

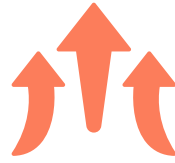
# **5 AMAZING WAYS BLOGGING AND PODCASTING SUPPORTS YOUR BUSINESS**



 **WRITE** BUSINESS RESULTS



# 5 Amazing Ways Blogging and Podcasting Supports Your Business



As entrepreneurs, coming up with a unique way to provide value to others sometimes feels like the easy part. The true challenge is marketing – building a recognisable brand that others trust to help them. Marketing yourself takes a lot of time and effort, and it is important to do it right. So what approaches are going to offer you the best results in your marketing?

Many business owners, service businesses in particular, are still sticking with traditional sales methods such as phone calls and referrals. The odd newsletter, perhaps. Referrals are strong lead sources; but while one-to-one contact is the most likely to lead to sales, it's time-consuming and not every contact will convert.

So, what other options do you have if you want to market yourself and your business without losing the personal touch of those one-to-one interactions?

Blogging and podcasting are amazing and powerful strategies to build your brand, generate leads, and establish yourself as an expert thought leader.

The beauty of both these content types is that they can generate strong inbound leads, which means you can do away with cold calling and instead focus on nurturing leads who you know are interested in what you have to offer.

The question to ask (and that we are going to answer) is “how do they help and how can I unlock those benefits for myself?”

## Why use podcasting and blogging in your content strategy?

The simple answer as to why blogging and podcasting are effective tools is that they are popular! As a result, they are subject to phenomenal levels of engagement and are often the public's go-to sources for information. In fact, customers report finding value in blogs and podcasts in every stage of a purchase journey.

### Blogs

According to Wordpress (which powers 45.8 per cent of websites on the internet), every month, over 409 million people view more than 20 billion pages and leave 77 million new comments. Hubspot surveys report that more respondents read blogs daily than never at all. In fact, 54 per cent of respondents reported that they read at least one to three blogs every week.

The most successful blogs in the world attract millions of visitors to their sites. While many make money from advertising and affiliate marketing, others make money by leveraging their blog to encourage people to sign up for a product or service they offer.

Take Tim Sykes, who's also known as the Penny Trader. He launched his blog back in 2007 and used it to teach people about stock investing after having made millions investing himself. One of the reasons for his ongoing success is the amount of value he delivers to his audience – he gives a lot away through his blogs, video content and interviews. However, he still makes an estimated \$5 million per year through his blog.

How?

By upselling the people on his list into his courses and coaching programmes. So, it's not the blog itself that makes the money, but the way in which he leverages that content and his personal brand to attract clients and reach a wider audience.

## Podcasts

There are over 464.7 million podcast listeners globally as of 2023. In the USA alone, 41 per cent of people listen to a podcast every month and 28 per cent do so weekly. No wonder since it is such a portable way to access information, with 22 per cent of podcast listeners doing so while they commute. As an industry, podcasting is worth an estimated \$23.56 billion in 2023 and this is expected to grow significantly in the coming years.

While the medium and method of delivery is very different to blogging, the outcomes of successfully leveraging a podcast as part of a personal brand can be similar.

The upside to podcasting is that it feels much more conversational than a blog. This helps you to build strong connections with your listeners and gives them the opportunity to get to know who you are as a person, without the need for many one-on-one interactions to achieve the same result.

Once you have a season or two of podcasts under your belt, your listeners could spend hours with you. Just think about how much they'll be able to learn about your business, ethos and expertise in that time. As with Tim Sykes and his blog, a well-delivered podcast builds an audience around your brand and provides an opportunity for engagement.

So, how does this potential for engagement support your business marketing efforts? Reaching a wider audience delivers several benefits for any business:

- Driving traffic to your website
- Generating leads
- Establishing a brand as a trustworthy industry leader
- Building a community
- Supporting your other marketing streams.

# 1. Driving traffic to your website

The internet is a big place. You need to make yourself easy to find if you want consumers to find you in the middle of all the noise. The way to do that is by ensuring that [your website follows best practice SEO techniques](#).

Google's search algorithms are designed to prioritise [people-first content](#). This means that if your website has clear focus and is full of content that supports a visitor and their needs, your website will rank better. If the content is fresh and original, even better!

A clear content strategy helps you to create a steady stream of blogs and podcasts that fit this criteria.

When a business posts consistently, they are constantly providing the likes of Google, Bing, Yahoo! and the others with fresh content to index. This ensures you rank well and keep doing so.

The other important element behind strong SEO is authority. [Having content by itself is not enough to rank well in search results](#).

In order to be seen as a trusted source, include links to other trusted websites as well as internal links to other parts of your own site. Internal as well as external linking together improve the authority level of your blog.

But what if you're just getting started and don't have the "authority" you're looking for? An effective way to establish authority is through networking.

