

TYPES OF BLOG POSTS

LISTS

Generally, blogs that are written in a list format are easier to read and help your reader take next steps as points are broken down into paragraphs.

RESOURCES

Similar to guest posts, blogs that focus on showcasing resources also help with link building and present your readers with useful information.

HOW TO

How-to blogs help showcase your expertise and convey information to your following that can help them carry out their daily tasks.

**B2B MARKETERS
THAT USE BLOGS
RECEIVE 67% MORE
LEADS THAN THOSE THAT
DO NOT.**

SOURCE: HUBSPOT

GUEST POSTS

Invite others from your industry to contribute to your blog. This can help with link building and gain a larger following.

EVENT RECAP

Attend a great event recently? Write a recap so others can benefit from what you have learned. Highlight your favourite points from the event.

VIDEO

Video is becoming increasingly more popular as people are drawn to visuals. Consider giving video blogs a try to draw in your audience.



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