



How Blogging Can Boost Your Gift Shop Sales

Charlotte Biggs, Card & Gift Network for Autumn Fair 2018

What We'll Be Covering

- Why you should blog for your business
- How to create compelling content
- Saving time! How to use blogging as the base of your marketing strategy
- Getting a return on your investment

Hello!

from Charlotte

I help greetings card and gift companies get noticed and sell more online.

Card & Gift Network

www.cardandgiftnetwork.com

blogging since 2009.



What is a blog?

blog

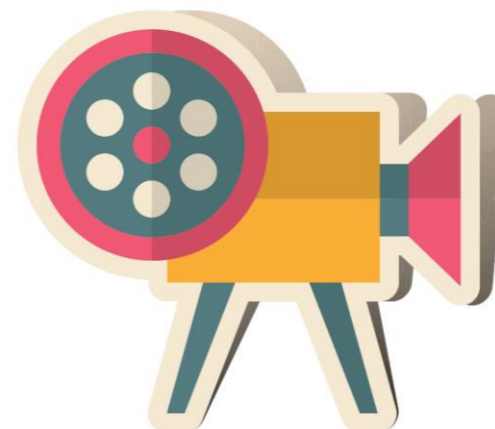
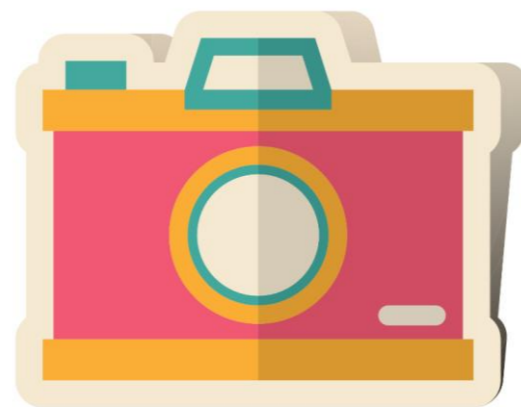
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noun

