

Advanced Blog Training

Creating a Content Campaign with an Editorial Calendar

July 2017



By Dave Foreman

Content Creation & Best Practices

1. Know the two types of blog posts: prospect-focused and user-focused
2. Choose topics which your company has deep experience with
3. Create a library of calls to action using links and banner
4. Have an editorial process for reviewing content for errors and quality before publication

1. KNOW THAT THERE ARE TWO TYPES OF BLOG POSTS

TYPES OF CONTENT

Content for Users

- This type of content covers easy to write topics such as tips for use of software, error messages, etc.
- Can be written by someone from your implementation staff
- Easy to write, generates traffic that tends to bounce.

Content for Prospects

- Covers pricing, comparisons to other products, overall implementation costs, case studies, etc.
- More difficult to write and should involve two people—a writer and someone within the organization who has deep knowledge of the product

1. KNOW THAT THERE ARE TWO TYPES OF BLOG POSTS

DEVISE DIFFERENT TYPES OF CONTENT

While content for users is valuable, *you don't want the user content to be the basis of what you do as an organization.*

Traffic from high quality content directed to prospects (such as a comparison article) is much different than traffic from user content (such as a tip or trick article).

At a minimum, your goal should be to post 70% user content and 30% prospect content—ensuring that your prospect content is of very high quality if it makes up only 30% of your posts.

2. HAVE A GOOD TOPIC

DON'T 'BEAT A DEAD HORSE'

- Content should be centered around interesting information you have—not topics that have already been published repeatedly.
- Pricing and comparison content is something that others have written on, so you should look to improve upon what others have published by using graphics, tables and charts.
- *Focus on specific information about the products you work with, like why your product or service is unique, or how it fits in with a case study and then give specific examples.*



3. KNOW GOOD CALLS TO ACTION

DO YOU HAVE A GOOD CALL TO ACTION IN YOUR BLOG POST?

FOR USER CONTENT - Come up with a list of 50 top tricks and tips for your product and direct the readers to a page featuring these tricks and tips. You don't want someone to land on the page, read the information, and then just leave. Instead, lead readers to the next step you want them to take, like directing them to upgrade or support contract content.

Have a list of calls to action to use. This list should be posted in a place like OneDrive or Google Docs, so all writers and editors can access and update with new CTA's.



GP User

Support

Training

Customer Events

Customer Promotions

GP Tips & Tricks

GP User Newsletter

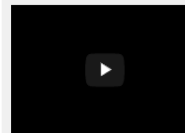
Add On ISV Products

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About Dynamics GP 2016

Year End Resources

Popular Videos



Customer Comments

"One thing that sets CAL apart is that they have people working for them who are very experienced. They have deep knowledge of the Microsoft stack, so they're not spinning their wheels. They've probably done the work before, that we're asking them to do, so it goes pretty smoothly"

James Mahoney, Vice President of Finance, American Institute for Foreign Study - Connecticut, Non Profit Company Using Microsoft Dynamics GP

[more comments...](#)

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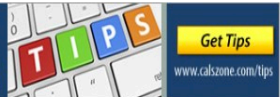
Microsoft Dynamics GP Tip: Cheat Sheet for Accounts Receivable Month End Processes in Microsoft Dynamics GP

Microsoft Dynamics GP Tip: How To Set up E-mail Document

Dynamics GP User Tips & Tricks



Microsoft Dynamics GP
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CAL Business Solutions provides tips and tricks to help you become a more productive Microsoft Dynamics GP user. Each of these tips was shared on the [CAL Business Solutions blog](#) and in our [monthly e-newsletter](#) and new tips are being added all the time.

Read all the articles on the CAL Business Solutions blog at [www.calszone.com/blog](#). Subscribe to the RSS feed or email alerts so that you never miss a Dynamics GP tip.

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If you are a Microsoft Dynamics GP user looking for support and training [contact CAL Business Solutions](#).

Sign up for GP Tips Email

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Easily find a Microsoft Dynamics GP user tip by category:

