

Secrets of the Most SUCCESSFUL BLOGGERS

RESEARCH REVEALS WHICH TACTICS PRODUCE THE STRONGEST RESULTS



For three consecutive years, Orbit Media has surveyed 1000+ business bloggers to assess their publishing habits. This year, in addition to aiming to learn how business bloggers work, we probed deeper to learn which tactics work for them.

What do bloggers that get the strongest results do differently?



They **invest more time** into writing their posts



They write **lengthier posts** and **include more media**



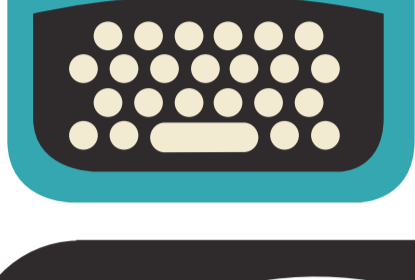
They **promote their posts** and often invest in online advertising



They are more committed to **using analytics**

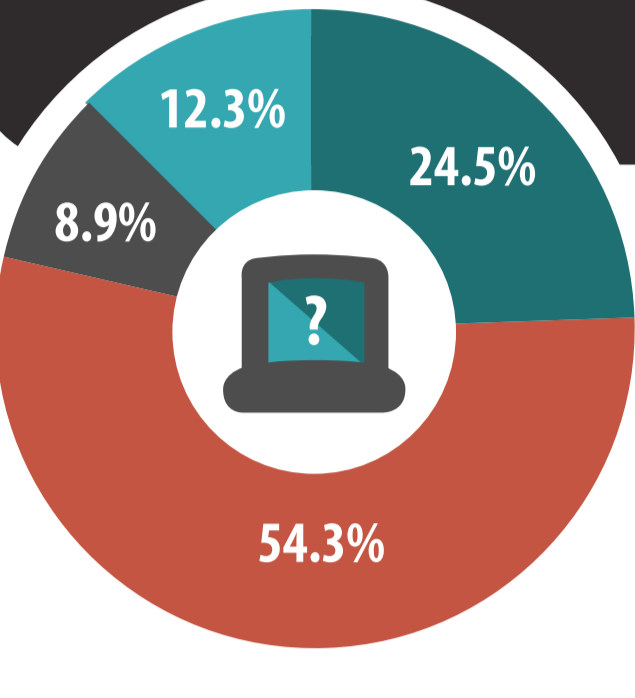


They **blog more frequently**



Results May Vary

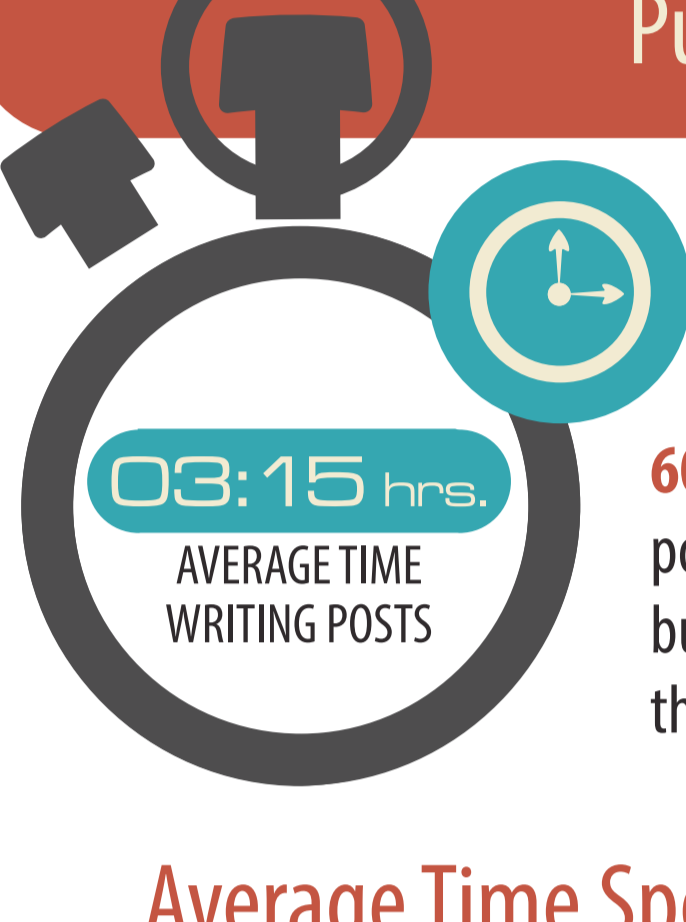
Which of the following best applies to your blog?



- The blog delivers strong marketing results
- The blog delivers some results
- The blog delivers disappointing results
- I don't know if the blog delivers value

When asked to assess the marketing performance of their blogs, the majority claimed to get "some results" while roughly one-quarter claimed "strong results."