1. a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

verb

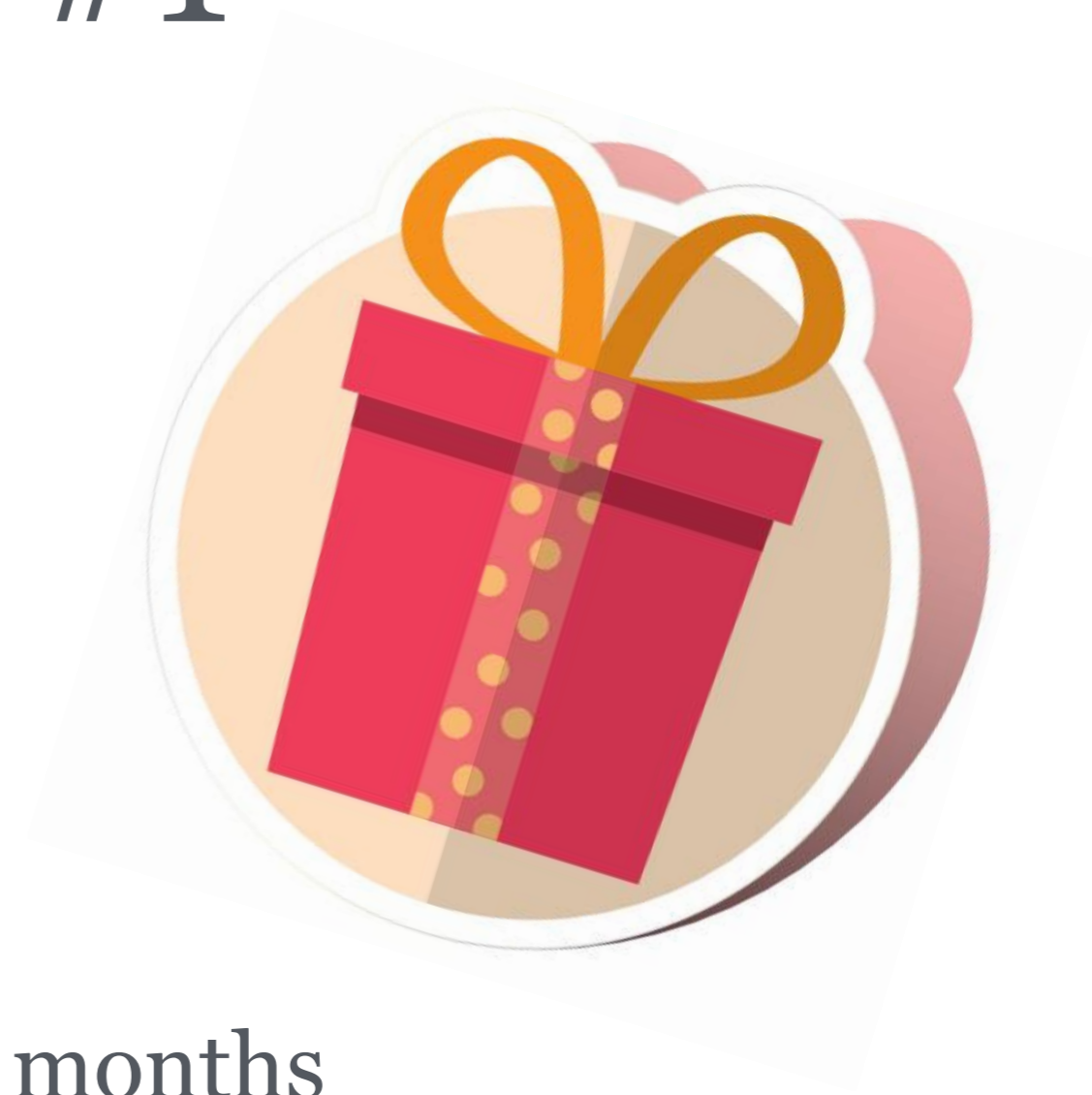
1. add new material to or regularly update a blog.
"it's about a week since I last blogged"



Statistics for card & gift industry #1

642 companies surveyed

- 35% (225) had a blog
- 49% (110) had posted in 2018
- 35% (78) had posted in the last 3 months
- 19% (43) had posted in the last month



Statistics for card & gift industry #2

Top Ten retailers for “gifts”

- 9 out of 10 had a blog (1 had 2 separate blogs)
- 6 had posted recently



FIREBOX

I W O O T™

John Lewis



moonpig



Paperchase

amazon.co.uk

Why Blog for Business?

To gain new customers & make sales!

Every time you add a new post:

- Solve a problem or provide value to your customer.
- Build up “know, like, trust”
- Signal to search engines



Product Focus

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[Home](#) [Gift Guides](#) [Created by Firebox](#) [Competitions](#)



3 Summer Cocktails to Quench Your Boozy Thirst

There is only one thing to do when facing a never-ending heatwave... But you've probably had...

[Read more](#)

[Created by Firebox](#)



Lucky Stars in July

Unseen fictional forces affect your daily life. Nothing is your fault if you blame the stars....

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[Ramblings](#)



Our Gift Guide for the Love Island finalists.

In the last week they've dismembered babies and grappled with the lie detector – but in...

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Firebox

<https://blog.firebox.com>

Customer Service Focus



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Jeremy Corner
Managing Director
[in](#) [t](#) [i](#) [f](#) [y](#) [s](#)
sage Business Expert

BES BLOG

AUTUMN FAIR 2018 - ESSENTIAL INFORMATION



Everything you need to know about Autumn Fair 2018 trade show at the NEC:

About Autumn Fair 2018

Autumn Fair 2018 runs for four days from Sunday 3rd September to Wednesday 6th September from 09:00 - 18:00 at the NEC in Birmingham. It brings together an inspirational showcase of over 1,000 British and International Exhibitors and attracts buyers from all over the world. It's a great opportunity to stock up on goods for that all important Christmas season and to see what's new for Spring seasons next year.