Accounts Payable

- [Microsoft Dynamics GP Tip: How To Set up E-mail Document Options in Dynamics GP](#)
- [Microsoft Dynamics GP Tip: Cheat Sheet for Accounts Payable Month End Processes in Microsoft Dynamics GP](#)
- [Microsoft Dynamics GP Tip: Using Reconcile to GL](#)
- [Microsoft Dynamics GP Tip: How to Bring In Open AP/AR/Inventory in Microsoft Dynamics GP](#)
- [Dynamics GP Video Tip: The Fastest Way to Build an AP Check Batch in Microsoft Dynamics GP](#)
- [Microsoft Dynamics GP Tip: Vendor Setup – Setting Multiple Default Purchase Accounts](#)
- [Microsoft Dynamics GP Tip: How to Set Up Partial Payments and Deferred Payments in Dynamics GP](#)
- [Dynamics GP Video Tip: How to Easily Generate a List of Unreconciled Bank Transactions](#)
- [Microsoft Dynamics GP Tip: SmartList of Unreconciled Bank Transactions \(Checks, Deposits, and more\)](#)
- [Microsoft Dynamics GP Tip: Open Payables Transactions – Changing Due Date or Editing Transaction Information](#)
- [Microsoft Dynamics GP Tip: Excluding Inactive Customers or Vendors from Lookup Screen](#)
- [Microsoft Dynamics GP Tip: Editing AP Check Stub](#)
- [Microsoft Dynamics GP Tip: Ordering Checks from Deluxe](#)
- [Microsoft Dynamics GP Tip: 1099 Tips](#)
- [Microsoft Dynamics GP Tip: Adding Customer/Vendor Info to GL Transaction SmartList Favorite](#)

Accounts Receivables

- [Eliminate Manual Entry in Dynamics GP Tip #3 – Stop Depositing Checks with Lock Box Processing](#)
- [Eliminate Manual Entry in Dynamics GP Tip #2 – Send EFT Payments with Automatic Emails](#)
- [Microsoft Dynamics GP Tip: How To Set up E-mail Document Options in Dynamics GP](#)
- [Microsoft Dynamics GP Tip: Cheat Sheet for Accounts Receivable Month End Processes in Microsoft Dynamics GP](#)
- [Microsoft Dynamics GP Tip: Using Reconcile to GL](#)
- [Microsoft Dynamics GP Tip: How to Bring In Open AP/AR/Inventory in Microsoft Dynamics GP](#)
- [Microsoft Dynamics GP Tip: Excluding Inactive Customers or Vendors from Lookup Screen](#)

3. CREATE GOOD CALLS TO ACTION

CALL TO ACTION IDEAS

- White papers
- Case studies
- Pre-made banners that can be included in posts that link to landing page
 - Pricing guides and requests
 - A list of tips and tricks to link to
 - Contact forms and phone numbers

4. HAVE A 2-STEP EDITORIAL PROCESS

1 WRITER + 1 EDITOR = SUCCESSFUL BLOGGING!

An editor or marketing manager should always review any draft submitted by a writer. This best practice will ensure a second set of eyes is looking to see if:

1. The post has a clear, keyword-rich headline title tag (<70 characters)
2. Any grammatical error needs to be fixed
3. The blog post is well-written and clearly explains the topic

Don't let simple mistakes take away from your credibility!

4. HAVE A 2-STEP EDITORIAL PROCESS

A two-step editorial process prevents a writer from creating last-minute, poorly written content to fulfill a blogging deadline.

This also allows for a writer to have a final look at their post prior to publishing and discuss any feedback from the editor/marketing manager.

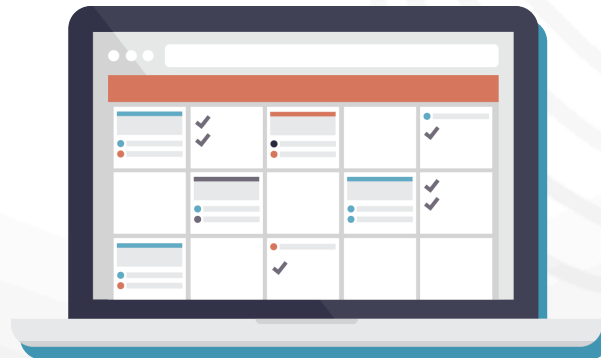
Create An Editorial Calendar

STRUCTURE YOUR WRITING

EDITORIAL CALENDAR

Editorial calendars are used to define and control the process of creating content, from idea through writing and publication.

An editorial calendar can be a spreadsheet calendar or a template that you design. You may also find editorial templates on the web.

