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Search engines play a major part in online user experience. Essentially, it is the search engines and their algorithms that decide which content to show in the result pages, and in which order. What this means is that bloggers have been looking for tactics and approaches that will help them create content that will improve their visibility and enable them to reach more online users.

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Among many strategies to help them achieve this goal, blogger outreach and guest blogging are strategies that have shown great potential and enabled many blogs to expand their reach tremendously.

bloggers with a proposal for collaboration. The goals can be promoting a product or service, sending out free examples hoping to get reviews, etc. The goal of blogger outreach is to increase exposure.

Working with bloggers enables you to reach their community and people who still might not have heard of your brand. It also gives you a chance to increase trust, because the new audience will get a recommendation from a person they follow. Successful bloggers are influencers, which means they have the power to influence their followers and their buying habits.



Benefits of blogger outreach

Your business can benefit from blogger outreach in multiple ways. Here are a couple of direct benefits you will notice after a blogger outreach campaign:

Expanding reach – Being promoted by an influential blogger, you get instant access to blogger’s community and followers. This way, you expand the online reach, as more people will hear about you.

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#1 Increase brand interest

Regardless if people you are targeting have never heard of your brand, or they have, but still have not made a purchase, getting a recommendation from a blogger will undoubtedly spark some interest in your brand. Bloggers enjoy trust from their audience, and this audience is certainly going to be curious about the product they have chosen to feature.

#2 Product promotion

Blogger outreach campaign is ideal for introducing new products or promoting a

particular product from the existing range. In this case, the focus of your campaign is a particular product which will probably be featured on a single product page, which is promoted.

#3 Boost sales

As you generate new visits and get more people looking you up, you will notice the sales going up as well. The main aspect you should focus on here is to have landing pages that convert well, as most visitors will arrive through the link posted by the blogger you are collaborating with.

What is guest blogging?

Guest blogging is another method for increasing traffic and exposure. Unlike blogger outreach, a method which is often used by companies and focused on collaborating, guest blogging is focused on bloggers and content creation.

If you are a guest blogger, you create content which will be shared on another blog or website, instead of yours. You will be credited for this work as the web page where the guest blog is posted will contain your name as the author, and probably a short bio section with a link to your blog.

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Benefits of guest blogging

The benefits you can get as a guest blogger include:

- Increasing reach
- Getting inbound links
- Getting social media shares

- Being paid to write a guest blog
- Promoting yourself as an author
- Increasing your personal influence
- Expanding your reach to new audience
- Gaining new followers

If you are a blog accepting guest blogger, your goal is to find bloggers interested in writing for you. While you can pay bloggers to write a guest blog for your blog, you can also have guest bloggers submitting free articles, in which case all you need to do is to credit the author. The reasons, why accepting guest blogs is good, include the following:

Diversifying your content

- Increasing the amount of content
- Featuring high-quality content written by experts
- Increasing the online exposure (as guest bloggers will share the post with their followers)

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

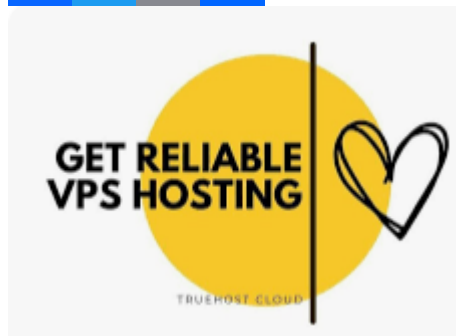
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