of blogging](#). But you have probably also started wondering what content you can possibly cover. What to write about?

Welcome to the club! Finding [topics](#) to blog about is one of the most common challenges marketers face. We always recommend that you start by answering some of your supporters' most popular questions—reviewing industry trends, discussing your plans to meet your goals, or conducting brief interviews with experts from your organization. These creative efforts seem time-consuming, don't they?

That is why in this section, we will mention a few easy ways to generate the right content for your blog, from repackaging existing resources to involving others in the process and finding guest bloggers.

Share This Ebook!





# REPACKAGE



Start with something simple. Do a thorough audit of existing content or internal communications. Many times, you can take something that may have been published internally, remove some proprietary information, and transform it into a great blog post because, ultimately, you're showcasing the inside of the mission and the organization. Great content should, in a sense, showcase the inner workings of an organization. What better way to do that than with repackaged internal content?

Next, reach out to others in your organization. Identify people who serve as your organization's primary sources of communication with the outside world. Give them a pad of paper, and for one day, ask them to write down every single question somebody asks them. Ultimately, this will give you a really rich list to help you generate blogging ideas.

Share This Ebook!



WWW.HUBSPOT.COM

Share This Ebook!



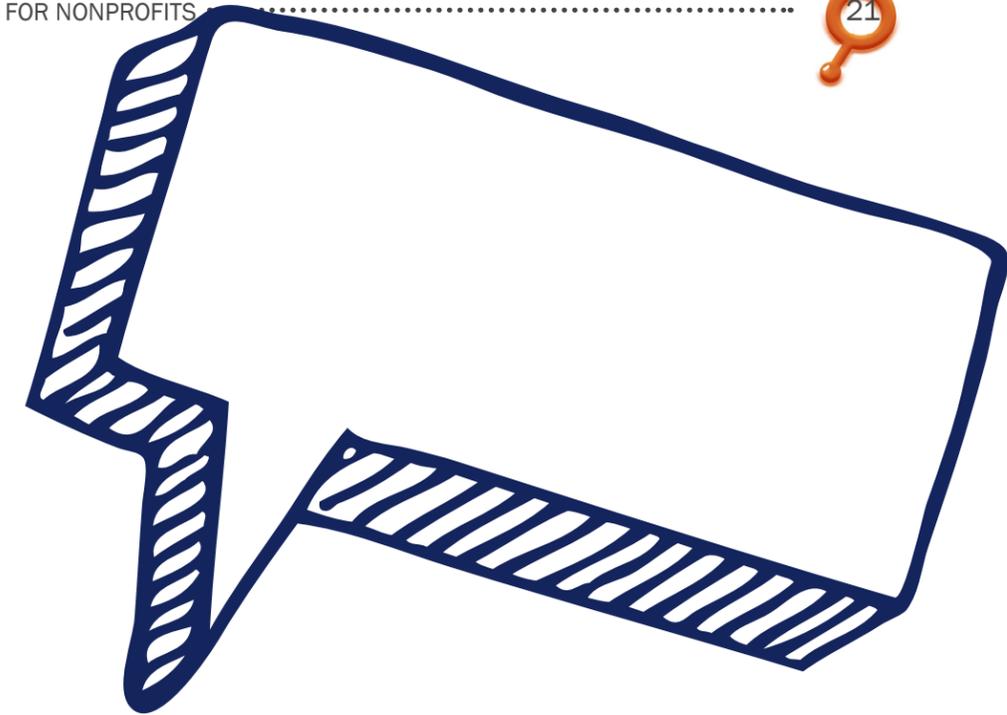
WWW.HUBSPOT.COM

# BRAINSTORM

Even if you leverage resources outside of your nonprofit and infiltrate other departments within the organization, it's still easy to run out of content ideas quickly. Therefore, you should be constantly seeking new opinions and new insights.

Hold brainstorming sessions and consider creating a collaborative document to allow people to build on one another's ideas. If you are a small nonprofit, identify peers or fellow bloggers who might be willing to participate in such brainstorming sessions. For instance, you can create a Facebook group with other people who are in a similar situation.

When you join a group that you can bounce ideas off, you'll discover something really interesting: when you suggest a blog post idea to the brainstorming group, people will react if they are interested in the topic. If they don't react to it, it probably won't drive that much interest for the larger audience either.



# GUEST BLOGGING

Another method of generating content for your blog is to invite other industry experts to write guest posts for you. Use your network to find people who might be interested in guest blogging. Be confident in pitching them benefits of guest blogging.

For instance, guest bloggers can gain exposure beyond their normal readership and generate inbound links that can help them rank better in search engines. Guest blogging is also a great way to begin a co-marketing partnership and build a strong relationship with industry influencers.

Share This Ebook!



WWW.HUBSPOT.COM



Image Credit: BrittneyBush

# CURATION

Another great way to generate blog content is through curation, or the aggregation of other valuable pieces of content. If you are going to curate information, make sure you're curating it to provide some type of value for your audience. Don't just curate content for the sake of doing it. Ask yourself these questions:

Are you saving the reader time by putting all of these resources in one place?

Are you offering your own opinion and insight against what somebody else has said?

You need to make sure you're adding some layer of value for your reader by curating the information in the first place.