## **Blogs**

When writing blogs, keep an eye out for other content creators. Let them know when you are linking to their content and send them the link to your article with their content/site in it. This will increase the number of shares and likes of your article. Another way to increase your authority through blogging is to guest post on high-authority, trusted sites, and send your content to aggregator sites for them to share.

## **Podcasts**

Collaborating with guest speakers is a fantastic way to encourage others to share and link to your content. Whether you appear on their podcast or they appear on yours, make sure that links to both of your sites and socials are in the show notes.

[Dan Kirby, one of our Content Creators of the Month](#), has used this to great effect. Through his podcast, [Honey I Blew Up The Business](#), Dan has spoken with over 80 entrepreneurs. Not only has he built a diverse network of collaborators and listeners, but his podcast has managed to hit the top 2.5 per cent of all global podcasts!

## **Further reading**

[This 10 Point Checklist Will Help You Blow Up Your Blogs](#)

[How To Launch A Podcast: 3 Valuable Blogs For Creating A Winning Podcast](#)

[How Blending SEO And PR Can Boost Your Brand And Content Visibility](#)



## 2. Generating leads

Improving your SEO will lead to more visitors to your website – particularly organic traffic from those finding your content valuable. The goal is to convert these visitors into leads. How you quantify this is up to you and depends on your goals, but could include:

- Number of returning visitors or subscribers
- Number of enquiries quoting your blog, podcast, or an internet search as the source
- Number of new names and contact details coming into your database.

However you measure your leads, think about the customer journey from their perspective:

- A visitor clicks through to your website.
- The visitor reads your great blog article down to the bottom or checks the show notes after enjoying your podcast. They see a call-to-action for a free offer i.e. a download, mini course or discovery call.
- The visitor clicks the call-to-action and is taken to a landing page containing a form for them to fill in with their contact details.

- They then fill out the contact form, submit their information, and receive the free offer.

If you scroll down in this article, you'll see a call-to-action link. [CRM tool Hubspot](#), which has one of the most successful marketing blogs out there, says that 99.9 per cent of the blog posts they publish have call-to-action buttons. Check out the call-to-action button on the post I've referenced in this article, for example:



You can then either pass those leads to your sales team to nurture and close, or nurture them with a responsive yet automated email sequence. Or both, of course!

The key to remember is that your content has a purpose. This means that tracking and analysing this data is important, as [Lisa Catto, one of our Content Creators of the Month](#), can attest.

Keeping an eye on the content that delivers the results you need allows you to refine and optimise your content strategy based on data rather than guesswork.

### **Further reading**

[5 Ways You Can Position Yourself As An Expert In Your Niche](#)

[Why Personal Branding Is Important For Entrepreneurs?](#)

[Why A Content Marketing Framework Helps Leverage Powerful Results](#)

### 3. Establishing a brand as a trustworthy industry leader

Regardless of the size of your business, content in all forms is THE way forward for establishing yourself and your business as an industry leader. It is how you put your own stamp on your niche in a world of saturated markets.

In time, posting blogs and podcasts that are helpful and informative on a regular, consistent basis can make you the “go-to” resource in your particular niche within your industry. In turn, this will lead to more enquiries and higher conversion rates.

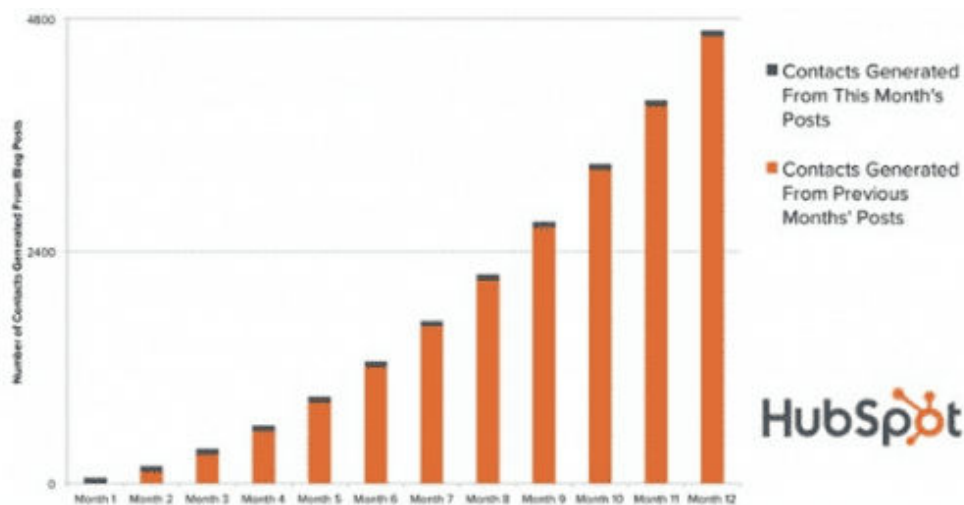
It also builds brand awareness in a way that is hard to recreate on social media. It might be easier to do a quick X (formerly Twitter) or Facebook post, or share something in a LinkedIn group, but it's also less effective as a standalone strategy.