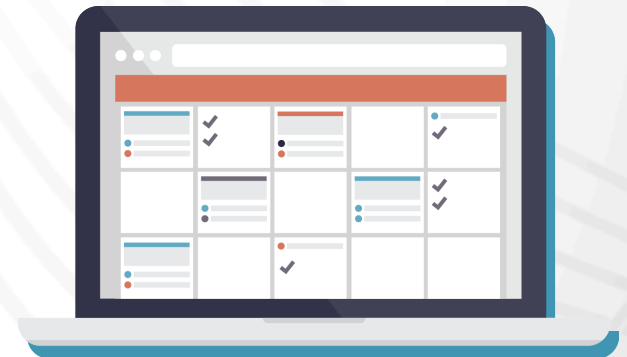


EDITORIAL CALENDAR – MONTHLY MEETING

Set up a monthly meeting with your whole team to brainstorm topics and review content. Focus on **QUALITY OVER QUANTITY!**

Make sure your team is cohesive with a well-thought-out process for content generation. *Emphasize the importance of this meeting to your team.*

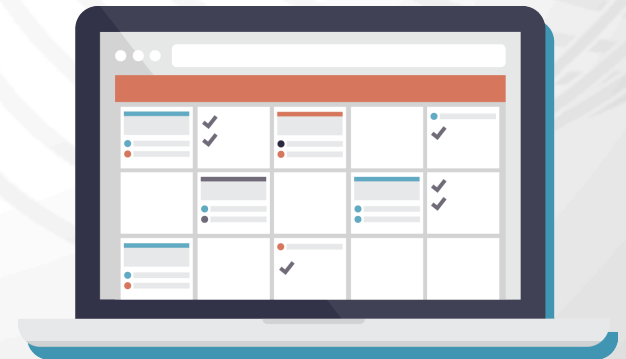
The key is to **PLAN AHEAD!**



EDITORIAL CALENDAR – MONTHLY MEETING

In addition to brainstorming and reviewing topics, writers should be assigned with upcoming post topics during these meetings. Task content to one or two people, depending on the type of content and the work required.

Discuss and note sources of information and internal resources for each post.



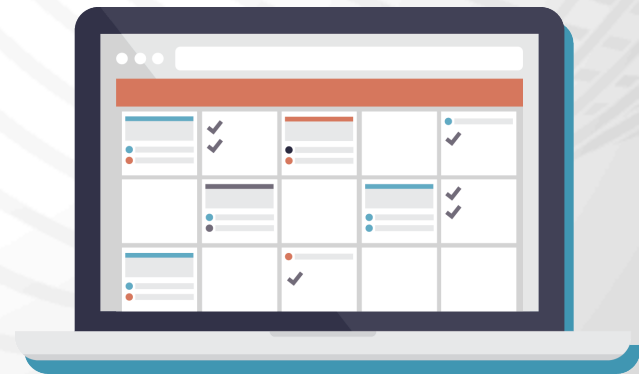
EDITORIAL CALENDAR – New vs. Old

DON'T FORGET ABOUT OPTIMIZING OLD CONTENT

When you create your editorial calendar, don't forget to allow for updating old blog posts.

Consult Google Analytics and the stats widget on the blog to choose which posts to optimize first.

Look at the time on site as well as new visits.



Optimizing Old Posts

OPTIMIZING OLD BLOG POSTS

SELECTING OLD POSTS TO OPTIMIZE

Use Google Analytics to analyze traffic to your blog posts.

Remember, traffic doesn't indicate lead flow. While high traffic posts may look like they are the most successful, time on site, referred traffic, and leads generated for visits to high quality posts may show that lower traffic posts generate more leads due to their high quality content.

GA Access for Members:

[User: erpsoftwarebloggers@gmail.com](mailto:erpsoftwarebloggers@gmail.com)

PW: ErPCrMBlogger

OPTIMIZING OLD BLOG POSTS

WHAT SHOULD YOU ANALYZE IN Google Analytics ?

- Look at bounce rates and time spent on site. Are people reading your post quickly and leaving? Can you make improvements to increase the time spent on site?
- User content will have a higher bounce rate because people will visit the site, get the information they want, and then just leave. You can try to lower this bounce rate with a good call to action—i.e. linking to a list of the 50 Top Tips & Tricks we discussed earlier.

Reference How to Pull Actionable Information Out of Your Google Analytics Reports:

[Advanced Blog Training Deck](#) - [Blog Training Recording](#)

OPTIMIZING OLD BLOG POSTS

BEST PRACTICES

- Change the content only, and do not change the URL (the URL can show an old date as the original publish date will be included by default)
- Note in the post that it was updated
- Add a call to action (if there isn't one already) or update an old CTA.
- Review the title tag for possible improvements in keyword focus and SEO
- Possibly write a full description tag to make the article more enticing in search results

For a more comprehensive overview on this, you can reference:

Optimizing and Improving Old Blog Posts - [Advanced Blog Training Deck](#) - [Blog Training Recording](#)

Resources to Reference

How to Pull Actionable Information Out of Your Google Analytics Reports

[Advanced Blog Training Deck](#)

[Blog Training Recording](#)

Optimizing and Improving Old Blog Posts:

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[Blog Training Recording](#)

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