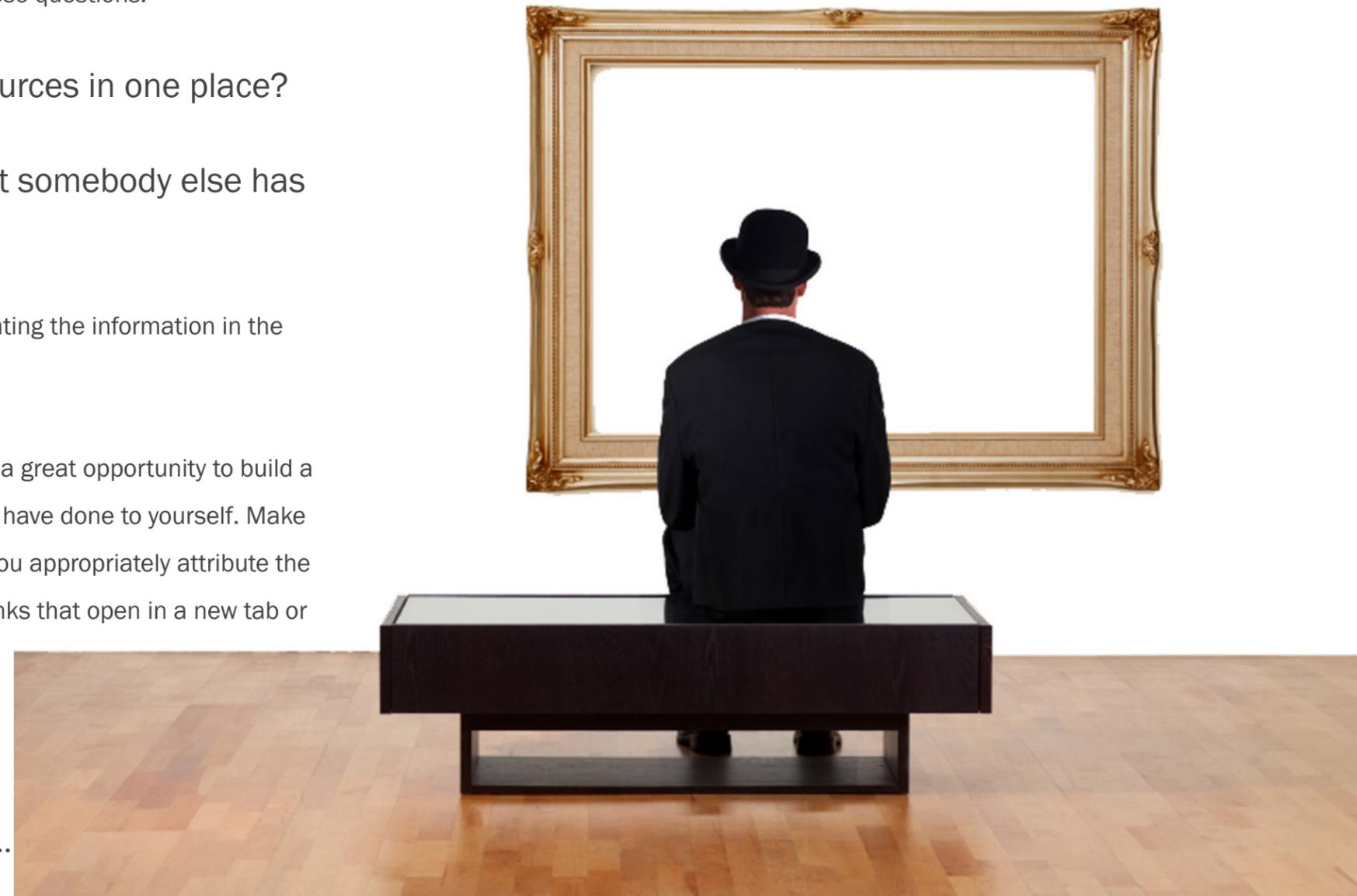
Most people are going to be flattered if you want to share their content. It's also a great opportunity to build a relationship with them. The simplest guideline is to do unto others as you would have done to yourself. Make sure you're following other bloggers' content usage guidelines, and make sure you appropriately attribute the original author. When linking to others' content, it's also a good idea to create links that open in a new tab or window.

Share This Ebook!



WWW.HUBSPOT.COM

“ Make sure you're adding some layer of value for your reader by curating the information in the first place. ”





“ *You blog as often as you want people to pay attention to you.* ”

- Josh Hallett  
Director, Voce Connect



When you are thinking about the frequency of your blogging, start doing the math backwards. If you need five new contacts a month who you can follow up with, then how many new visits to your blog do you need?

“You blog as often as you want people to pay attention to you,” [said Josh Hallett in a HubSpot webinar dedicated to blogging](#). You need to do it a couple of times a week to once a day, he added. Once you start publishing posts a few times a day, you will see a significant increase in traffic.

Another question you need to consider when creating your blogging schedule is setting expectations. You might blog once a week or twice a month, and that will be okay if your posts reveal great content that engages an active audience. But make sure you publish your posts around the same time so you create anticipation amongst your readers.

# HOW OFTEN SHOULD YOU BLOG?

Share This Ebook!



“*An editorial calendar will help you maintain a healthy balance of content types.*”



In your [content creation](#) plan, make sure you have a steady backlog of content, some of which addresses topics that can become evergreen and therefore valuable for a long time to come. In this way, you are also considering the long-term effects of your blog.

Try to build an editorial calendar to help you map out your frequency, give you a general idea of the content you'll be creating, and serve as a blogging schedule. What is more, it will help you develop an approach. For instance, if you are working hard to rank for a specific keyword, you can focus on your content around that keyword for a month and then measure the results. Have you increased your search engine ranking for that given keyword?

An editorial calendar will also help you maintain a healthy balance of content types covering various topics and lengths such as posts that are short and shareable vs. those that are meaty and comprehensive. You should always plan for blog content to get published at certain designated times, but also be able to take advantage of industry-related news stories that allow you to create a timely blog post and leverage the buzz that's already being generated around the topic. Therefore, it's important to also be agile and flexible in your content creation process.



“ *Optimize your content to grab people’s attention and rank well in search engines.* ”

CHAPTER 3

.....

# HOW TO OPTIMIZE YOUR BLOG POSTS

Frequency and quantity of blogging are certainly two factors that will impact your business results. However, you won’t get far without optimizing your blog posts.

You need to optimize your content to grab people’s attention *and* rank well in search engines. What’s more, your blog posts should also introduce offers that can directly impact your lead generation efforts (ex: getting contact information for new volunteers or interested donors). It’s a fairly simple concept – the more visitors you can attract to your blog, the more chances for conversion!

In this chapter of the ebook, we will look at ten different ways in which you can optimize your blog posts, from an [SEO](#) perspective as well as a [lead generation](#) standpoint.

Share This Ebook!



# 1 Social Media Sharing Buttons

Give your blog content extended reach by including social media sharing buttons (e.g. "Like," "Share on LinkedIn," "Tweet," etc.) on every post. This will encourage readers to share your content with their personal networks and expand its reach beyond your own connections.



# 2 Compelling Images

Include an image that conveys what the blog post is about. This makes your content visually appealing to readers and breaks up blocks of text-based content. A blog post that has some type of [visual](#) element – whether it’s a photograph, a graphic, or some type of infographic – typically performs a little better than a post that’s purely text.

# 3 Eye-Catching & Optimized Titles

Headlines are the most important element of your blog posts. While there are quite a few elements that make up a successful blog post, one of the best things you can do to capture readers' attention and entice them to view your post is to write an awesome blog title. Here are several title tips for eye-catching blog titles:

**How Not to**  
Just like people love to know how to do something, they also love knowing how not to do something. People like reassurance that they're not doing something wrong. So use your blog to give them advice on how to fix common problems!

## Be Clear & Direct

"[12 Quick Tips to Search Google Like an Expert](#)" is an example blog title that tells readers exactly what they're going to get. Do they want to learn how to conduct better Google searches? Then they're going to read this post.

## How-To's

Most people who read blogs are reading them because they want to learn how to solve a particular problem. Indicate that your article will actually tell them how to do something they don't know how to do. An example of such a title is "[How to Create a Google+ Business Page in 5 Simple Steps.](#)"

## Create Urgency

Another type of successful blog title is the one that creates a sense of urgency or importance. You want people to feel enticed to read a post when they first see the title.

## Be Controversial

Controversial posts tend to spark a lot of discussion and debate, which also makes them spread quickly. So try making a blog title a bit controversial and see how your audience reacts to it.

That said, don't be controversial just for the sake of being controversial. Make sure you present some solid points, including well thought-out descriptions and facts within the post to back up your opinion.

## Be Simple

Try to keep your titles brief and concise. A long-winded title often sounds complicated and can lose a potential reader's interest. As a general rule of thumb, aim to keep your blog titles 8-9 words or fewer.

