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?

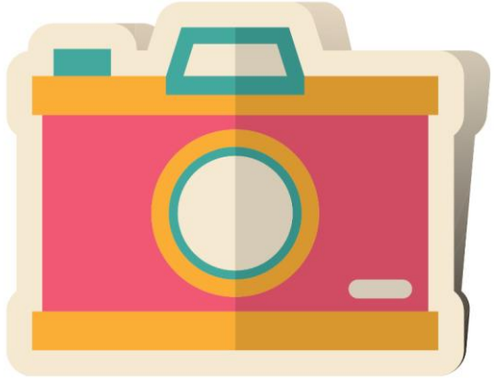
blog
/bläg/

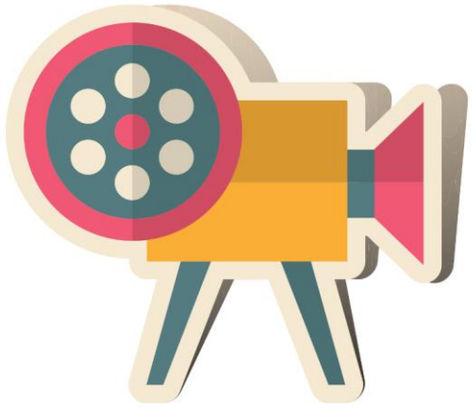
noun

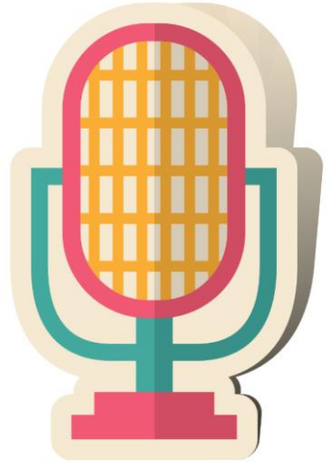
1. a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

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

NOT ON THE HIGH STREET

FIREBOX

IWOOT™

John Lewis

asos

prezzybox.com gifts for everyone

moonpig

Argos

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

Shop Firebox

FIREBOX

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....

Read more 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...

