

# TIPS WHEN BLOGGING FOR BUSINESS

from Laurel Donahoo,  
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When blogging for business, here are a few tips that I have found helpful in driving traffic, keeping engagement up, and creating repeat viewers!

- Do your best to keep your posting consistent, even if it's just once every other week. If you think consistency is going to be an issue, try to create several posts before launching your blog that you can space out over the coming weeks while you are gathering new content.
- Use other social platforms to enhance your blog. Always refer back to your blog by linking to your blog on Facebook, directing people to the "link in bio" on Instagram, and linking within tweets.
- Utilize Pinterest! Pinterest is a *huge* traffic referral for both of the blogs I manage. Creating captivating *vertical* images that you can pin from your blog is a great way to get people back to your blog. Vertical images take up more real estate on Pinterest than horizontal, so try to include at least one vertical image that is "pin-worthy" in each post you create.
- Create a way to capture email addresses, either through a pop-up when people visit your site or through a blank in your sidebar, once people are on your site. Getting email addresses is crucial in today's algorithm-dictated social feeds. If you have email addresses, you can put exactly what you want directly in front of your readers. When you post your latest blog post on social media, unfortunately only a small fraction of your followers are likely to see it. Email is the only form social communication that you can 100% control!
- People love people! If you're running a blog for a business with multiple employees, consider using one post per month to highlight one of those people. Q&As with quirky questions always get a lot of traffic on Always Summer. If you're running a blog that is focused mainly on you, use one post a month to share something a bit more personal. When people feel like they know you or the people who work with your business, they're much more likely to want to follow along with someone they know and love!
- Collaborate! Not only are collaborations fun, but they can double the reach of a post. For example, on Always Summer, we recently interviewed the author of a great new book we started carrying in our storefront. Not only did *our* audience see this post, but she shared it with *her* followers, which resulted in a brand new audience seeing our site. For THE HIVE, I love collaborating with brands that I love. Oftentimes, they will share a photo I styled with their product in it, which results in new eyes on my social platforms and blog. *Most importantly*, my followers were being introduced to a brand about which I am passionate. Win-win for everyone!

- To piggyback on that last point, keep your collaborations relevant to the purpose of your site, and *keep your audience in mind!* For example, I try to keep THE HIVE focused on Southern life and style as a mom. My main topics are related to kids, fashion, parties, food, and interior design. This is what my audience is used to seeing on my site. It would not make sense for me to collaborate with the random air conditioning filter company that recently reached out to me. (True story!) I passed up the opportunity to get some new, free air filters, but strongly felt that this topic would not resonate with my audience so I passed.
- Don't be afraid to poll your audience. If you're struggling with what to post about, ask your followers! I love SurveyPlanet for more in-depth surveys and InstaStory polls for quick "this-or-that" surveys. Both can be very effective in finding out what your audience prefers.
- BE GENUINE! To quote Dr. Seuss, "Today you are you! That is truer than true! There is no one alive who is you-er than you!" You are the only you out there. People follow your personal blog because they like you. People follow your company's blog because they are interested in what your business is doing or has to share. Be authentic and open to feedback and you'll be rockin this blogging thing.
- Remember to be patient. Rome wasn't built in a day, and your blog won't be either. Good things come to those who work hard and stay committed even on the slow days. Patience and persistence are key!

I hope these tips are helpful for you! Please feel free to email me with any blogging questions you may have! I'd love to hear from you. My email address is [laurel@thelovelybee.com](mailto:laurel@thelovelybee.com).

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