



Creating Engaging Content through Blogs

Introduction

Digital marketing is a fast-growing area businesses are harnessing to increase their presence and customer interaction. From your website to social media platforms there are multiple ways businesses can now engage with their current and potential customers. This includes the power of blogs!

Developing a organisational blog can support your wider marketing strategy and drive more traffic to your website, while providing a way for you to share news and build trust and a stronger relationship with your audience.

Who is it for?

The workshop is designed for individuals who are new to creating blogs and Create quality blog content your audience loves to read and share with no or limited digital marketing knowledge, who are looking to gain an initial understanding of tools and techniques available.

Workshop structure

This online bitesize workshop will walk you through the practical steps on creating a blog post and hints and tips on ensuring your content is engaging and builds on your existing marketing strategy.

What will I get out of it?

- Understand the practical steps in how to start a blog post
- Hints and tips on how to structure your blog and ensure you are creating engaging content
- Steps on how to ensure you build your blog into your wider marketing strategy and social media activity

Duration

1.5 hours

Dates & Timing

Contact our Digital Skills team for upcoming workshop dates

Location

Online

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to book your place on the next workshop

Contact

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