Blogging for Business

This course starts by exploring and using others' blogs to gain exposure and moves on to creating and managing your own blog, producing and distributing posts through social media channels, and building a network of fellow bloggers.

IS THIS FOR YOU?

This course is for anyone who is thinking of starting a blog for their own business or who has been asked to write for their employer's blog. The course will help you develop up-to-date skills on one of the most popular social media platforms.

ABOUT THIS COURSE

Blogging has become an essential part of the social interaction to help a business engage with its online customers from a more personal viewpoint.

This course is for those who want to learn more about how to create and write blogs in a professional capacity. Writing a blog for a business is a specialist skill and requires training before publishing to a large customer base. It is vital that a business blog set the appropriate tone for its audience, as a misstep could alienate one's customer base, which could spell PR disaster.

AIMS AND OBJECTIVES

This course has been put together to offer guidance on how to write engaging, professional business blogs. By the end of the course, you will be well positioned to start a new business blog.

PREREQUISITES

None.

CAREER PATH

Upon successful conclusion of this course, you could apply your newly gained knowledge and skills in careers such as Marketing Assistant, Marketing Coordinator, Social Media Manager, Events Assistant, or Events Manager — all rewarding careers for marketing professionals with the latest online social media skills.

COURSE CONTENT

Module 1: Finding out about Blogs

Module 2: - Designing your Blog

Module 3: Managing your Blog

Module 4: Blogger

Module 5: Tumblr

Module 6: WordPress

The course covers all you need to know before getting started with your blog. The three main areas you'll look at are:

Finding out about Blogs: which includes the different types of blog, typical elements of a blog and blog post, blogs to follow, commenting and sharing on blogs, and what to post and when.

Designing a Blog: which includes the different ways to present a blog, adverts, images, accessibility issues, and different blogging software options.

Managing your Blog: which will look at creating a plan, identifying good post content, writing the content, registering with search engines, distributing posts, sharing and marketing posts and measuring impact.

You will also have access to tutorial sessions that take a closer look at Blogger, Tumblr and WordPress blogs so you can get guidance on creating your blog.

COURSE DURATION: 19 HOURS *(Actual course duration will vary from individual to individual, based on prior skills and application)*

CPD POINTS: 19
(Awarded CPD points upon successful completion)