

Online Sales Marketing: Blogging for Your Organisation

- Are you interested in learning how to leverage blogging as a powerful tool for your organisation?
- Do you want to increase your organisation's visibility and engagement through impactful blog content?
- Would you like to discover how to create blogs that build trust, showcase expertise, and connect with your audience?

Introduction

Blogging has become one of the most powerful ways for organisations to build visibility, establish credibility, and connect meaningfully with their audiences. Unlike a static website or a product catalogue, a blog offers a voice—it represents the personality, values, and expertise of your organisation. When used strategically, blogging can spark conversations, strengthen brand identity, and create loyal communities around your services or products. Yet many businesses fail to unlock its potential because they lack direction or miss the best practices that make blogs stand out. This program is designed to help participants understand how to turn blogging into a strategic marketing tool. You will learn how to craft content that resonates with readers, position your organisation as a thought leader, and use blogs to drive traffic, engagement, and ultimately sales. By mastering these skills, your blog will no longer just be an online space but a powerful channel for growth and visibility.

Program Objectives

This program aims to:

- Create and implement a successful blogging strategy
- Learn the tips and tricks that blogging experts use to get better results
- Write posts that grab customers (audience)
- Promote posts to increase results, reach and audience.

Learning Outcomes

After completing this program, participants should be able to:

- Emerge as a professional blogger with practical online media knowledge.
- Have a fully functioning blog will be ready to build an audience and gain attention!

Who should attend?

Non-managerial, First-line management and anyone who wishes to create a new business or personal blog from scratch and people who wish to learn how to refine their blogging techniques.

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	Why Blogging is Important? Stats and Trends In this module, the participants would learn how blogs impact social media and search engine optimisation (SEO) and can integrate with your online marketing strategies. Jargon and terminology in blog marketing would be shared in this module.
10.30am-11.00am	Morning Break
11.00am-1.00pm	The Strategic Purpose of Blogs and How Different Businesses are using Blogs In this module, the participants would look into business blogging examples and case studies. In this module, participants would learn how to choose between the different blogging platforms and they would be able to build a blogging strategy for your organisation.
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	Blog Writing Tips and Best Practices In this module, the participants would learn methods to create viral content. The participants would also learn legal and moral considerations and how to decide what you're going to write about.
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	Blog Writing Management The participants would be exposed to the role of commenting, commenting etiquette and dealing with negative comments. The hand-on practical session for participants to apply methods of keeping the

	content current and how to post regularly.
Time	Day Two
9.00am– 10.30am	<p>How to Create a Blog?</p> <p>This is the practical session where the participants would start to create a new website with a custom domain name. The participants would get started to decide on a name for your blog. Then, the participants would establish categories and structure for your blog.</p>
10.30am-11.00am	Morning Break
11.00am-1.00pm	<p>Enhancing Your Blog</p> <p>In this module covers the topics such as publishing text, images and multimedia, changing the style and design of your site, and creating blog posts.</p>
1.00pm-2.00pm	Lunch
2.00pm-3.30pm	<p>How to Promote Your Blog Posts to Maximise their Impact?</p> <p>Now, the participants would get the blog listed. Then, the participants are trained on how to use social media to promote your blog.</p>
3.30pm-4.00pm	Tea Break
4.00pm-5.00pm	<p>Social Media Marketing and Blog</p> <p>In this module, participants would apply social media advertising to enhance the visibility of the blog. The social media campaign is mainly depending on a campaign to the budget.</p>