What's New

[Greetings Calendar](#)

[Card Industry News](#)

[Trade Show News](#)

[Social Media Tips](#)

[Business Tips](#)

[About us](#)

[Media Coverage](#)

[Awards News](#)

[The Greeting Card Project](#)

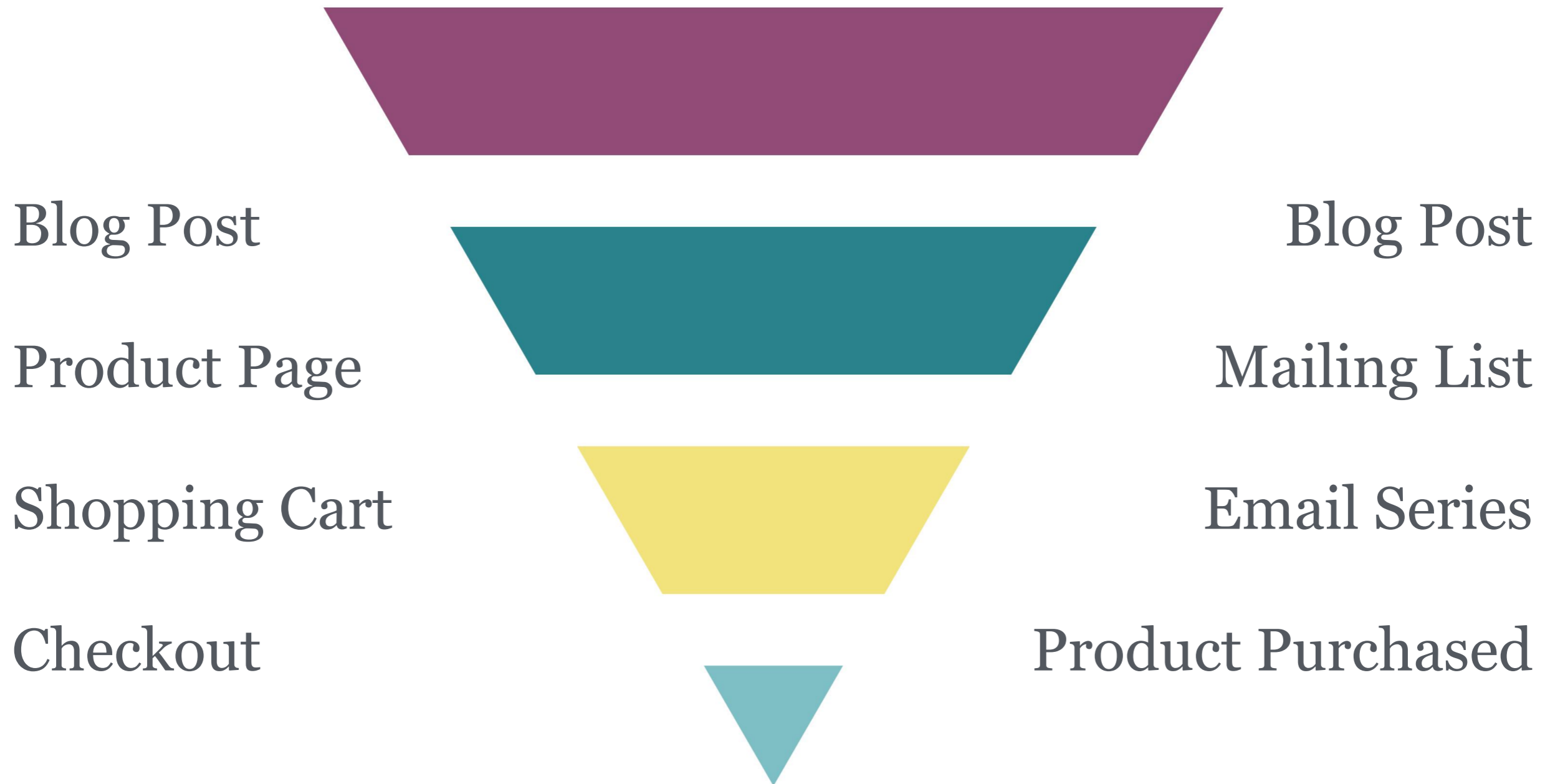
Search Posts

SEARCH



Blue Eyed Sun
Hall 4 - Stand 4A35
blueeyedsun.co.uk

Blog Post to Purchase



Compelling Content

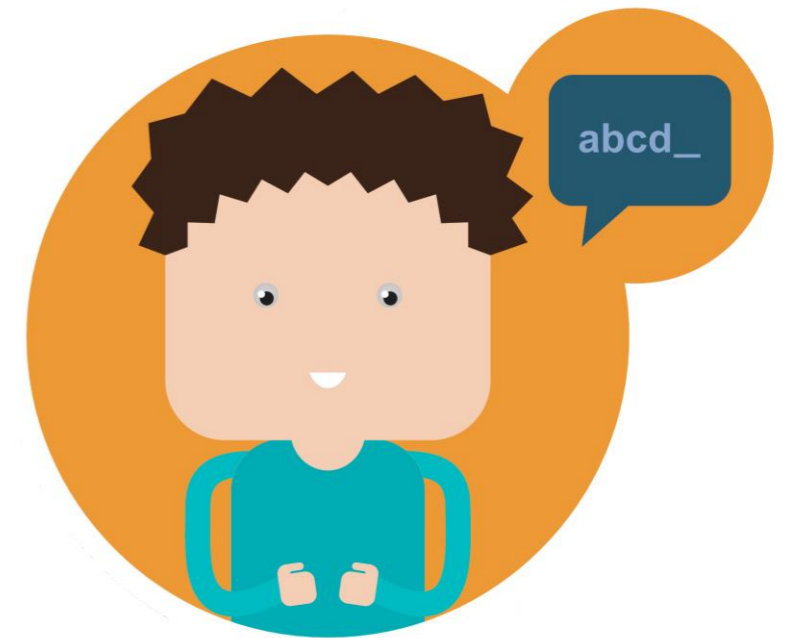
- Specific
- Valuable
- Clickable
- Quality
- Purposeful
- Shareable



Blog for Your Ideal Customers



Buyer
Recipient
or Product



Lead
Awareness
Interest



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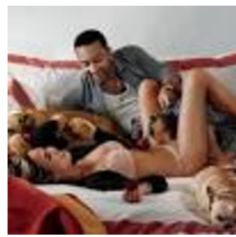
What Do Your Customers Want?

Valentine's Day Gifts



All Shopping Images **News** Videos More Settings Tools

About 723,000 results (0.48 seconds)



Valentine's Day Gift Ideas for Every Couple Out There

GQ Magazine - 2 hours ago

Valentine's Day might be the worst but romance is not. Here's how to give a romantic gift—on February 14th or any day of the year—that fuels ...

Valentine's Day gift ideas for all of the special someones in your life

Today.com - Feb 7, 2017

2017 Valentine's Day gift and travel guide

Queens Chronicle - Feb 7, 2017

Valentine's Day gift ideas for him from cool to cheap to quirky ...

Birmingham Mail - 7 hours ago

Top tech Valentine's gifts: The best Valentine's Day gifts for him and ...

PC Advisor - 3 hours ago

7 Thoughtful Valentine's Day Gift Ideas for \$20 or Less

Blog - U.S. News & World Report (blog) - Feb 7, 2017



Today.com

U.S. News & W...

Queens Chroni...