Read more Gift Guides

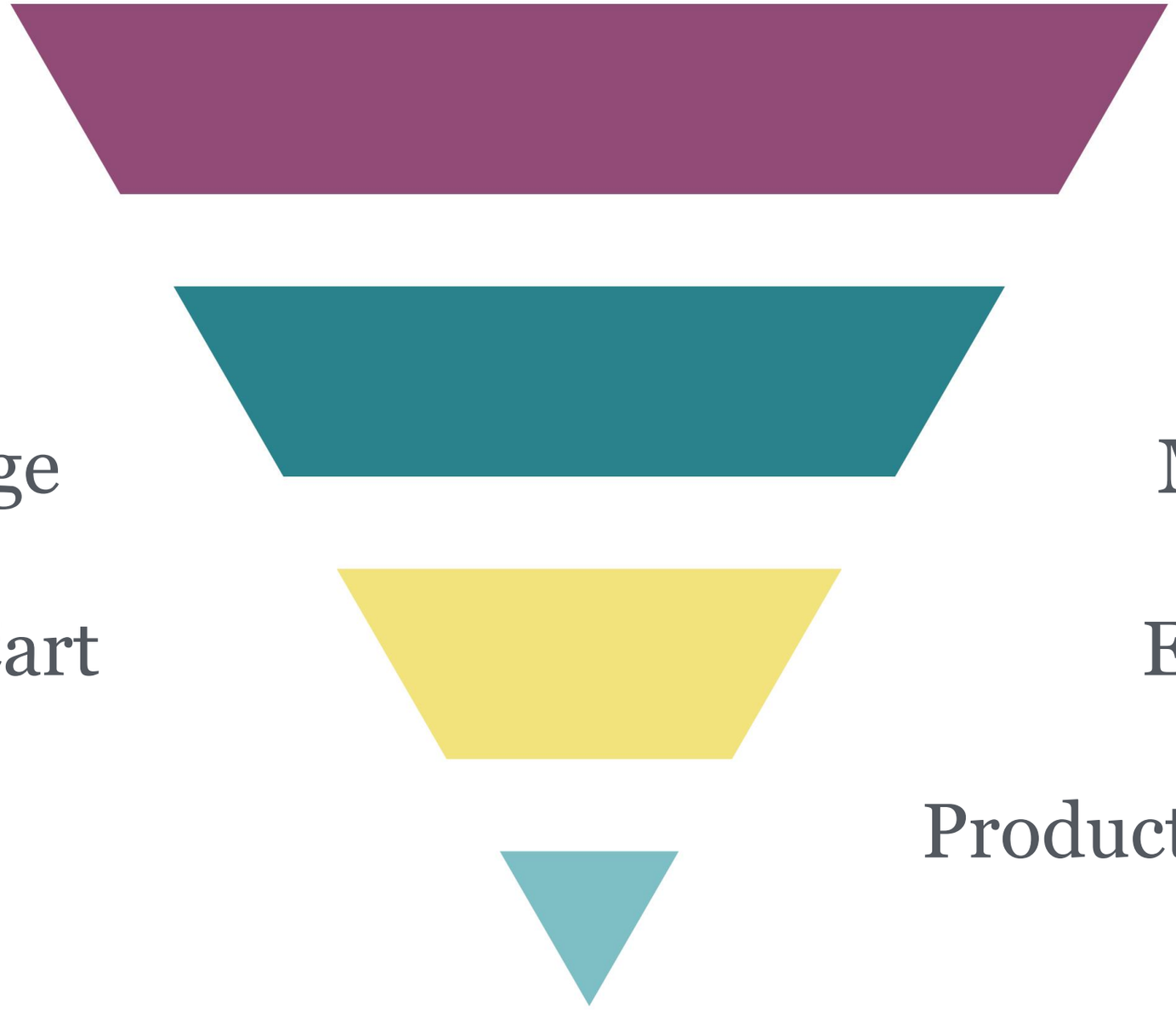
Firebox

https://blog.firebox.com

Customer Service Focus

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

Blog Post to Purchase



Blog Post

Product Page

Shopping Cart

Checkout

Blog Post

Mailing List

Email Series

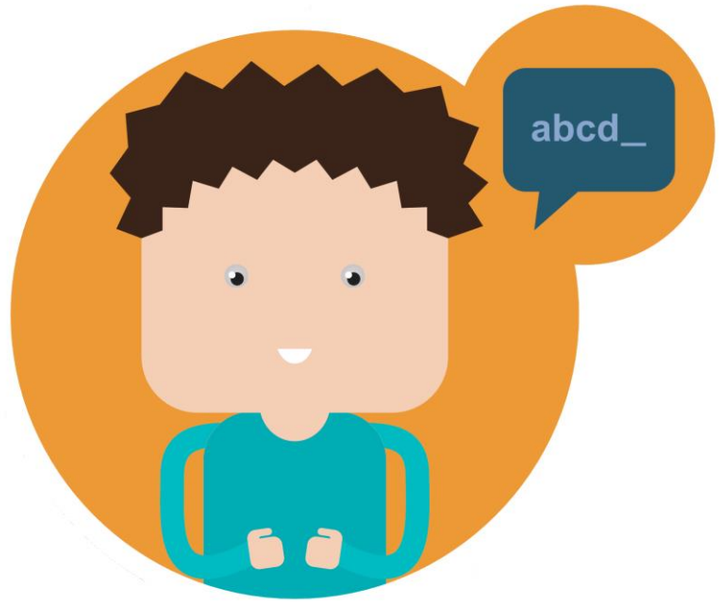