## Use Numbers

Numbers are a great way to set expectations for a post. It tells readers exactly what they're going to get, and exactly how much of it. Readers don't usually want to be kept guessing, so why not give it to them straight? Write a blog post about some newly published industry research and make sure to include data points in your blog title. An example of such a title is "[4 Critical Ways Google+ Is Changing Search.](#)"

## Newsworthy

We've found that a lot of relevant breaking news-type posts are successful in attracting viewership. Specifically, blog posts with the word "launch" in their title perform particularly well. Use words that indicate the post's timeliness or newsworthiness directly in your title.

## Be Sensational

Sometimes you need a title that smacks the reader right in the face. It's dramatic. It challenges the reader. In other words, it makes them want to click on the link. Like really badly. An example of such a blog headline is "[Confessions of a Content Marketer.](#)"

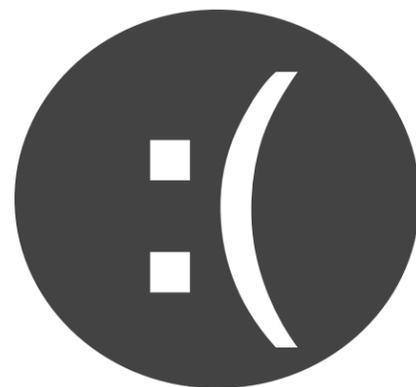


# 4 Formatting Is Your Friend

In blogging, it is important to break up blocks of text into chunks. Online reading is not like reading a physical book. The online reader wants to be able to immediately scroll through content and scan subheaders, bold text, and even bullet points. For example, here is how we have applied bullet points and different font sizes to the same content in order to make it more visually appealing:

## BEFORE:

HubSpot is an [all-in-one marketing software](#) that helps your business get found online. It includes a suit of tools, such as keyword intelligence, blogging platform, email marketing, lead management, analytics, and more. To find out more about HubSpot, start your 30-day free trial today.



## AFTER:

HubSpot is an [all-in-one marketing software](#) that helps your business get found online. It includes a suit of tools, such as:

- Keyword intelligence
  - Blogging platform
  - Email marketing
  - Lead management
  - Analytics
- and more!*

To find out more about HubSpot, start your **30-day free trial** today.



Share This Ebook!



Share This Ebook!

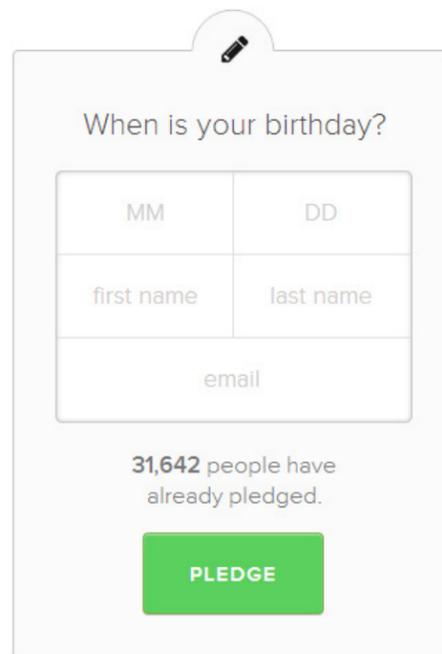


## 5 In-Text Calls-to-Action

Once you have built a blog readership, you can start making attempts to [convert those visitors into supporters](#). A well-constructed blog post should always include in-text links to other resources.

To maximize potential for generating new contacts, why not point these links to landing pages for downloadable offers such as an ebook you've written, an upcoming or archived webinar, or other conversion opportunities like charity: water's birthday pledge shown to the right?

Ready? Pledge your next birthday for clean water.



MM	DD
first name	last name
email	

31,642 people have already pledged.

**PLEDGE**

Don't want to pledge? [DONATE](#) instead.

Nonprofit charity: water uses bold CTAs on their website to get visitors to provide contact information and pledge their next birthday for clean water.

Share This Ebook!



## 6 Sidebar Calls-to-Action

In addition to the individual blog articles you publish, the home page for your blog can help generate leads in itself. The top of your blog as well as its sidebar are both prime real estate for CTA banners and buttons.

Design some visually stimulating CTAs that link to landing pages for some of your best-performing offers. Feel free to also test and rotate different offers to make sure you're using this space for maximum lead generation power.

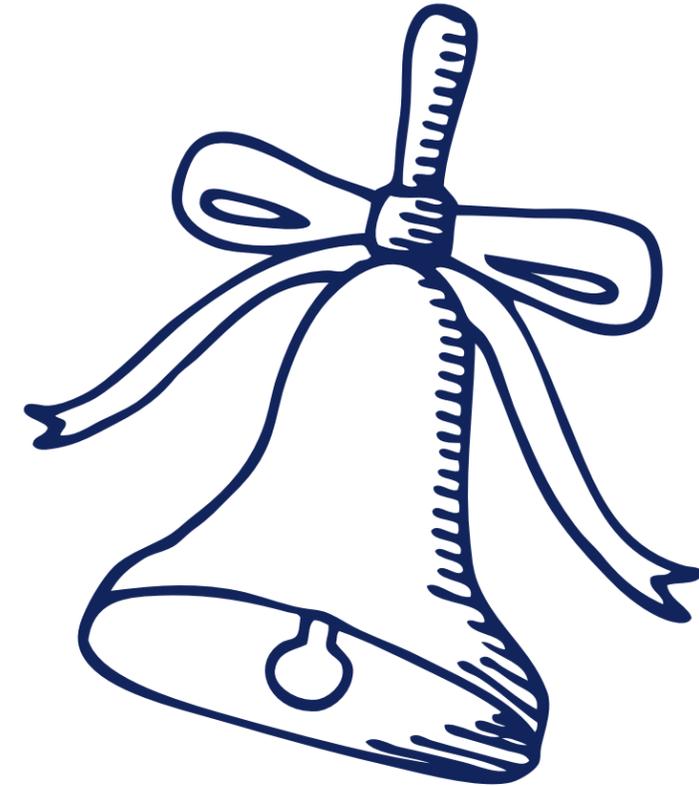


Share This Ebook!



## 7 Make It Actionable

Whether people found the [blog post through a search engine](#), an email, or a social network, they most likely clicked through to an article to solve a problem. What makes people share a post with others is the actionable insight it provides to solve a problem. Provide clear takeaways and actionable steps in blog posts to ensure your idea resonates with readers.



$$x + y - z \leq 2$$

## 8 Combined Relevance

Metaphors are a timeless storytelling element. Don't leave metaphors to novelists. They should be an active part of blog posts, too. Comparing two seemingly different things and drawing connections between them is a valuable way to combine relevance and generate more interest in a subject.



## 9 Entertaining

Informative doesn't have to mean boring. Just because you help provide access to clean water in rural communities around the world doesn't mean your business blog can't also be entertaining. Have your employees or volunteers make some fun and timely images or videos to show off their personalities, for example. Have someone outside your company review your blog post to check for entertainment.



## 10 Definitive

Great blog posts aren't meek or subtle. They are clear, direct, and definitive. Take a stand, make strong word choices, and don't waver on your advice. Be the expert on your topic.



“ *A blog is much easier to promote if it has been optimized for success.* ”

CHAPTER 4

.....

