

Digital Marketing

Lecture 10

By

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What is blog

Sharing content on a specific type of topic

Informative | Interactive



Duties of blogger

- ▶ Posting content
- ▶ Interaction



Create blog ?

- ▶ Setting the them
- ▶ Creating content
- ▶ Promotion



Requirement for good blogs

- ▶ Be contestant
- ▶ Valuable content
- ▶ Shake things up
- ▶ Genuine responses
- ▶ Use labels
- ▶ Writing style