Product Purchased

Compelling Content

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

Blog for Your Ideal Customers

Buyer
Recipient
or Product



Lead
Awareness
Interest

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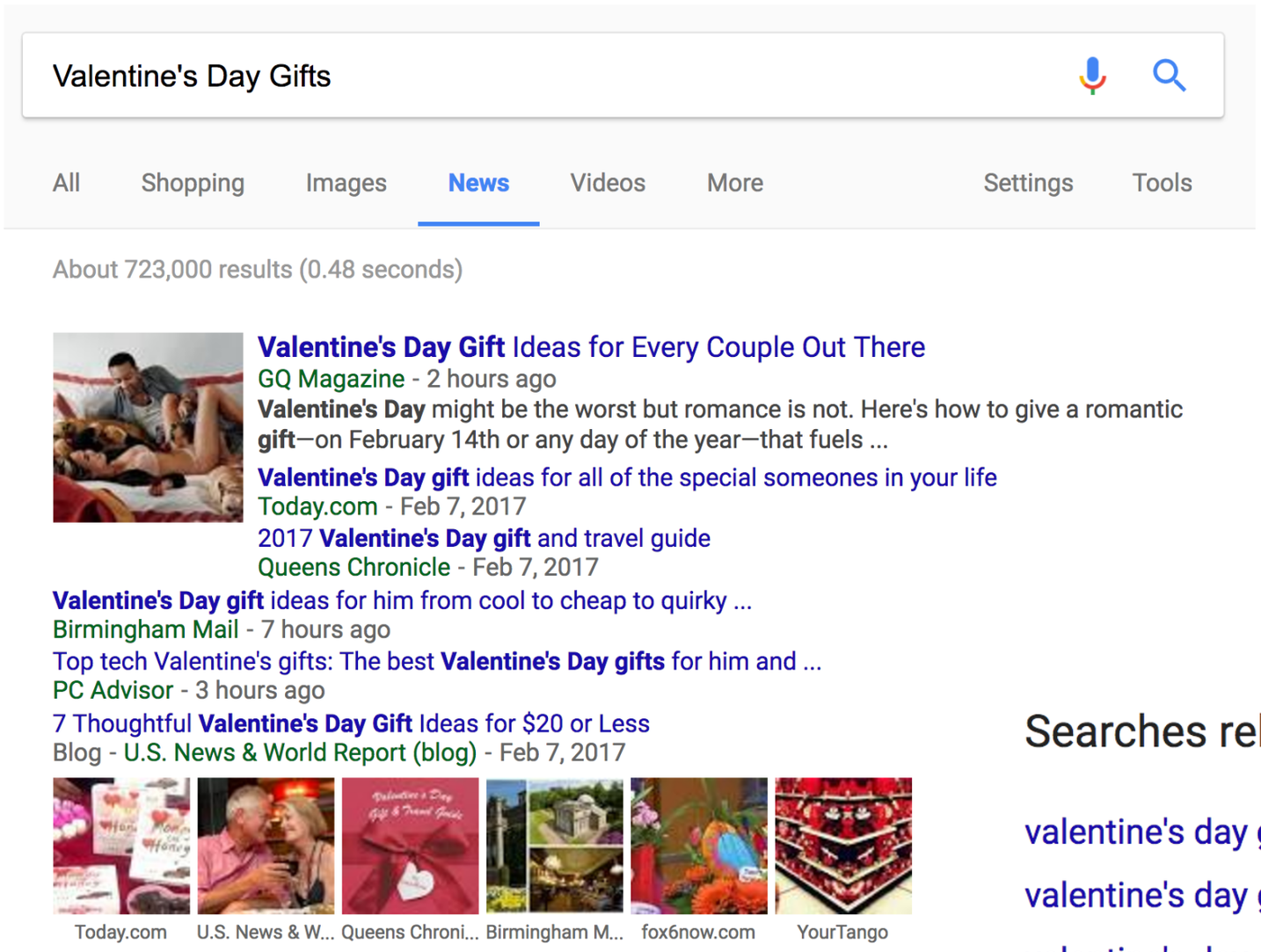
What Do Your Customers Want?

