Marketing

Management

Social Media

SEO

Analytics

Copywriting

PPC Ads

Blogging for Business Course

A 5 Star Rated course from the Marketing experts

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Blogging for Business Course

Our training course on blogging explores how businesses and individuals can exploit the power of using blogs to generate a following, improve their marketing and differentiate themselves from their competitors.

Introduction

This blogging course will teach you:

- The benefits that blogging can bring

- How to define your goals and strategy

- How to write engaging blog articles

- How to promote your blog

Who would benefit from this course?

This course is designed for anyone who is looking to improve their blogging skills, whether they want to start their own blog, or improve their skills to maximise its impact & potential.

Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be to able see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£265 + VAT	£450 + VAT
Online	£220 + VAT	£350 + VAT

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online From £220 (half day). Please email or call us with your preferred venue, number of delegates and any requests.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

We found the blogging training extremely useful.

It helped build our confidence and we now know what we need to do to start blogging effectively.

**Layton Quinton
The University of Manchester Conferences and Venues**

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Blogging for Business

Course Outline

This Course will teach you how to blog more effectively for your business.

Introduction to Blogging

Understanding what blogs are and a general introduction as to how they can work as a marketing and sales tool for you and your organisation

Getting Going with Your Blog

This topic will cover define your objectives and what you can realistically expect from your blogging. (Including how to generate revenue form a blog)

It will then cover how you can create a productive blog calendar and how to find great sources of content for your blog posts.

Creating Great Blog Titles (Click Baiting)

In this section we will take an in-depth look at writing great titles and develop great titles that encourage people to click on them.

Writing your Blog

This is a major topic of the course and covers how to actually write your blog, what format you should use and the power of images.

Search Engine Optimisation

Learn how to optimise your blog posts to ensure they achieve the best ranking possible in Google and other search engines.

Promoting your Blog

Once you have started your blog, it's time to start letting people know about it. This topic covers some of the ways you can promote your blog and build your readership.

We will also looking at the benefits of blogging elsewhere. This section covers how to optimise your blog to get high rankings in search engines, how to promote your blog in Social Media, forums, content sharing websites and industry websites. It also covers email marketing of your blog.

Questions and Answers

To book please see next page

Google

5.0 ★★★★★

We found the training really good, everything we wanted to know and more was covered as well as all questions being answered.

The training was extremely helpful for us and we would all recommend your training to anyone looking for help. Thank You.

Sarah Belcher
Speedy Products

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.

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Blogging for Business Course

Why Choose M Training's Blogging for Business Training Course

- Run by a highly experienced blogger with many years experience in creating, managing and promoting blogs for organisations
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient location in Manchester and Online.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £220 (half day) or £390 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

How to book

To reserve your place on our 1 Day Blogging for business course, Simply pick your preferred date and book on our website, send us an email or give us as call.

Or if you prefer, we offer private and In-House training on request.

Email: info@mtraining.co.uk

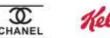Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

This was an amazing course that well and truly delivered!
I'd never written a blog before and now I feel like a pro.

George Thomas Bright Futures Educational Trust