The issue is that social media is, by its nature, blink-and-you-miss-it. You post something and then someone else's content will come along and bury it.

Blogs and podcasts on the other hand are much more evergreen and long lasting. Once you have uploaded them, your audience can find them at a later date and explore your entire archives at their convenience.

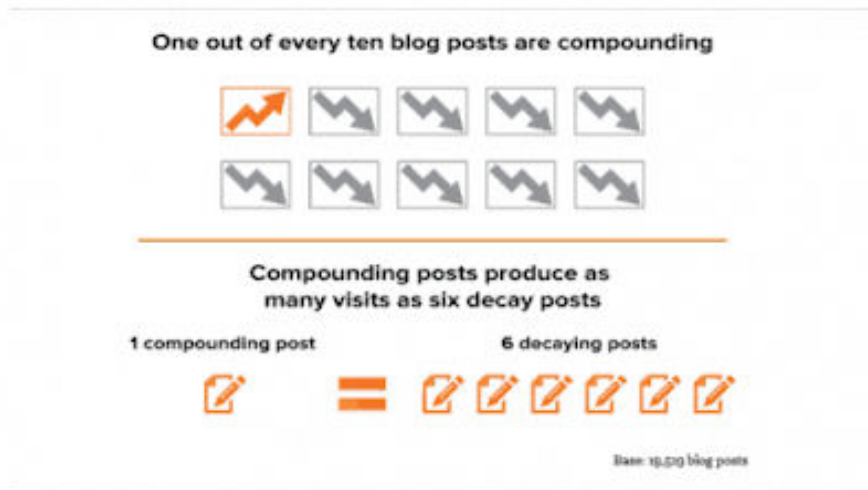
This is something called the compounding effect. Once it is posted, your content is now indexed and ranking in search engines.

That means for days, weeks, months, and years to come, as long as you keep it updated for SEO purposes, you can continue to bring in traffic and leads:



So your blog is pushing leads through to your business the whole time it's out there in the public domain. The effort you put in today can turn into hundreds of thousands of views and leads in the future, [as Hubspot reports](#).

In their own research, they discovered that approximately one in every 10 blog posts end up being a compounding blog post:



## Further reading

[5 Ways You Can Position Yourself As An Expert In Your Niche](#)  
[5 Types Of Thought Leadership Content To Help You Build Authority.](#)

## 4. Building a community

Once you begin a formal engagement with a new or existing customer, your number one goal is to create unquestionable and ongoing value. This creates happy and engaged customers – something vital for business. After all, happy and satisfied customers refer and they also buy again and again.

Providing content that keeps your customers engaged is therefore an important element of your business development as well as content strategy.

One way in which podcasting and blogging helps engage customers and build a community is by helping you connect with both existing and potential customers more personally, but without having to do so one-to-one. This allows you to show your followers the more human side of your business.

This might be sharing what [your values and mission](#) mean to you or [sharing a more emotional and personal perspective on what you do](#). Research from Sprout Social reveals that 70 per cent of consumers feel more connected to a company when a brand's CEO is [active on social media platforms](#).

By creating and sharing content that is valuable, original and interesting, your potential customers get to see not just your knowledge and expertise, but also your passion and unique perspective. You may have heard the old saying, “People don't care how much you know until they know how much you care.”

Sincere content is the perfect way to show people who you are and what you're about so they can connect with you and your business based on values and trust – the recipe to a long-lasting professional relationship. It will always beat the transactional approach to doing business and will help you stand apart from your competitors.

This is not just a one-way street. Your blog should also include an active comment section for this purpose. It gives visitors a chance to feed back to you as well as engage with each other. This helps them to get even more information and meaning from the content you provide.

It also helps you. Comments on your blog allow you understand more about your target audience – their concerns, challenges, perceived opportunities – and respond to them in person. The more you and they interact, the more you increase their sense of connection and loyalty.

It also gives you the opportunity to understand what they need from your content, and potentially even your business. For example, if you notice certain questions keep coming up, it might be a good opportunity to run a frequently asked questions blog or episode.

Importantly, your SEO and organic reach on social media platforms is boosted by interactions so the more comments, the bigger and better your tribe. A small side note though: as your content becomes visible to more and more people, you will experience the dreaded haters. Don't worry about them! Seriously.



In fact, respond to them too. Well... nicely of course!