# HOW TO PROMOTE YOUR BLOG

There are thousands of blogs out there. If you are convinced that yours should stand out from the rest, you should do the necessary work to promote it. Promotion drives more traffic to your blog, increases your visibility, and helps to establish you as an authority in your niche.

A blog is much easier to promote if it has been optimized for success. For instance, you need to be using compelling titles and images. You should also make it easy for your readers to spread blog posts across their networks. Let's look at the different ways in which you can gain exposure for your blog.

Share This Ebook!





## 2 Social Media Sharing

In this ebook, we already mentioned the connection between business blogging and social media sharing. This is definitely an essential dynamic for the promotion of your content. Just about every blog now has social sharing buttons to make it as easy as possible for visitors to share your content.

Whenever you publish a new blog post, you should automatically publish it to the main social networks: Twitter, Facebook, LinkedIn, and Google+. The most popular locations for buttons are above the content, below the content, or to the left of the content.

Share This Ebook!



## 1 Find Bloggers

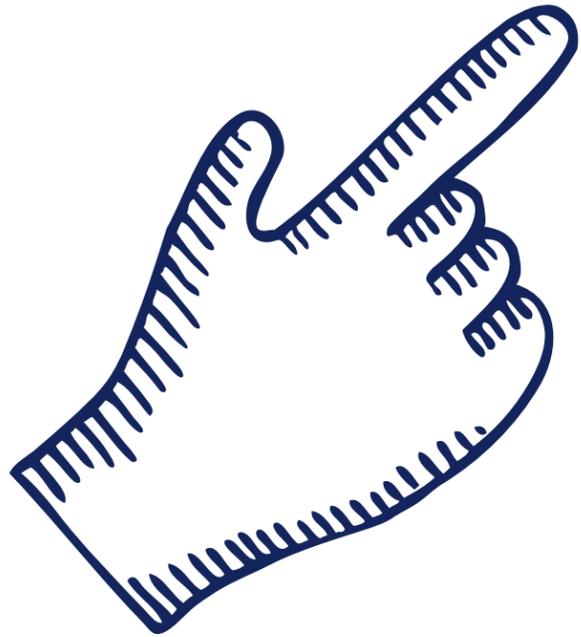
A great starting point for promoting your blog is to leverage your existing connections and create new relationships. Reach out to influential bloggers in the nonprofit industry and attract their attention through mentions on your blog and social media. Your goal here is to create an opportunity for them to share your blog posts across their network. What is more, you can create link-building opportunities that will prove essential in the accumulation of inbound links and how your blog posts rank in search engines.



Share This Ebook!



# CALLS-TO-ACTION



---

## 4 Events & Presentations

If you are at an event and giving a presentation on a specific topic, you can refer the audience to your blog for further information. You can use a QR code (a mobile-scannable barcode) to allow people to quickly and easily subscribe to your blog.

Share This Ebook!



## 3 Website Banners

We cannot emphasize enough [the power of calls-to-action](#) in driving traffic to your blog. Consider placing calls-to-action on different pages of your website, such as your home page and *About Us* page.

Carefully craft the language for the call-to-action. For instance, you can emphasize the number of people who are already subscribed to your blog and use a call-to-action along the lines of “45,000 people already receive our new blog posts via email. Join them today!”



Share This Ebook!





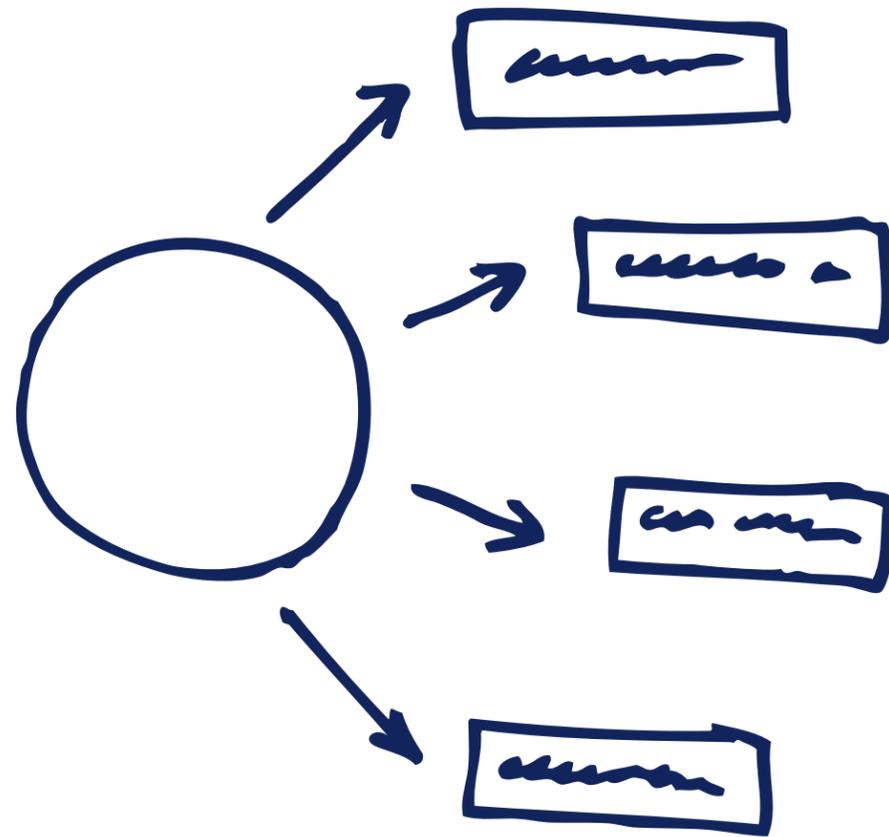
## 5 Email Signatures

Your blog most likely covers a range of topics, all tailored to your marketing persona(s). So whenever you send an email, you can link to the awesome resources located on your blog. Email signatures can drive a surprisingly high amount of traffic to your blog.

## 6 Run a Contest

Consider running a contest on your blog to attract more attention to it. Come up with an entry system that requires other bloggers to link back to you. You can either have them publish a post on their blog, retweet a post from your blog, or 'like' your Facebook fan page in order to be eligible. Any one of these methods is sure to help expand your blog's reach and attract new visitors.





## 7 Blog Directories

Blog directories present another opportunity for promoting your blog legally. There are hundreds of free blog directories out there. You'll want to make sure to submit your blog to at least the top 25-50 directories available. This can help you get more traffic and help with rankings as well because it creates [inbound links](#) to your blog.

## 8 Create a Video

Create a short video to describe what your blog covers and what its mission is. Then, publish the video to YouTube and allow a different audience to find it. You can also create a controversial or funny video that links to the blog.



“ *Blogging without measuring results is a waste of time.* ”

CHAPTER 5

HOW TO MEASURE YOUR BLOG

[Blogging](#) without measuring results is a waste of time. Measuring the results of your business blogging efforts can save you time and make you more money. Talk about a win-win!

When it comes to your nonprofit’s blog, there are a range of metrics you can consider. In fact, the number of blogging metrics can get so large that tracking them all wouldn’t leave much time for blogging, let alone other important aspects of inbound marketing.

