



Cost Effective Ways to Make Your Blog Sparkle!

BY BRITTNEY MOFFATT



++ MARKETING

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Blogging

- ++ POSTING GOAL**
- ++ SET A POSTING DAY**
- ++ CATEGORIES AND TAGS**
- ++ ALWAYS INCLUDE IMAGES**



Social Media

- ++ CONSISTENT BRAND**
- ++ CONSISTENT CONTENT**
- ++ FEEDBACK**
- ++ TRAFFIC**



The Odyssey

++ SOCIAL MEDIA PLATFORM

**++ ADD POSTS FOR MORE
TRAFFIC**

**++ TEACHES ABOUT POSTING
ELEMENTS**

++ AUTOMATIC SHARE



Free Photoshop

**++ CREATE AN ACCOUNT ON
ADOBE**

**++ DOWNLOADS > OTHER DOWN
LOADS > CS2 > DOWNLOAD
AND INSTALL!**



Using Canva

- ++ CANVA.COM**
- ++ MOSTLY FREE! (\$10-12/M)**
- ++ EASY TO USE**
- ++ DESIGN MULTIPLE THINGS**
- ++ USE ACROSS MULTIPLE
PLATFORMS AND DEVICES**



Other free tools!

++ IMAGE SIZES - HUBSPOT
++ DON'T UNDERESTIMATE
MICROSOFT PAINT!
++ YOUR OWN
PHOTOGRAPHY



WordPress Community

++ LEARN MORE
++ GREAT PEOPLE
++ SHARE YOUR
KNOWLEDGE



Thank you!



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