

Killer Blog Strategy

Listening strategy

- What are they asking for?
- Where are they hanging out?
- Are you "one of them"?

Content creation

- Serves community
- Is it remark-able?
- Video, text and photos
- Easily consumable

Measurement strategy

- Google analytics
- Facebook insights
- Twitter retweets and clicks

Community management

- Comments policy
- Author should manage comments
- Reward and recognize

Promotion strategy

- On Facebook
- Email
- Guest bloggers
- Enabled for sharing
- On Twitter