Let’s look at the most important metrics you need to keep an eye on to know how your blogging is going.

Share This Ebook!



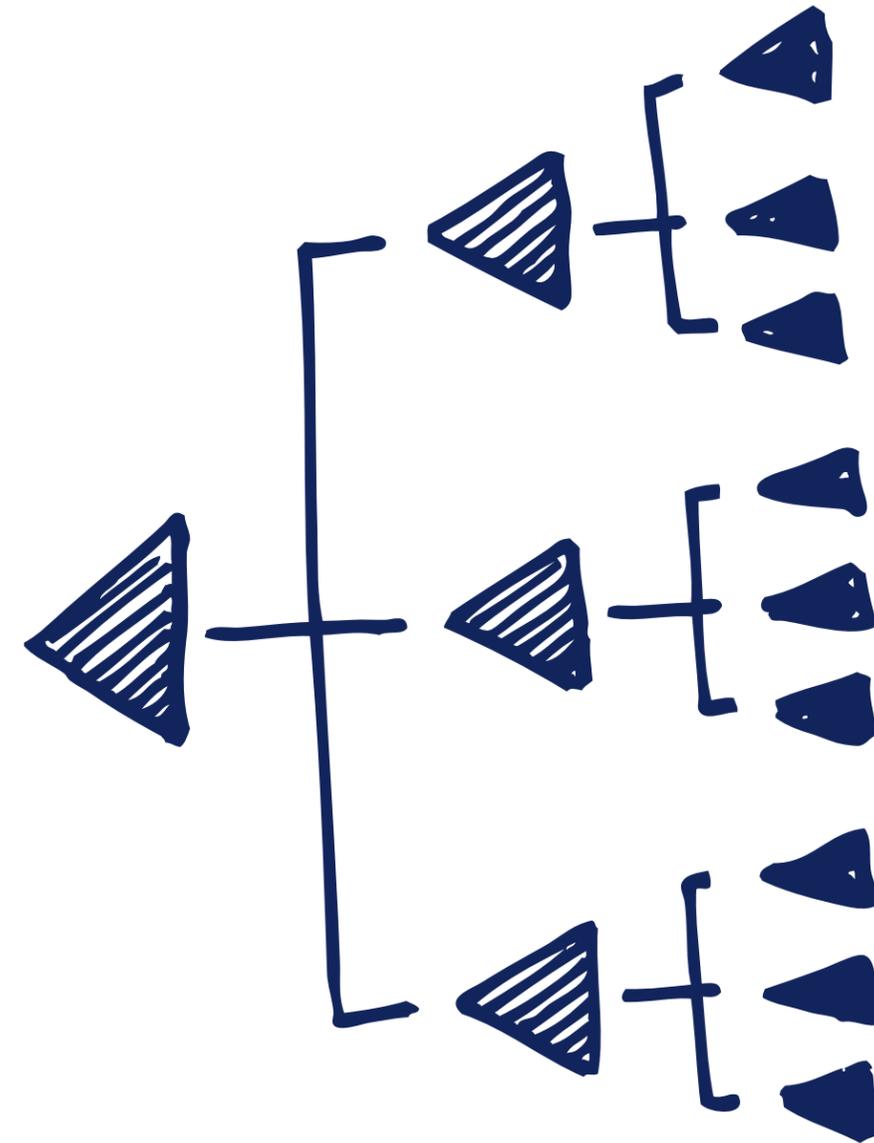
# Measuring Visitors

One of the most basic metrics is also one of the most important ones. Visits are the count of people who came to check out your blog content.

It's interesting to look at your total number of visits to measure the overall improvement of your blog. However, a better way to look at this data is viewing visits by individual blog articles.

Looking at success factors for individual articles helps you better understand the type of content your target audience is looking for. Look at your five most successful blog posts. What do they have in common?

Share This Ebook!



Share This Ebook!



# Measuring Leads

If your blog isn't generating new contacts (leads) for your nonprofit to reach out to, you are missing a huge opportunity. Attracting new supporter is what fuels the growth and success of your nonprofit.

Sometimes a post may not get a ton of visits but still generate lots of new contacts. Without looking at the leads metric, a marketer might easily dismiss the less viewed post as a failure when that shouldn't necessarily be the case.

Look at the leads you generate from blog posts. Also examine at what rate those leads convert into donors or volunteers compared to other marketing channels.

