



# FUNDAMENTALS OF BLOGGING

## About the Programme

This course has been designed with the aspiring and/or new blogger in mind. Perhaps you've already started blogging and are "faking it" until you make it? Well done on taking the first step of your blogging journey!

This 1-day interactive and exciting programme, uses unsurpassed training methodology to ensure that delegates understand the importance of the fundamentals of blogging, in South African context.

Whether you have a personal or business blog, or plan to have one in the future, this course will help you with the basic requirements to manage your blog, from the look and feel, to building sustainable partnerships with your followers and brands. It will give you that confidence boost for call to action on those great ideas you have at the back of your mind!

Set Realistic  
Blog Goals

Build  
partnerships  
with brands

Understanding  
& working with  
Blogging  
Essentials

Do's and Don'ts  
to grow your  
blog

Cell: +27 82 5533 012

Email:  
[info@ngagetraining.co.za](mailto:info@ngagetraining.co.za)

Website:  
[www.ngagetraining.co.za](http://www.ngagetraining.co.za)

**Ngage**  
**Training**  
Enhancing Engagement for Performance

# COURSE OUTLINE

## Target Audience:

Current, new or aspiring bloggers who want to take the “guess” work out of blogging and want to get serious by defining the purpose, goals and strategy for their blogs – either personal or business.

### SECTION A

#### ● FINDING YOUR PURPOSE

- **WHY** do you want to blog?
- **WHAT** do you want to blog about?
- **To** monetise or not?
- Setting **SMART** Goals – using this tried and tested methodology to achieve Blog Goals

#### ● BACKGROUND OF BLOGGING

- History
- Blog vs Website
- Types of Blogs
- To choose a Niche or Not

### SECTION B

#### ● BLOGGING PLATFORMS

- Wordpress: Wordpress.org vs Wordpress.com
- Blogger, Wix, Tumblr, LinkedIn Blogging
- Micro-Blogging
- Choosing the correct platform in line with purpose

#### ● BLOG ESSENTIALS

|                        |                       |
|------------------------|-----------------------|
| Look & Feel – Template | Plugins/Widgets       |
| Hosting                | Mailing List          |
| Domain Name            | Comments              |
| Multi-media            | Social Accounts       |
| Gravatar               | Back Links/Do Follows |
| SEO                    | Social Media          |

### SECTION C

#### ● WORKING WITH BRANDS and/or PR COMPANIES

- Research
- Connecting & Engaging
- E-mail Etiquette
- Winning Pitches

#### ● GENERAL

- Guest Posts
- Press Releases
- Sponsored Posts
- Giveaways
- Do's and Don'ts
- Audience & Authenticity
- **Coaching** – using a tried and tested methodology to assess, evaluate and set action plans to achieve blog goals by removing obstacles

## Learning Methodology

- ✓ PowerPoint Presentation
- ✓ Facilitator Led-Discussions
- ✓ Group Discussions
- ✓ Individual and Group Activities
- ✓ Videos & Handouts

## Course Outcomes

- ✓ Defining your Blog's purpose and strategy
- ✓ Set realistic blog goals
- ✓ Understanding the different blogging platforms
- ✓ Choosing the correct platform in line with your blogs purpose
- ✓ Maximise use of time by using the correct widgets and plugins
- ✓ Understand the basic blogging terminology and its effect on your blog
- ✓ How to build sustainable partnerships with brands
- ✓ Measure progress of blog goals



## Value Added:

All delegates will receive the following customizable templates and a goodie bag:

- Media Kit
- Rate Card
- Pitch Letter to Brands
- List of Blogging tools/aps
- List of Plugins

**1 lucky delegate stands a chance to win 1 Night Free stay for 2, including dinner and breakfast at the Kopangong Hotel and Conference Centre! (Winner will be drawn on the 17<sup>th</sup> November 2018)**

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**Course Investment:** R850 per delegate

**Date:** 17 November 2018

**Time:** 08h30 – 16h00

**Venue:** Kopanong Hotel & Conference Centre

243 Glen Gory Road, Norton Estate, Benoni, 1501

**Refreshments on arrival, tea, coffee, lunch and afternoon tea will be served**

*Book early to avoid disappointment, seats are limited!*

Download the Registration Form [here](#) or email: [info@ngagetraining.co.za](mailto:info@ngagetraining.co.za)

**REGISTRATION CLOSES 15 OCTOBER 2018**