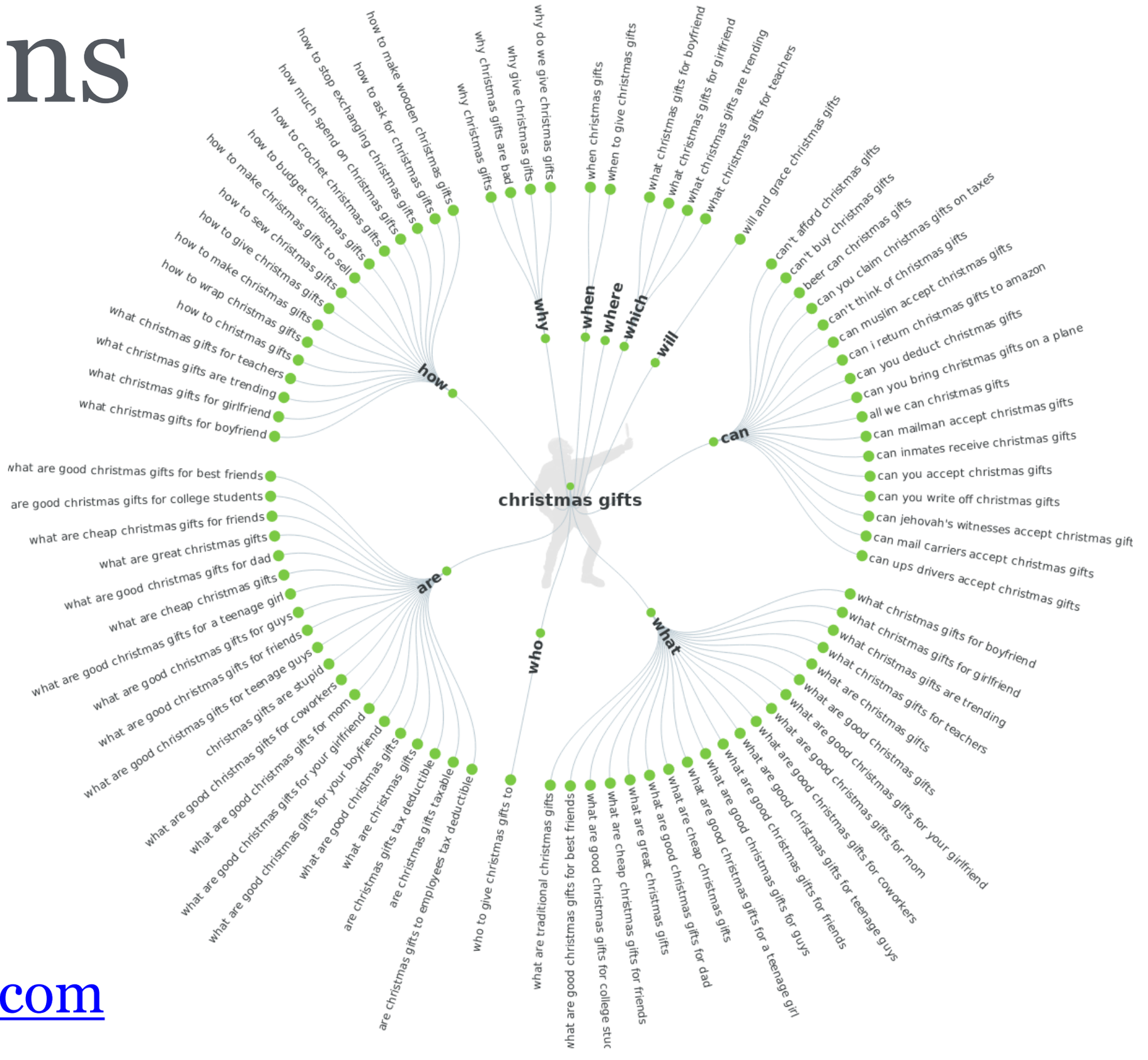


- Your Knowledge
- Your Products

Questions

What are good Christmas gifts for best friends?

