

How to Write Marketing Blogs Your Clients Will Actually Read



So you've carefully crafted another post for your marketing blog.

You're an expert in your topic. You understand [SEO strategy](#) and which keywords to target to show up in search engine results. And you're sharing information that would benefit your clients.

If only they'd read it.

But your posts aren't getting views or engagement. You might as well be alone in a room talking to yourself.

Online writing requires different techniques than other forms of writing. Once you understand how readers interact with information online, a few

adjustments to your writing style will help you better connect with potential clients.

How to Write for an Online Audience

Online readers don't actually "read" blog posts—at least not on the first pass. Instead, they skim the material to see if it contains the information they're looking for.

To make your blog posts more effective and more likely to be read, format them so readers can catch the main points with a quick scan.

Write Attention-Grabbing Headlines

The effectiveness of your headline can determine whether your post gets read or ignored.

With that much at stake, it's worth investing the time to brainstorm several [headline ideas](#). Then choose the one most likely to resonate with your audience.

Considering the reader's perspective, answer the question, "What's in it for me?" Your headline should succinctly tell readers the benefit they'll gain by reading your post.

Hook Your Audience With a Strong Opening

Now, with your opening sentences, convince the reader that your post will deliver on the headline's promise.

Try thinking like your audience:

- What feelings do they have about your topic before reading your post?

- What words would resonate the most with them?
- How might they put their own thoughts into words?

Echo these ideas in your opening lines to convince them to read on.

Hold Your Reader's Attention Through Your Main Points

To keep your audience reading, make your posts accessible and visually appealing:

- Use subheadings as guideposts through your main points.
- Write brief paragraphs, between 1-3 sentences.
- Keep your sentences short and your language relatively simple.
- Use bulleted lists when appropriate.
- Use images to reinforce your ideas and break up the text. Try pictures, graphs, screenshots—whatever works best with your message.

End With a Strong Call to Action

Your closing should inspire the reader to take action consistent with your post's intent.

Examples of [calls to action](#) in blog posts:

- Read More
- Sign Up for Our Newsletter
- Contact Us
- Share on Social Media

Don't Give Up: Blogging is Worth the Effort

Blogging allows you to demonstrate your expertise and establish trust with potential clients, ultimately persuading them to choose your products or services over those of your competitors.

If your first attempts at writing a marketing blog haven't brought results, don't give up. Adapt your style to the needs of an online audience, and you'll soon see improved readership and engagement with clients.

Need further help? Visit the [tools and resources](#) at webconfs.com.