You want to help that person to see that you're simply trying your best to serve and they could perhaps give you a break. Empathise with how they're feeling, but stand your ground. Often, they're surprised to even get a personal response and will end up apologising! Others can then see that you care and are confident in what you're putting out there.

### **Further reading**

[How Storytelling Can Help You Gather And Motivate Your Tribe](#)

[How To Use Disruption To Create A Cult Following For Your Content](#)

[Capture Your Perfect Audience With 4 Ways To Find Valuable Podcasting Topics](#)

## 5. Supporting your other marketing streams

Of course, no marketing or lead generation strategy should be dependent on just one stream. For example, reaching people where they hang out rather than waiting for them to come to you will always be the most sensible lead generation strategy.

This means that even though it isn't anywhere near as evergreen or lasting as a blog or podcast, social media is still important. But that doesn't mean it can't be streamlined.

A clear content creation strategy means that instead of reinventing the wheel every time, you can let your different pieces of content support each other. An established blog or podcast can be repurposed easily to create other content:

- A podcast transcript could be written up to create a blog post promoting the podcast and presenting the information in another format.
- Social media posts could be written up based on blogs or podcasts.
- A newsletter could summarise the content released that month.
- You could even use your blog or podcast as inspiration for writing your own book (or vice versa!).

It also creates the opportunity for your tribe to help market you by sharing your content on their social media. To increase the 'shareability' of your blog, use plugins like [Monarch](#) to position attractive social share buttons within your blog posts and elsewhere on your site. Monarch is known for not slowing down your site, unlike some of the others.

As [CBO points out](#), "This in turn creates the potential for viral traffic and exponential market growth. With so many different sharing platforms available, visitors can share the direct link to the blog, tweet it, or email it to a friend. This is the epitome of free marketing."

### **Further reading**

[5 Ways To Leverage Your Content And Overcome A Creative Drought](#)

[3 Refreshingly Simple Steps To Beat The Blank Page And De-stress Content Creation](#)

## Overcoming challenges

A successful content strategy has to be consistent. Building your personal brand and attracting traffic to your website requires you to release content on a regular schedule, ideally once a week. This can be daunting for anyone – producing this much content with consistency is a lot of work!

When this is combined with running your own business, this quickly becomes overwhelming. This then becomes a vicious cycle as the resulting stress makes working on your content feel more and more intimidating. The result? Chronic procrastination, podfade and a neglected blog. As a result, your audience will start slipping away.

The trick to beating overwhelm is breaking the challenge down into the problems that make it up:

- No long-term content plan
- Not enough time or resources.

Amazingly, only 40 per cent of creators have a clearly documented content marketing strategy. Without this, it is hard to keep creating content with drive and momentum. In fact, simply having planned ahead makes you 331 per cent more likely to succeed.

Luckily, there are several simple ways to help plan ahead and keep focused.

## ***Planning ahead and building a buffer of content***

Imagine your blog is released every Wednesday morning. Which would be better? Calmly checking the upload is scheduled and ready to go, or scrambling to find a topic and write something valuable at the last minute?

One of the first things you can do to make your content creation a less stressful experience is plan ahead. Using research tools such as [Similarweb](#), [Answerthepublic](#), and [Ubersuggest](#), you can find the keywords and topics that your readers want to know about.

Having a supply of blogs and podcasts ready to go is just as useful. A buffer of even just two or three episodes or blogs gives you more freedom and flexibility in producing content. It's also a good insurance against unexpected emergencies.

## ***Calling in help***

While we love the process of content creation, we know that it's not everyone's specialty. There is nothing wrong with getting support with your content creation, in fact if this isn't something you enjoy, there's everything right with it. You're a business leader, not an audio engineer or a copywriter.

A strong team of content creation experts can help you formulate a plan and even produce some of your content for you, whether that's professionally editing your podcast episodes or writing blog posts based on your knowledge and experience.

If you're serious about leveraging the power of podcasting and blogging, you want to make sure you not only do it right, but that you enjoy the process too.

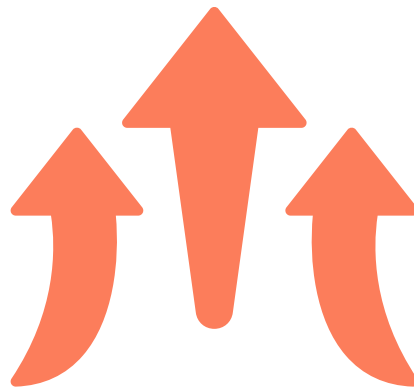
You can find out more about the [marketing services we provide here](#), or [book a free Clarity Call](#) if you'd like to discuss your blogging or podcasting aspirations in more detail.

### **Further reading**

[How To Efficiently Create 6 Months Of Content In 60 Minutes](#)

[Don't Be A Content Contortionist – Or How To Build A Top Team For Content Creation](#)

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