

How to Write Marketing Blogs Your Clients Will Actually Read by Julia Perry

Ever check your marketing blog metrics only to see a bunch of ZEROS?

0 comments, 0 shares, 0 clicks...

Metrics like these mean your clients aren't engaged.

Many bloggers know the positive impact engaged customers can have on their business and that's a boost to their top and bottom line.

[Engaged customers spend 300% more over the course of a year.](#)

So if you're ready to engage your clients--if you're ready to get them commenting, sharing, and clicking through your marketing blogs read on.

You'll find out how to solve this problem once and for all and write interesting content your clients will read over and over again.

Send Out an Email Request

Send out an email request titled, "Can I ask you a question?" This will help you find out what kind of marketing content your clients want to read.

Let your clients know that you want to help them achieve their marketing goals. Let them know that you want to provide them with relevant content and beneficial information.

Ask them what they'd like to read about or what marketing solutions they need.

Your clients will be more likely to read content that they have chosen to read rather than content that has been chosen for them.

Empathize with Your Clients

Empathy is different from sympathy. Sympathy is when you feel sorry for someone. Empathy goes to a whole new level where you actually feel what other people are feeling and can relate directly to them.

So, another way to find out what kind of content your clients want to read is to empathize with them and immerse yourself in their situation. What issues are they dealing with business wise?

Find out what worries them? Find out what stresses them out? Find out what their biggest pain is.

One way to do this is to create a psychographic and demographic profile on your target client, which will reveal their struggles.

Then create marketing solutions for these issues and send them out in a series of posts.

Show Them the Evidence

Statistics are very persuasive because they cannot be refuted. They are true and have been proven.

Do you have statistics about how your blog helped a client gain more customers, increase client loyalty, boost client retention, or exceed sales?

If so, you can create a series of case study marketing posts in which you explain in detail the situation, action, and result and what role your blog played in effecting positive change.

Your clients will be more likely to read a marketing blog post when they know the results you're offering are achievable especially when they are seeking the same result.

Continue to Engage Your Clients

As you can see there are several ways to engage your clients by writing marketing blogs they will actually read and enjoy.

As clients comment, share, and click through your blog posts, your metrics will improve.

[Click here](#) for even more ways to provide your clients with content so good they'll be eager to read your blog posts every time you send one out.