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25 Ways to Brand and Market Your Business Using WordPress

Become a Thought Leader in your Field.

1. Build Community with bloggers in a niche business near your industry but not directly competing. You can help each other!
2. Review books in your field on your blog and comment about what you agree with or disagree with and why.
3. Interview experts in your area about what they do, how they do it and what they suggest. Ask them to promote your blog/website with a short about sentence that is hyperlinked to your keywords. Post the podcast interview or transcribed interview on your blog.
4. Build a community of others who are competitors to you and turn them into collaborators, especially if your business has a geographic area.
5. Blog about your brand's position – fast, quality, customer service. What's unique about what your company does?

Brand by Creating a YouTube Channel

6. Create your own YouTube Channel. Feature one of your company's services in the video with some tips about how to do. Be sure to use keywords in the title and description. Embed your YouTube video about your company's services into the blog.
7. Embed a video welcome into your blog. You can put this on your "about me" page or have this video be linked in the thank you message that people get if they subscribe. (depending upon the subscription service if you can customize the thank you.)
8. Create your company's 30 second elevator speech. Then upload your company's 30 second elevator speech onto YouTube. Embed it from YouTube into the multimedia window on your blog.
9. Use Thesis theme because it's easy to position a video commercial to come up in the multimedia window as a default for each post. Or to switch out a special video in the multimedia window that makes sense about the item you're posting about.

Brand with Imagery

10. Brand the blog by using the company logo as a Favicon in the address bar.
11. Create a header in your blog that reflects your company's brand by using an element of your logo's icon and your brand's colors.
12. Use the Pretty Links Plug in
13. Make it EASY for a potential client to find your company by including several links to it worded different ways.
14. Hyperlink your keyword phrases to aid your website in SEO as well as your blog.

Repurpose blog posts

15. Integrate with existing marketing: Repurpose blog post into E-newsletter article Create a one page print out PDF to post on your company's website from a prior blog post. Enclose a print out of the PDF article from your blog in your company's leave behind sales materials that you use to help close the sale. Some of my blog posts make great article for download from my website. People who don't trust blogs, sometimes will trust a white paper or a free download article.
16. Use the blog to get more e newsletter subscribers

Embed Your Blog

17. Make your company website come alive. Put the code for a rolling headlines from the last 5 blog posts on your website to make the website more active and alive.
18. Embed Your Blog into your Social Media sites
19. Embed WordPress into your LinkedIn Account so that the most recent 3 blog posts are featured on your profile, giving your more credibility as a professional.
20. Make it easy for readers to "like" in Facebook by adding a LIKE button or a SHARE or follow me buttons. Attach the follow me to your company's fan page.
21. Include your blog as the link on your twitter page but link to an "about me" page on your blog.

Promote Your Company News on Your Blog

22. Promote new services you've just introduced or awards your company has won on the blog. Post a link to the press release about your company on your blog or link to a news article written by a 3rd party about your company or product on your blog.
23. Promote your speaking engagements with a photo in Twitpic that automatically posts into the widget sidebar in the blog. If you don't speak, promote the events you attend by getting a photo with the speaker from the event.

Measure your Marketing Results

24. Track the number of readers and what key phrases they used to find your blog with Feedburner. Use the key phrases that people type in to find your website in your blog to help you "own" the area "above the fold" in Google. Track the number of comments. Notice what questions people ask. Is that what your clients ask too?
25. Track the number of visitors to your website from your blog. If it's anything like mine, I find that the blog is the 2nd largest referral source, just behind Google.

And remember to use FULL DISCLOSURE when promoting your business or someone else's products and services -- by following the FTC Guidelines!