

## Blog Your Business: 27 Ways to Promote Your Scrapbooking Business Online

By Angie Pedersen



Web logs, or “blogs”, have invaded the scrapbooking community and industry. Just search Google for “scrapbooking blog”, and you’ll get over 2,500,000 results. Blogs offer an opportunity to communicate in a casual atmosphere with your customers, often for free. But if you read June’s Digital Dimension article (“Understanding Blogs”), you already know all this. You may now be struggling with the next step: what to write about. If you don’t blog about the right things, you lose out on the chance to pull in new customers (and keep the old ones coming back). Use the following list of topics to help guide your blogging efforts, and never worry about “Blogger’s Block” again!

1. Keep an eye on what other scrapbooking writers/bloggers are blogging about, and link to related material in your own blog. Include your own thoughts on the topic, agreeing or disagreeing with the original poster.
2. Post excerpts/tips from an article or e-book (then link to where your readers can purchase/download it! That’s a key marketing concept: make the customer aware of a product or service, convince her she wants it, and then tell her where to get it. You can do all that on a blog.)
3. Post links to positive reviews and/or media coverage for your book/products/services
4. Yvonne Divita from Lipsticking.com suggests using an Editorial Calendar to combat Blogger’s Block. An editorial calendar can keep your blogging on track throughout the week: pick a topic to cover for each day of the week and stick to it. That way, you always know what topic to write about on a given day. For example, on Mondays, Angie Warhurst of Boxer Scrapbook Products posts Boxer Trivia (<http://boxerscrapbooks.typepad.com>). Susan White of Triscap posts Recipe Rounds (<http://susanwhite.typepad.com>).
5. Post a review of the latest idea book – your “insider insights” can help position you as an expert in your field. Or consider reviewing a book that is not marketed to scrapbookers, but has scrapbooking applications (i.e. *The Encyclopedia of an Ordinary Life* by Amy Rosenthal)
6. Mention mainstream newspaper and magazine articles that relate to scrapbooking. Show how scrapbooking is making an impact on general society. Provide your own commentary, and then link to where readers can get more info on your books/products/services.
7. Blog about upcoming book signings, appearances, classes, workshops, seminars, articles, sales/promotions, etc. Describe what you’re excited about, who you expect to see there, what topics you’re going to discuss, and where people can go for more information. If you’re blogging about a class, post a picture of the finished project to lure people in.
8. After an event, blog a recap of how it went, who you met, what was discussed, customers’ positive reactions, etc.
9. Professional blogger Patsi Krakoff suggests sharing stories that showcase your knowledge and expertise. Describe a typical customer experience. “Don’t forget to explain how you work with clients and let readers know how to contact you, hire you, buy a product or register for your services,” advises Krakoff.

10. Write about scrapbooking industry developments -- what do you think? What does it mean to future trends? How does it relate to you and/or your company?
11. Write a description of the product development process, and/or where you found inspiration for your most recent product line. What's the backstory there?
12. Kristy Harris of FarFlungCraft.com suggests posting pictures of your projects or examples of your products/services in use. Take it a step further and provide "recipes": step-by-step directions on how to complete the project. A bonus tech tip: In the HTML image "alt" tag, name your picture some relevant, to make it more search-engine-friendly.
13. Offer a product gallery (often called a photo album in blogs), so sales reps have a resource to offer potential customers. When the reps make sales calls, they can just guide customers to your blog to see the latest product.
14. Blog about layouts you find in online galleries or at consumer shows that use your product creatively. Include links to the projects and describe what you like about the project. (Email the artist to get their approval first.)
15. Post an entry describing an anecdote from your daily life, featuring a funny comment your child/staff member/customer made. Describe the situation and how you intend to scrapbook it. (The bonus here – when you're done blogging it, you have a ready-made journal entry for your scrapbook!)
16. Share 3 things you learned from your customers in the past week – these could be funny "life lessons", or tips for improving scrapbooking skills.
17. Post Top 10 Lists: Top 10 most purchased items in the past week; Top 10 colors of cardstock' Top 10 Reasons to Come to a Crop; Top 10 Ways to Use a Circle Punch, etc.
18. Host a Scavenger Hunt with clues posted at your retailers'/partnering websites.
19. Host a "Name Our Product Line" or "Name Our Newsletter" contest. Think of other ways you can encourage customers to participate and feel "ownership" of the results.
20. Participate in (and host) a Blog Carnival (see <http://blogcarnival.com/bc/> for more information)
21. Point out examples of your staff offering good customer service. Emphasize how important customer service is to you and your business.
22. Introduce a new staff member – why did you hire him or her? What does s/he "bring to the table"?
23. Ask for feedback on proposed product lines – would your readers rather buy option A or option B?
24. Address bad PR – if someone receives bad customer service and makes a flaming post on a message board, explain your side of it on your blog. If it was your fault, accept responsibility and make amends. If it wasn't your fault, don't lay blame, but explain what you're going to do differently going forward so it won't happen again (a change in policy, a clarification of information, etc).
25. Highlight a customer – describe their interests, their business, and their favorite thing about your business. Give them a moment in the spotlight, and make sure others know they could be next.
26. Have a product that isn't moving, or has a high learning curve? Post five tips or ways to use it, highlighting its USP (Unique Selling Point).

27. Share your company history. How long have you been involved in scrapbooking? What do you love about scrapbooking? Why did you start your business? What are your business goals? Let your readers connect to you personally, and they'll feel more connected to your business.

Now go out there, get blogging, and get noticed!

NOTE: If you're still unsure about how to blog, what to blog, or how it can help promote your business, sign up for Angie's blogging seminars at the MemoryTrends Conference & Expo: "Blogging 101" is best suited for beginners, and "Blogging 201" will help those who want to improve their blog's marketing impact.

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