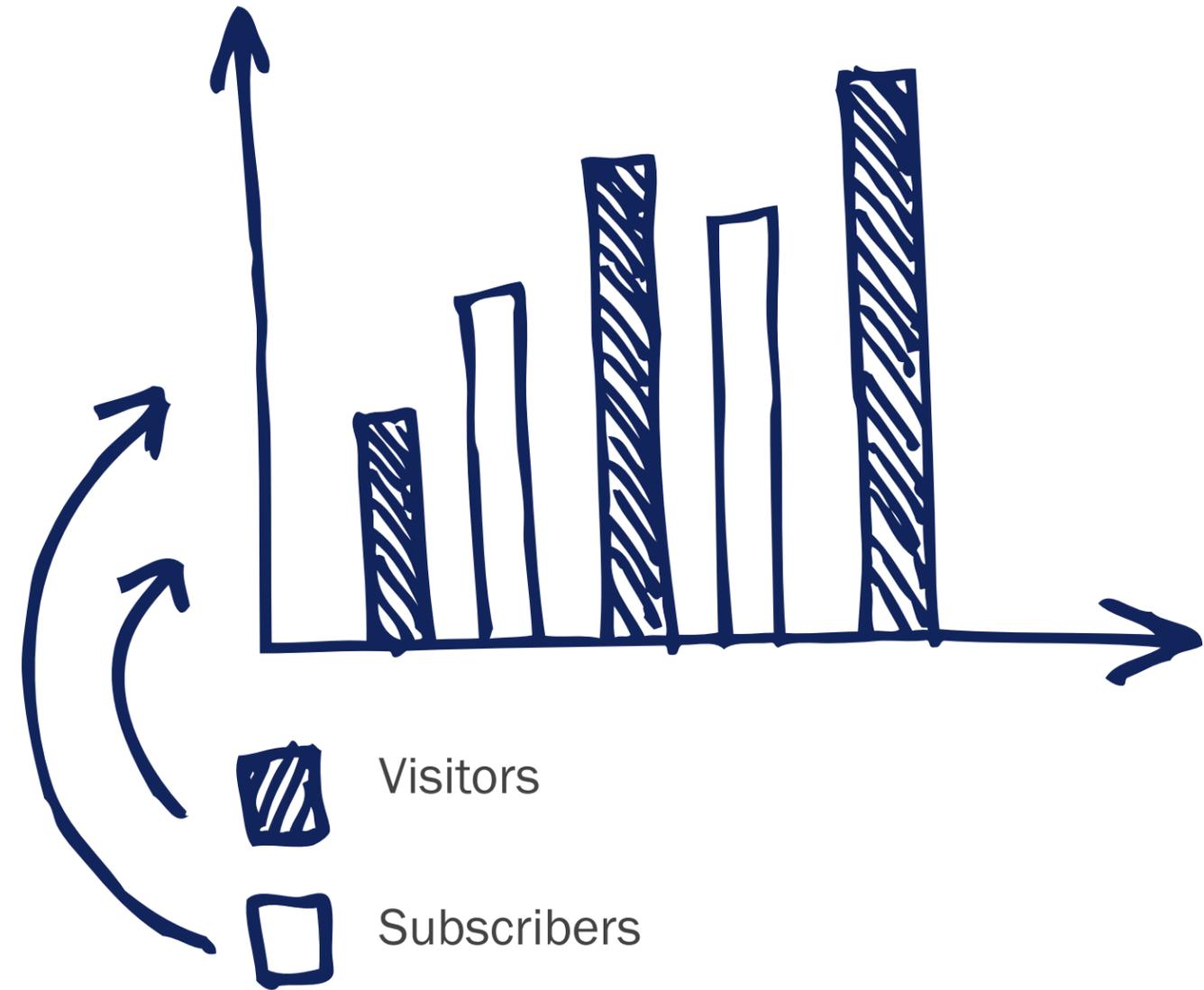


# Subscriber Count

It takes more than reading one blog article for a person to develop an understanding of your expertise and credibility within your industry. Giving readers the opportunity to subscribe to your blog either via Really Simple Syndication (RSS) or via email is a common characteristic of a well-planned blog.

Looking at how many people subscribe to your blog provides a solid indicator of the quality and consistency of your content. Your subscribers act as the base readership of your content and can help spread it to others.

Share This Ebook!



Share This Ebook!



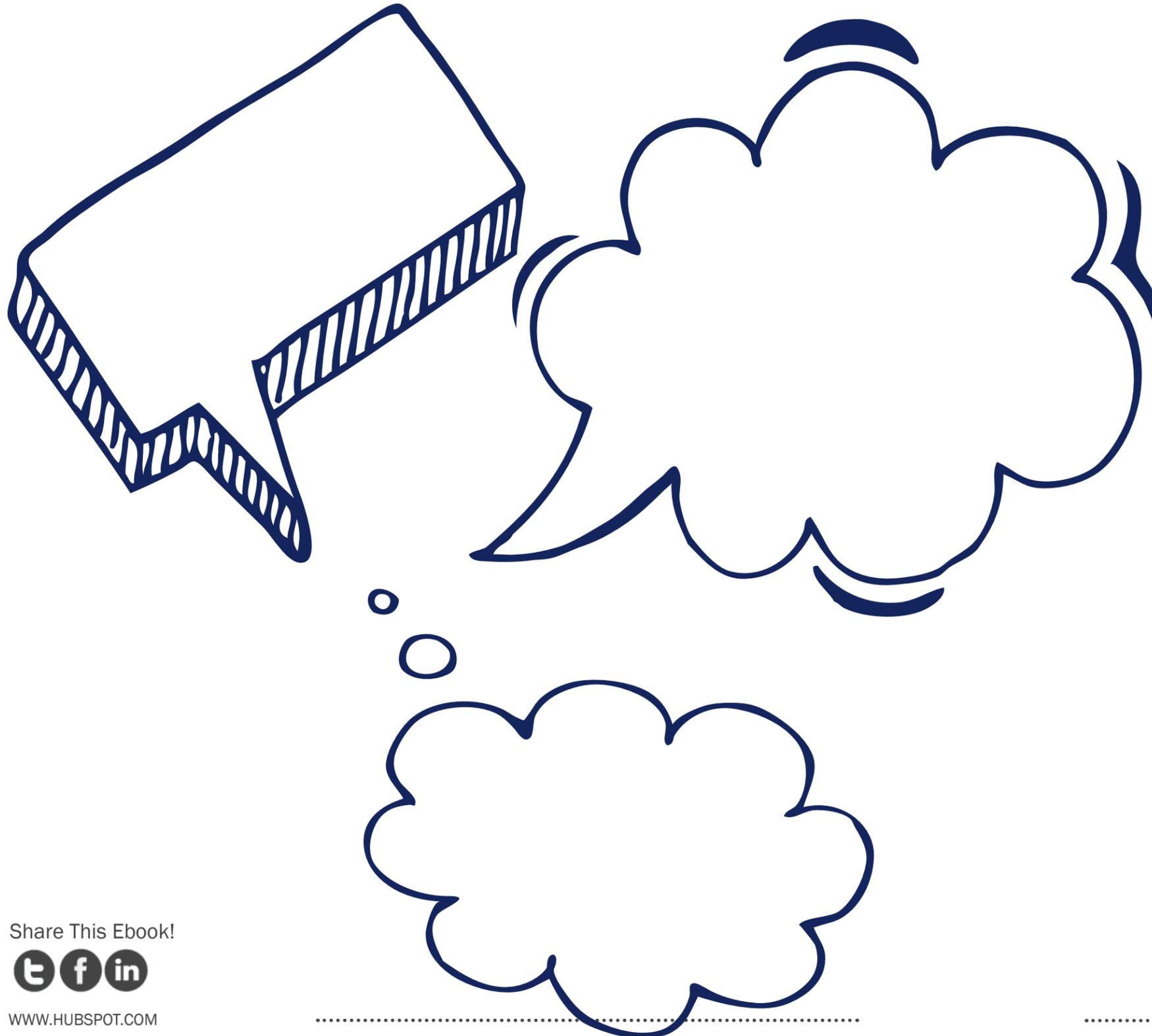
# Track Inbound Links

When another website links to a page on your website, we call this an inbound link. Search engines use inbound links as a method to determine how pages appear and rank in search engine results.

As blog posts are normally educational or entertaining, they are great at generating inbound links and, subsequently, search traffic.

It is important to look at how many inbound links each of your blog posts attracts. Different types of blog posts and topics will vary in the number of inbound links they drive. Looking at these metrics for each post will enable you to maintain a well-balanced content strategy for your blog.





## Watch Social Media Shares

Social media can be a key driver of short-term traffic. Look at the historic social media shares for your blog posts to determine which types of posts get the most short-term traffic from social media.

Compare that data to the number of visits or leads to see if there are any major inconsistencies. What could they be due to, and how can you use them to your advantage?

“*The challenge is to find the right blend of content for your audience.*”

CHAPTER 6

FOUR  
BLOGGING BEST  
PRACTICES

Great business blogs have to walk a fine line: they have to create value for current and prospective constituents while supporting a strategy that leads to growth.

Marketing blogs are often measured by very different metrics than blogs that function as media outlets. The media business online is about impressions and clicks. However, if you are a nonprofit blog and your goal is to attract donors, then you really don't care about impressions. While one person may generate 100 impressions in a week for a media site, for a marketing blog, that same person is only going to account for one lead (potential donor) regardless of how often they view your content.

Because blogging for the purpose of marketing has different goals, it also has some distinct best practices that distinguish it from personal blogs or media blogs. However, some of the key principles of media and personal blogs are still very much important in blogging for marketing. The challenge is to find the right blend of content for your audience.

Share This Ebook!