Birmingham M...

fox6now.com

YourTango

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Searches related to Valentine's Day Gifts

valentine's day gift ideas for him

valentine's day gifts for girlfriend

valentine's day gifts ideas

valentine's day gifts for her

valentine's day romantic gifts

valentine's day gifts for kids

valentine day gifts for husband

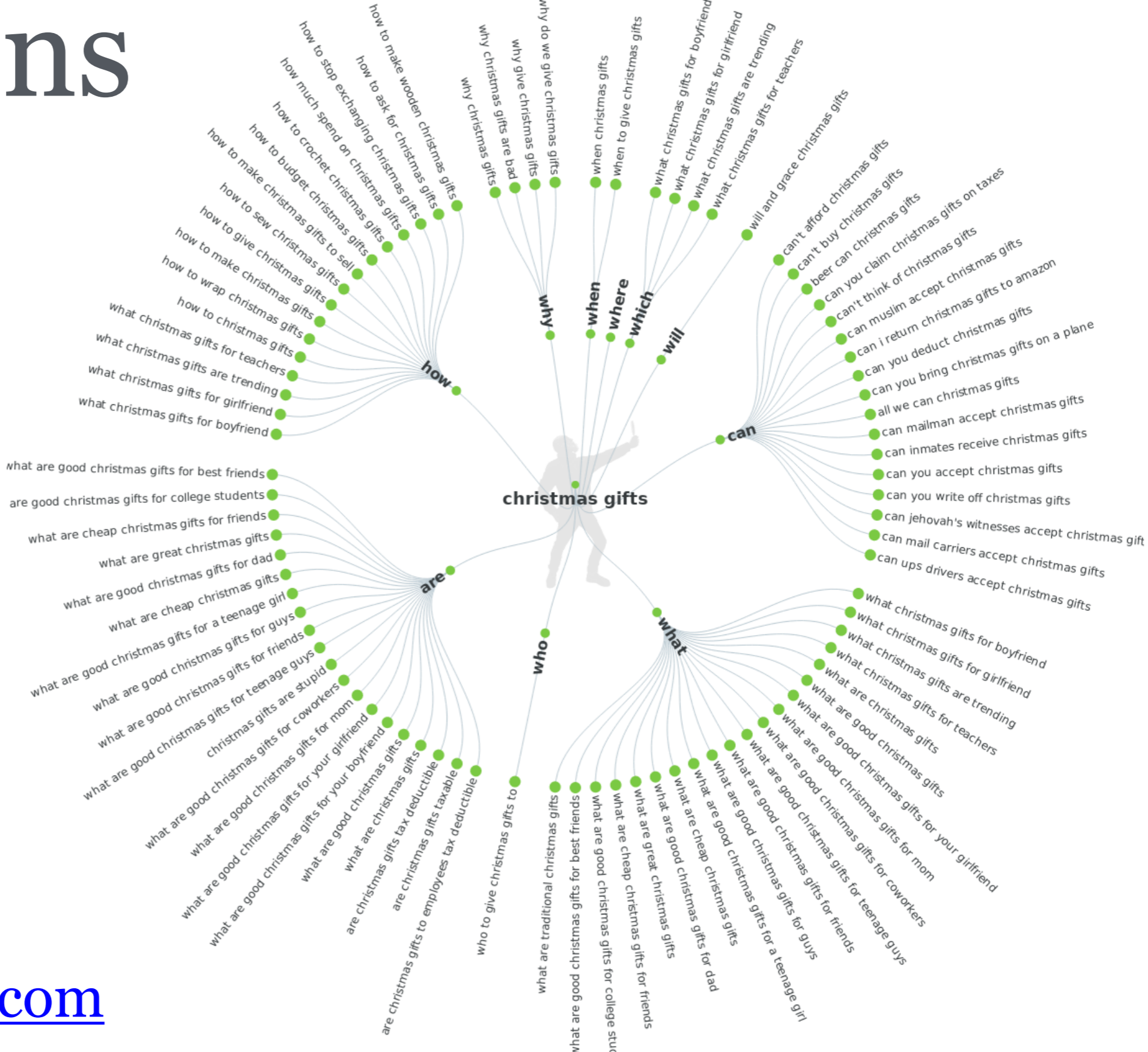
top ten valentine gifts for her

Questions

What are good Christmas gifts for best friends?

