

BLOGS:

WHAT ARE THEY AND WHAT SHOULD I WRITE ABOUT?



By Bryan Andrew Ruiz | www.BryanAndrewRuiz.com | Me@BryanAndrewRuiz.com

What Is A Blog?

Taken from the [Merriam-Webster](#) dictionary, a blog is “a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.” Blogs provide an outlet for one’s voice. It gives you the power to speak about anything you want. Some blogs may be an open diary about someone’s daily life and another may be focused on healthy cooking. Whatever it may be, blogs are an outlet to speak to the world about anything.

How Can I Blog?

There are many different websites that can help you set up your blog for free! Depending on the type of blog you want to start, here are some options to get started.



WordPress (<http://www.Wordpress.com>): Key features are open source for those with web design which allows to 100% customizable blogs, free to use, built-in traffic analytics and easy posting interface.



Blogger (<http://www.Blogger.com>): Key features are customized design, easy posting interface and free.



Tumblr (<http://www.Tumblr.com>): Key features are customized design, Post text, photos, quotes, links, music, and videos, from your browser, phone, desktop, email and it's free.

What Should I Blog About?

The first step in figuring out what to blog about is to find what really interests you. What types of things do you like to do? What are some activities or topics that you never get sick of? As I said above, you can blog about so many different things. Here are some examples of blogs that have fun and interesting topics:



The Buzz On Advertising (<http://www.TheBuzzOnAdvertising.com>): A [marketing blog](#) about all things advertising and media with an entertainment edge.



Perez Hilton (<http://www.PerezHilton.com>): A blog about entertainment and celebrity news



Chain Of Food (<http://chainoffood.blogspot.com/>): A blog centered around chain restaurants and the food served in them.

What Should I Blog About?

The reason why you should blog about things that really interest you because you're going to be doing this often (daily or weekly) so you want to make sure it's something you won't ever get tired of. I work in the marketing and advertising field. I have over 6 years of experience in graphic design, sales, marketing, media planning and strategy. So for me, an [advertising and marketing blog](#) about things that are happening in the media seemed to be a great fit. Not only do I get to share this information with many interested reader, but I also get to stay afloat of the news around me.

Once, you figure out your topic, you should begin to think about how general or specific you want to be when it comes to your blog. For me, I have a broad topic but try not to stray away too much from the core subject. All of my posts relate to marketing and advertising in some way. I have even created different content series within my blog such as [Blast From The Past Advertising](#). [Blast From The Past Advertising](#) is a series of posts that showcase some of the most iconic commercials that have aired over time. This is an interesting series because I am posting commercials from popular brands and also spots that had famous celebrities before they were famous. I also have other content series such as [movie trailers](#), [design tips](#) and [infographics](#). Since I have so many various series under my blog umbrella, I never get bored with finding what to blog about.

Tips For Blogging

Be An Authority. This is the number one thing. You need to be a voice of authority that portrays experience. Consumers want to read a blog from someone who is in the industry or has years of experience with a specific topic. Your experience is being written about so others can learn. If you don't provide important information then your blog isn't a place someone will read at.

Desire To Learn. Blogging is all about bringing informative information to an audience who wants to learn about your specific topic. It's a good idea to always research and learn as much as possible about your topic. The more you learn, the more you have to say to people.

Consistency. Stick to your topic. Once you start to stray away or change your topic completely, your audience may get confused or lose interest altogether which will undo what you've have been trying to do since your blogs inception...build a group of dedicated followers.

Determination. When you start a blog, you may be posting all the time but not seeing any visits. Keep it up and give it time. There are so many blogs out there that you need to stay determined and not give up. It's long-term blogs that will earn a loyal fan base.

Use Emotion. When posting, have a personal tone. This isn't a research report or presentation. Your blogs should offer valuable information but with a personal edge. It's almost like having a conversation with your reader versus just spitting out facts.

About The Author



Bryan Andrew Ruiz has had over 6 years of professional communications experience which includes marketing, production, sales and planning. He has had the opportunity to work in traditional media (TV, Radio and Print) and in the digital outdoor sector. Recently, he has shifted his focus in strategic digital marketing producing cross-platform marketing strategies that include online, mobile/tablet, social media planning.

On the design front, Bryan has experience in print and web design which has complemented his digital strategy experience. He has worked with many clients around the country to build their brand with logo and collateral design, website implementation and email & social marketing.

For more information about Bryan Ruiz, check him out at BryanAndrewRuiz.com or email him at me@bryanandrewruiz.com.