What are good Christmas gifts for co-workers?



answerthepublic.com

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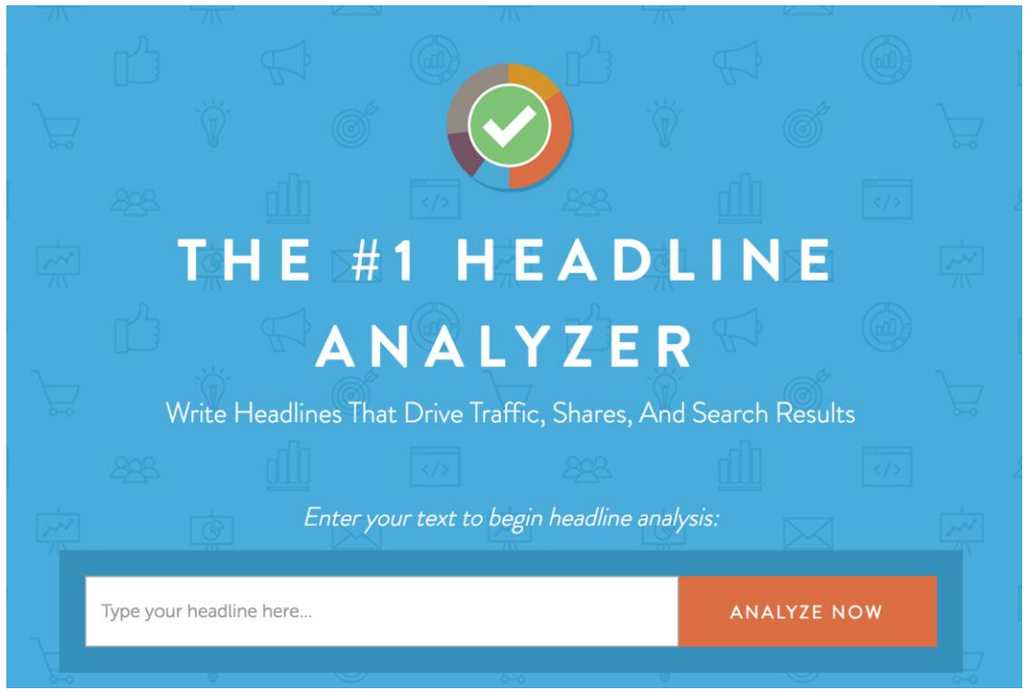
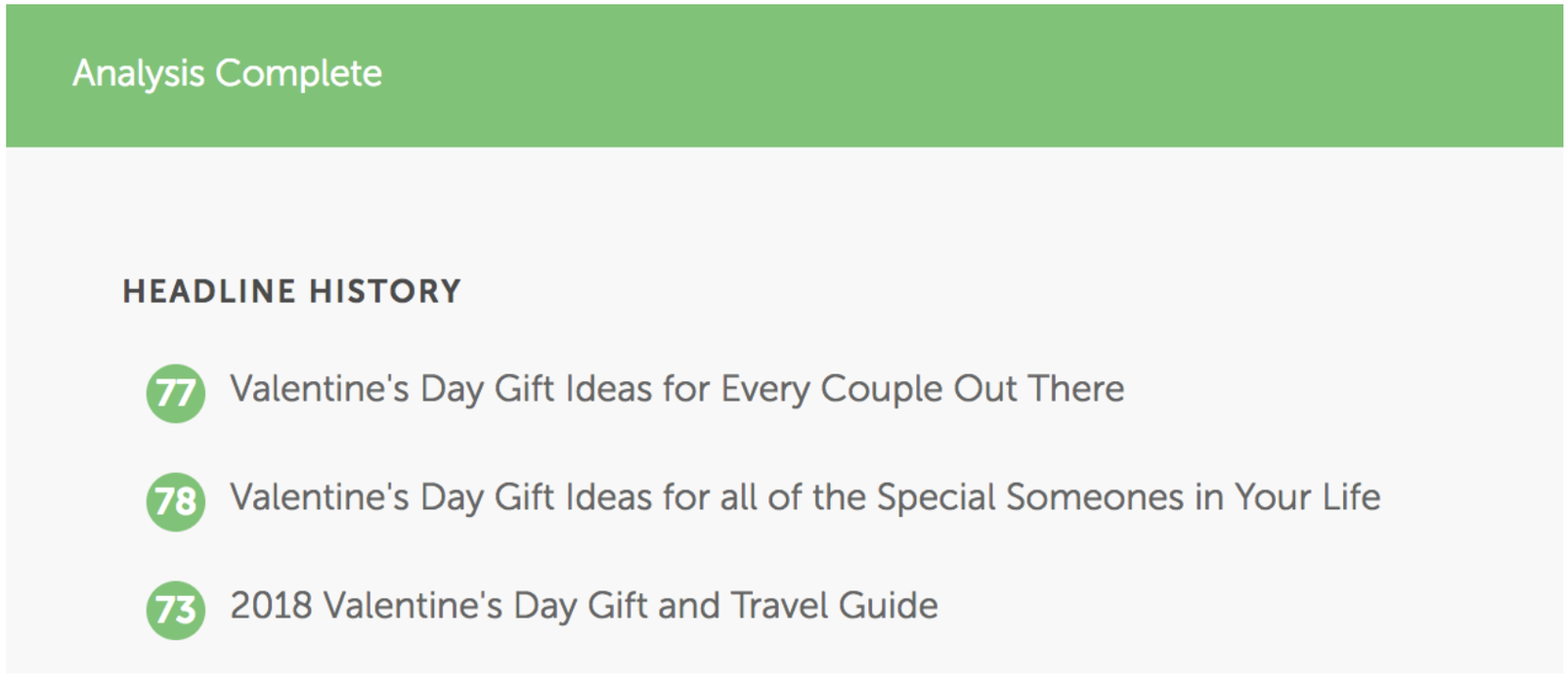
Make it Clickable