What are good Christmas gifts for co-workers?

answerthepublic.com



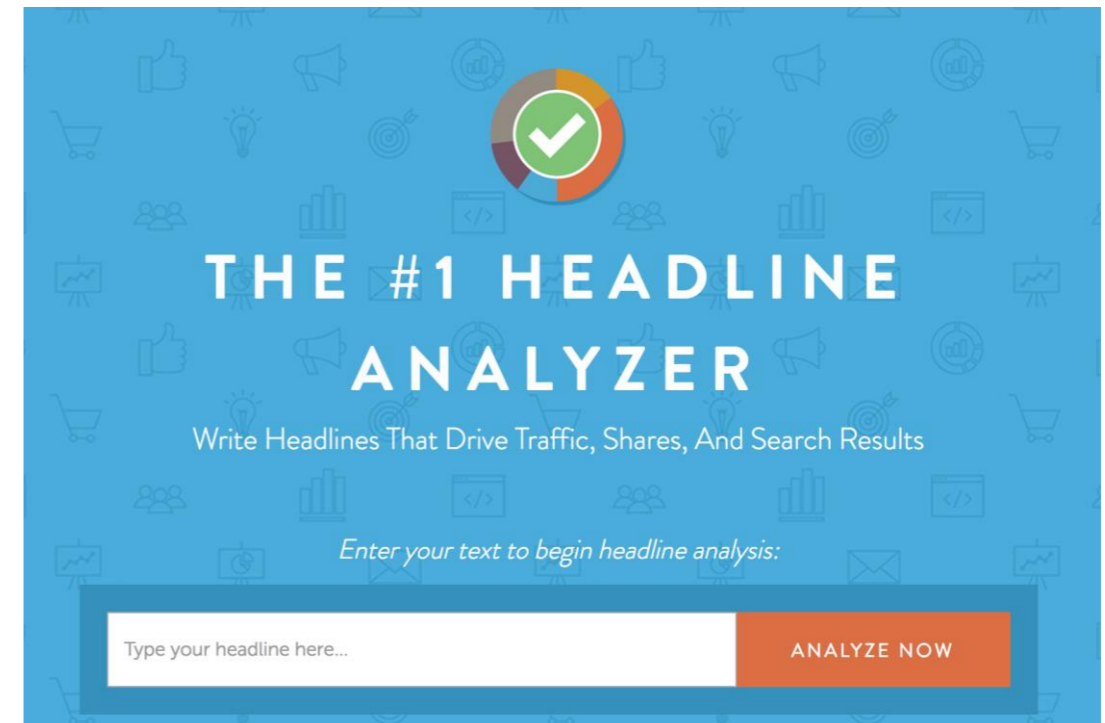
Compelling Content

- Specific
- Valuable
- Clickable
- Quality
- Purposeful
- Shareable



Make it Clickable

- Good content needs a good headline
- Recommended Tool:
<http://coschedule.com/headline-analyzer>



Analysis Complete

HEADLINE HISTORY

- 77 Valentine's Day Gift Ideas for Every Couple Out There
- 78 Valentine's Day Gift Ideas for all of the Special Someones in Your Life
- 73 2018 Valentine's Day Gift and Travel Guide

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Make it Quality

- High quality images/video and audio
- Easy to read
- Formatted for scan reading
- Plain English
- Search engine friendly



Flesch reading ease

In the Flesch reading-ease test, higher scores indicate material that is easier to read

$$206.835 - 1.015 \left(\frac{\text{total words}}{\text{total sentences}} \right) - 84.6 \left(\frac{\text{total syllables}}{\text{total words}} \right)$$

Scores can be interpreted as shown in the table below.

