



# Blogging for Business Course

Our training course on blogging will help you use blogs to generate a following, improve your organisations marketing and sales. It is a practical course designed to help you develop a strategy and style that will make your blog more engaging and more popular.

## Introduction

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 growing the readership of 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 an existing blog.

This course is ideal for people who are using a blog for business or personally.

## Private & One to One courses

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

## Classroom & Virtual Classroom Courses

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

Our private classroom courses can be run courses anywhere in the UK.

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

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



# Bloggging for Business

## Course Outline

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

### Introduction to Blogging

- Understanding how blogging works
- Identifying how it can work for you and your organisation

### Bloggging Strategy

- What content are people looking for
- The Bloggings Cycle
- The 4 Essentials of Blogging Strategy
- Setting Objectives
- Identifying your Audiences
- Identifying creators

### Planning

- Creating a Schedule
- Types of Content
- Making the most of an article

### Promoting your Blog

- Matching channels for your audiences
- Distributions platforms
- Social platforms
- Blogging networks
- Content discovery platforms
- Social Proof

### Search Engine Optimisation

- How to optimise your blog
- Understanding the ranking factors
- Practical session

### Content Strategy

- What makes a great blog article
- How to get going and be inspired
- Telling a story
- Essential rules for great blogs

### Writing compelling headlines

- Key tips on headline writing
- The 7 U's

- Sources of Inspiration
- Re-writing your headlines (practical)

### Crafting your Content

- Key tips on crafting your posts
- Rules for blog structure
- Practical exercise
- Use of images
- Avoiding abstraction

### Sources of content

- Reviewing old and competitor blogs
- How to find out what people want
- How to find out what is popular
- Promoting your Blog
- Evaluation exercise

### Questions and Answers

To book please see next page



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.



# 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 100% trainer led with 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 £690 for a one day classroom course and from £590 (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 send us an email or give us a call.

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

Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://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