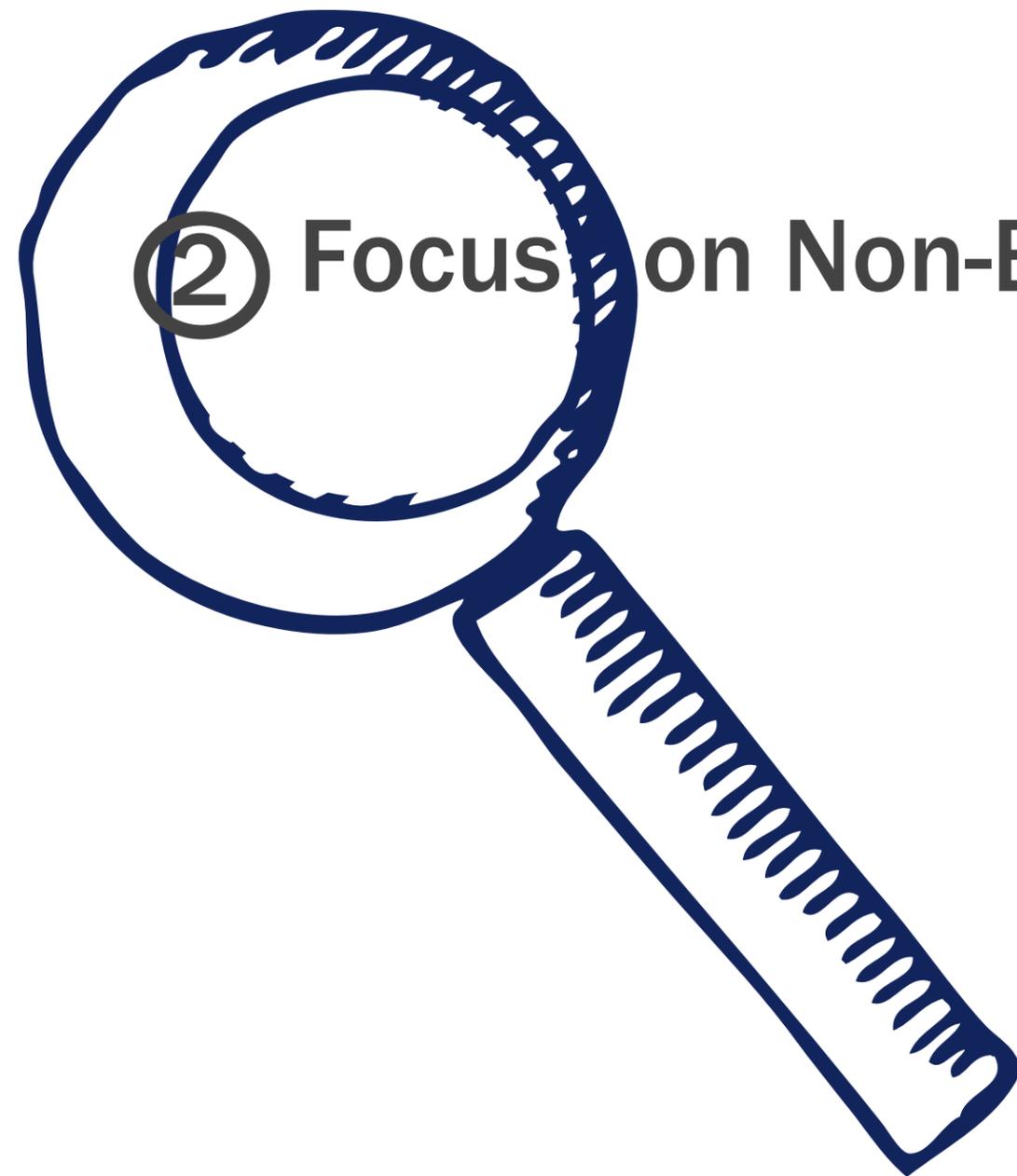




# ① Think Like a Vertically Integrated Publisher

You are not a nonprofit blogger, you are a vertically integrated online publisher. Your job isn't to publish an article or two each week. Instead, you have the same responsibilities that publishers in traditional media have; the only difference is that all of those responsibilities are tied directly to your nonprofit.

Publishers have to create relevant content, determine the best methods to publicize their content to improve reach, and define advertising opportunities as well as manage them. As a vertically integrated publisher, you should do all of these things for your nonprofit to ensure that the content you create is valuable to prospective constituents and is delivered in a way that can support awareness and growth.



## ② Focus on Non-Branded Keyword Content

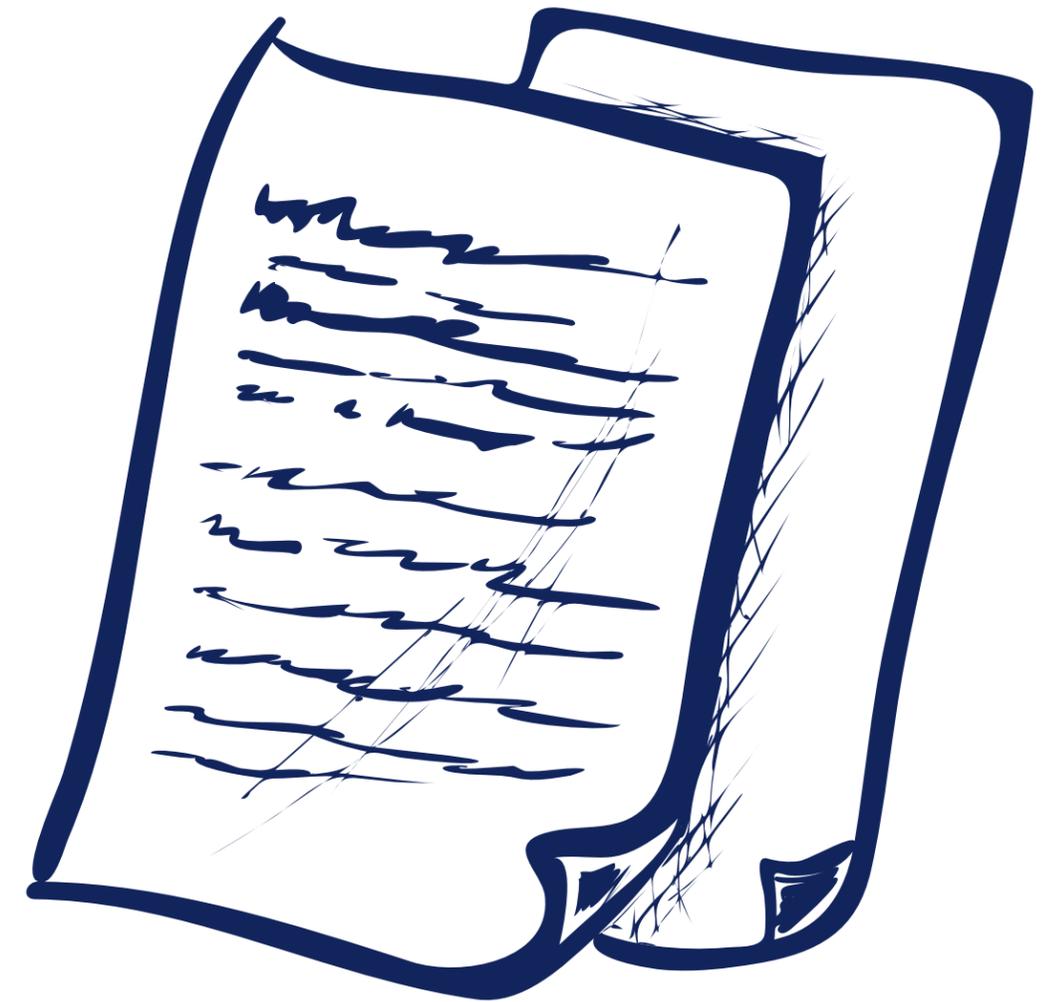
It is likely that, if you have spent some time [optimizing your website](#), you rank well in search engines for your nonprofit name and related terms. However, blogs used for marketing provide the opportunity to build incoming traffic from non-branded keywords.