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





Compelling Content

- Specific
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- Quality
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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
100.00-90.0	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–	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.

Compelling Content

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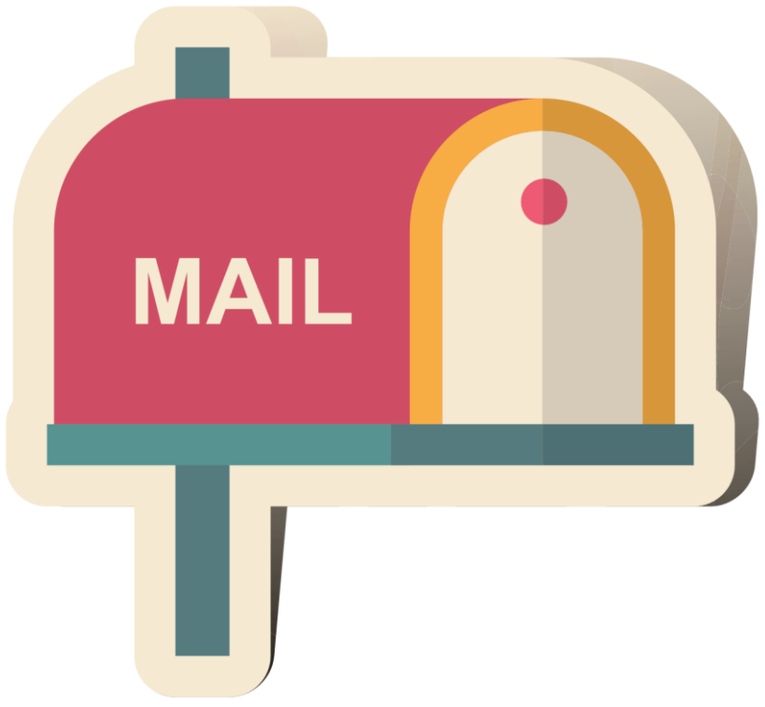
Define Your Purpose

- **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

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CARD AND GIFT NETWORK