

August | 2023

Psalm 73:25-26 "Whom have I in heaven but thee? and there is none upon earth that I desire beside thee.²⁶ My flesh and my heart faileth: but God is the strength of my heart, and my portion for ever.



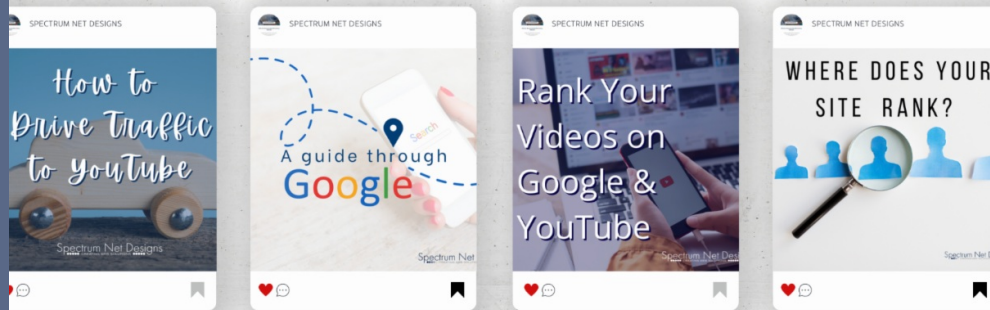
Maintain a routine schedule with your social media and blog posts

None of us are new to Blogs / Social Media and what they are. Many of us, whether we realize it or not, have read blogs in our daily life and have some form of social media page! So many business now are incorporating blogs and social media into their websites talking about the trending topics that are relevant to their business.



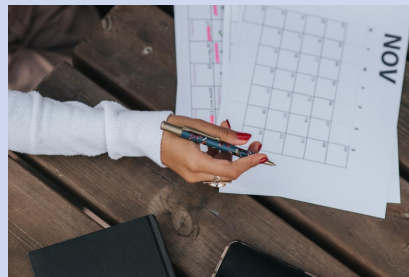
It's not enough just to post once in a while and hope that people will see it and engage with the post. It takes a lot of planning to maintain a healthy blog/social media schedule! Not only is planning out and scheduling posts important but it takes the pressure of quickly putting something together and gives you more time to get ahead of things and what's trending in your industry.

There is a strategy behind scheduling social and blog posts! Let's take a look at how important scheduling posts can be for your business!



An important detail for blog/social media management is scheduling.

A blog/social media calendar is very important for websites who have content being published daily, weekly, and even monthly. Google likes to see a site that is updated on a regular basis, whether that be daily, weekly, or monthly. The manager schedules and have ideas for blogs months before they are published. For certain company's seasonal posts are important, while other companies have a certain time of day that the post would get most traffic.



Remember for Blogs: A minimum of 2 posts should be published each month to keep traffic flowing and provide fresh content to keep the search engines happy.

Don't think having a blog isn't important!

Blogging is one of the widest used and popular content marketing strategies today. Yet it also can be the easiest to let go stale and take the back burner. Don't discount the advantages a blog can have for your business plus the positive effects on SEO.



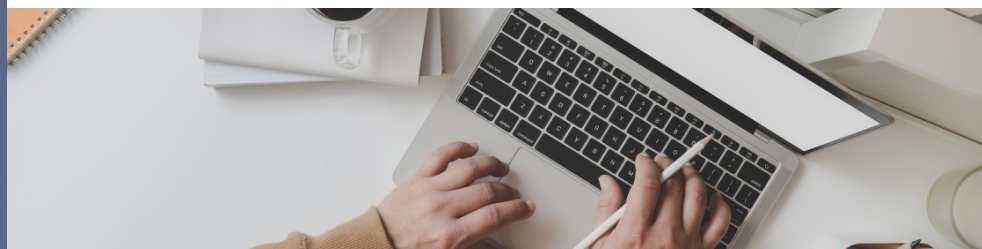
**Search Engine
Optimized Posts**



**Inbound & Outbound
Linking**



**More Leads &
Conversions**



Using platforms to help you stay on track and organized.

Don't be afraid to use platforms that are available to help keep track of not only your blog posts and scheduling but also social media posts as well. These can be great tools to use since blog management requires thinking months ahead!



Businesses can now schedule posts in advance and manage the results all in one spot! They can see what has worked and what has not worked. What their followers/subscribers have liked and engaged in and what has not been as successful!

Some platforms to consider for your business!

CoSchedule, Loomly, Hootsuite and others all allow you to schedule posts for your social media pages. It keeps everything in one spot.



Final Thoughts

Be Consistent! Know your audience and what schedule works!

Consider using a blog manager! Having someone dedicated to keeping things fresh and thinking ahead for the future can help your blog stay up-to-date and maintain followers/subscribers engagement of posts.

If there is not a blog currently on your website, we can set one up for your company.

Spectrum Net Designs Can Help!

[Check Out Spectrum's Content Marketing Services](#)

Let Us Manage your Blog Content for You!

LEARN MORE

In Case You Missed It!



Blog Management & How to Overcome Writers Block

Writers block...everyone has heard of it, and chances are if you have ever blogged for your business, written a report, have done independent blogging or any type of writing that is longer than a couple of paragraphs, you maybe have experienced it too. Just in case you haven't heard of this mysterious confusion, writer's block is defined by the dictionary as, "the condition of being unable to think of what to write or how to proceed with writing."

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How to Benefit from Content Marketing in your Industry

Most businesses understand the importance of content marketing – no matter what industry you fall into you, you will always be a part of the never-ending race to prove how your product or service is different, or better, than your competitors. Just because you know it's important doesn't mean that it is always easy, in fact, in the hustle and bustle of it all, it's easy to become complacent with mediocre effort and results and forget JUST how much we can benefit from content marketing in our companies with just the help of a few new creative ideas.

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