For example, if you are a not-for-profit dog shelter, you should be writing about the larger issues that bring dogs into your shelter in the first place and answering common questions about your cause rather than simply blogging about what your shelter does. This content will not only help increase search traffic, but also drive better quality prospects to your nonprofit's website.

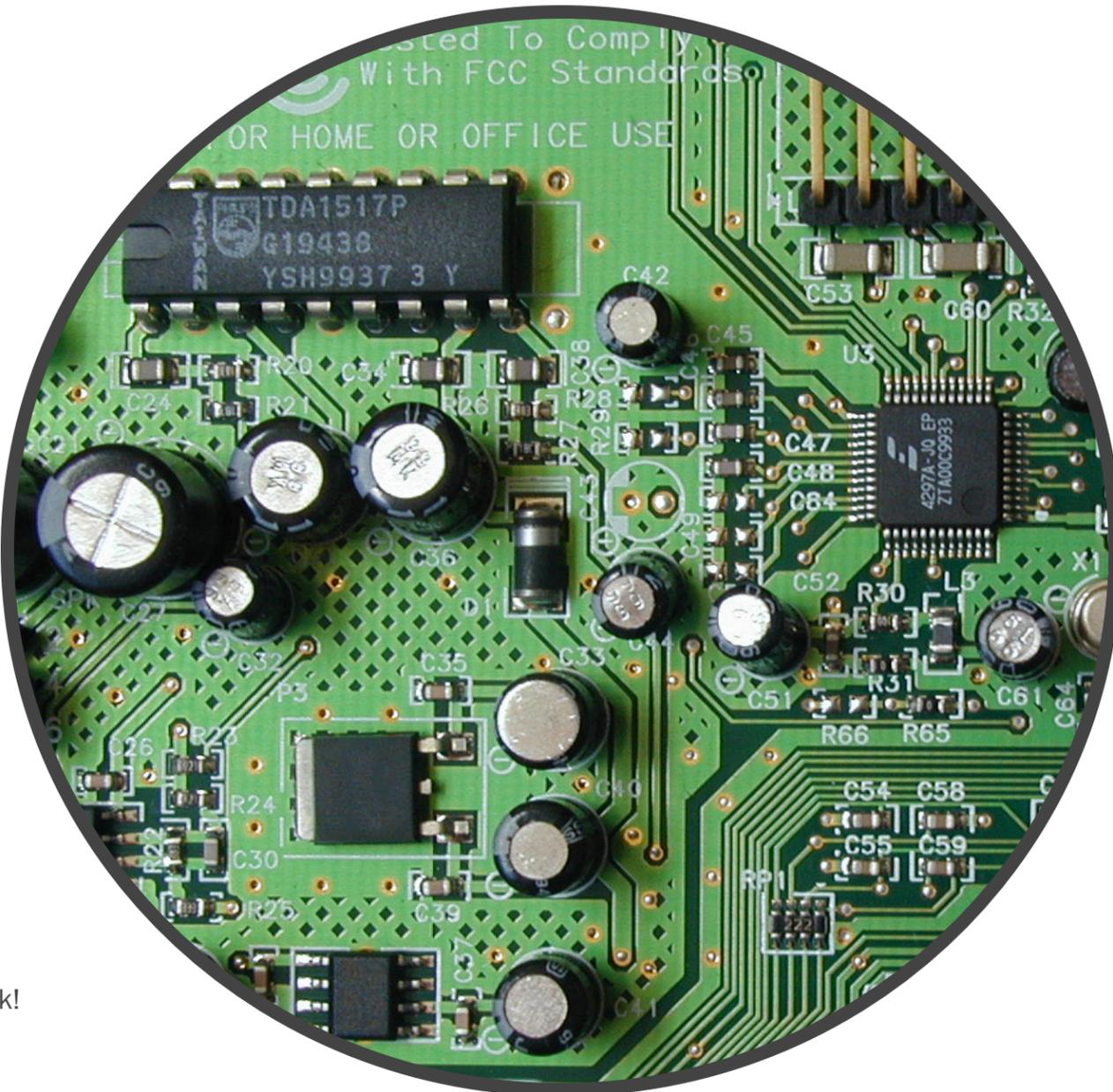
## 3 Ask Readers What They Want

It is easy to get caught up in the type of information you think is interesting, but after blogging for a few months, you'll experience the need to ask readers what they want.

Assumptions can often be wrong, so conduct a survey on your business blog as a way to obtain clear feedback from readers. Questions should address topics for future posts and types of content readers prefer (e.g. text vs. audio vs. video, etc.), and the survey should also include space for comments to give readers the opportunity to make their own, personalized suggestions.



## ④ Connect Your Blog With Your Website



Blogs can be a major source of new traffic from search engines and social media. Realize that a blog post may be the first thing a potential customer sees about your organization. Having a blog as part of your website, either as a subdomain (blog.yourdomain.com) or as a page (yourdomain.com/blog) is an important step to allow first-time visitors to easily learn additional information about your nonprofit.

It is also important to make sure the navigation and other design elements of your blog make it easy for users to find information about your company if they're looking for it.

Share This Ebook!



WWW.HUBSPOT.COM

Share This Ebook!



WWW.HUBSPOT.COM



## Now, Bon Voyage!



Don't forget to optimize your blog posts by identifying the right titles, tweaking formatting, and including calls-to-action in the text. That is how you will start seeing results.

After publishing a well-optimized post, don't just sit back and wait for it to spark conversations. Promote it actively by making it easy for people to share the content with their network. Make sure others in your organization are also spreading the word.

Lastly, don't underestimate the power of blogging metrics. They will show you which articles work and which don't. By looking at the number of views, leads (new contacts), and inbound links your blog posts are generating, you will gain a better understanding of your audience and their needs. Such insights will guide you in your other marketing initiatives and help you develop an effective inbound marketing strategy.

We hope this ebook helped map out the direction you need to take in order to be successful at business blogging. Now Bon Voyage!

## GAIN SUPPORT WITH YOUR BLOG

Ensure that your blog is integrated with the rest of your marketing so that it brings you potential volunteers and donors. [Find out how in a free demo of HubSpot's all-in-one marketing software.](#)



[HTTP://BIT.LY/AWESOME-DEMO](http://bit.ly/awesome-demo)

Share This Ebook!



WWW.HUBSPOT.COM