Score	School Level	Notes
100.00-90.00	5th grade	Very easy to read. Easily understood by an average 11-year-old student.
90.0-80.0	6th grade	Easy to read. Conversational English for consumers.
80.0-70.0	7th grade	Fairly easy to read.
70.0-60.0	8th & 9th grade	Plain English. Easily understood by 13- to 15-year-old students.
60.0-50.0	10th to 12th grade	Fairly difficult to read.
50.0-30.0	College	Difficult to read.
30.0-0.0	College Graduate	Very difficult to read. Best understood by university graduates.

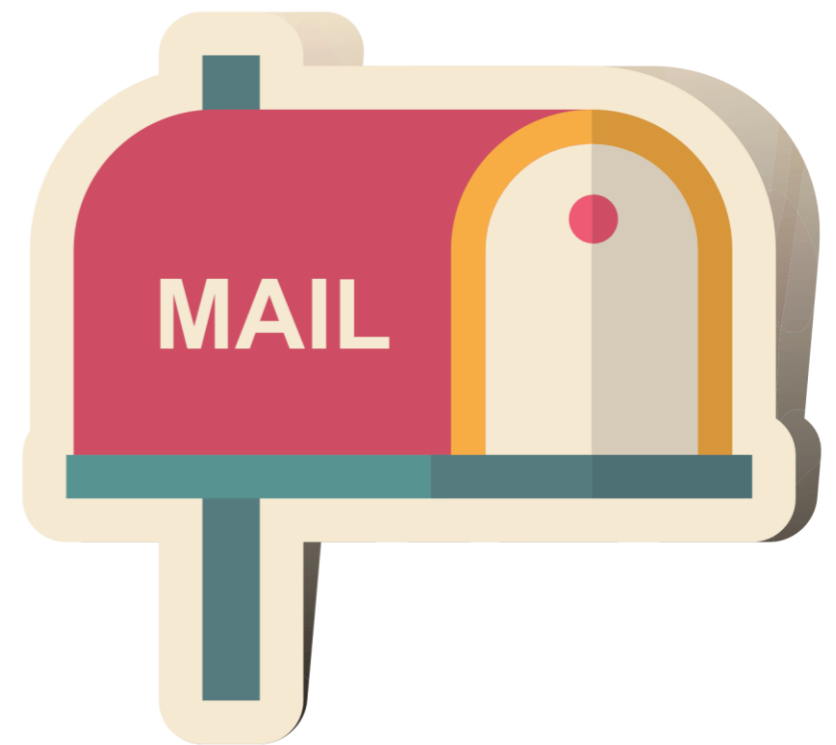
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Define Your Purpose

- **What action do you want?**
 - Leads - ask people to join your mailing list
 - Sales - encourage people to buy
 - Read more/share this
- Include one call-to-action (CTA)



Compelling Content

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Make it Shareable

Why?

- More views
- Love from Google

How?

- Interesting headline
- High quality, valuable content
- Share buttons on each post



Saving Time! Blog to Marketing Masterplan

Repurpose

- Email newsletter
- Social media updates
- PR - proof for journalists
- Pay Per Click (PPC) landing page



Making the Most of Blogging

Recycle

- Recreate your best text posts as video/audio/slides
- Rewrite for other blogging platforms
- Update popular posts



Measuring the Impact

Referrals (Acquisition)

- Where traffic is coming from & to which posts

Content/Page Views (Behaviour)

- Which content works best

URL Builder

- Track people clicking our calls-to-action

Goal Tracking (Conversions)

- Track sales or email sign ups



2 Things to Remember

1. The most important thing in the presentation?

- Write your blog for your ideal customer.

2. What should the audience do if they do nothing else?

- Define a purpose for each blog post so your blog contributes to your business goals.

Q&A

Any questions?

P.S. Leave your business card / email address for a copy of today's slides