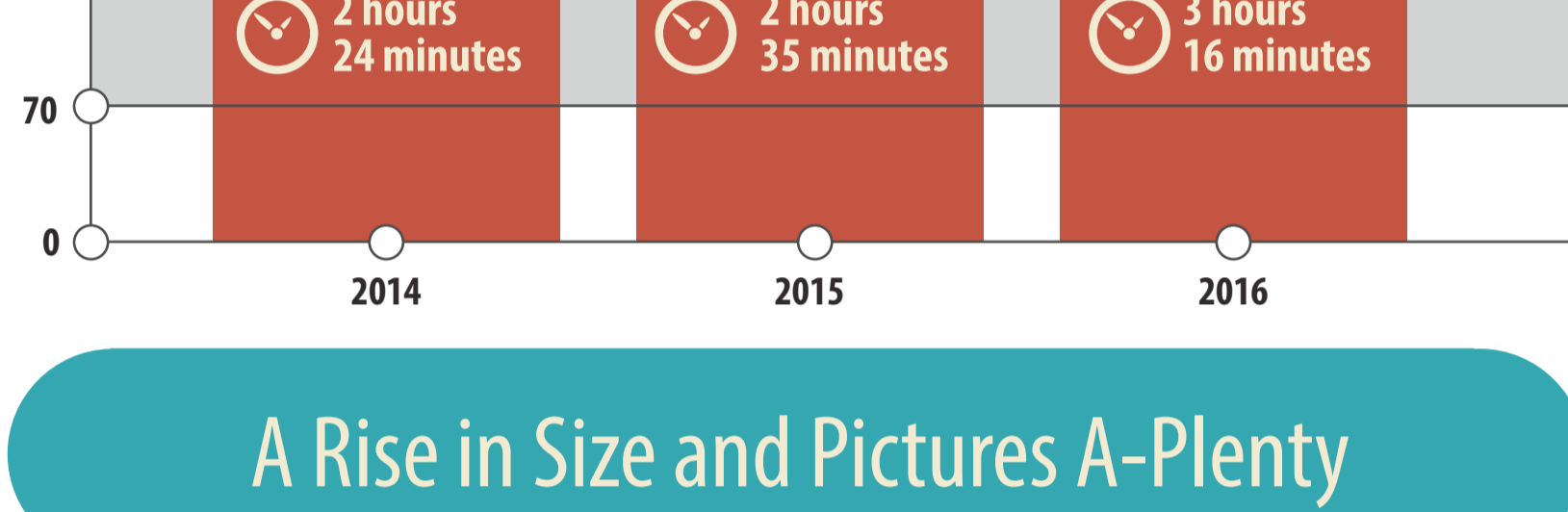
Putting in the Time



In 2015, the average time bloggers invested in writing posts inched up, but in 2016 it busted well past the 3-hour mark.

60% spend **3 hours or less** on their posts. Only **12%** blast past **6 hours**, but represent the largest sector of those that report strong results.

Average Time Spent Writing a Blog Post



A Rise in Size and Pictures A-Plenty

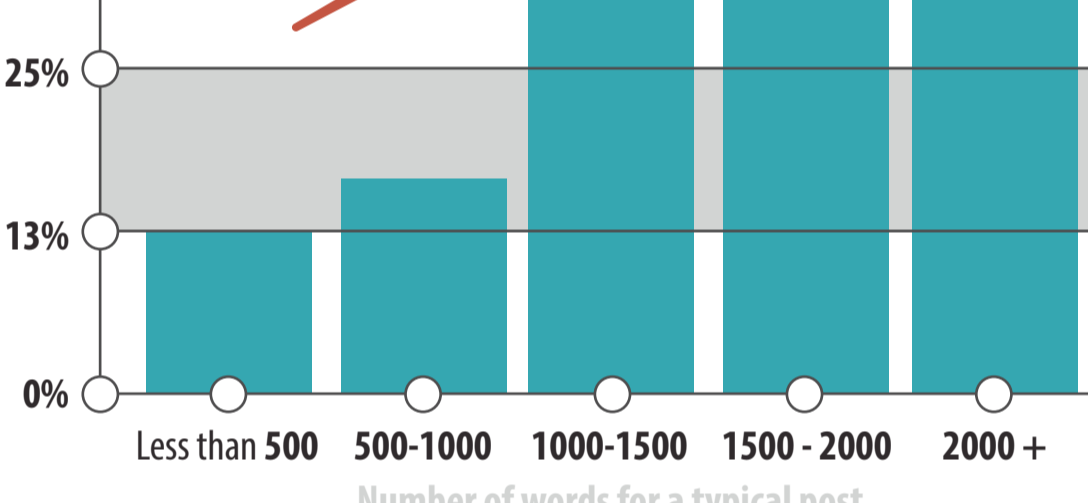
The average length of blog posts has increased each year. 1,050 words is the average for 2016, up 19% from 2015.

Shorties shrink. The percentage of posts that are 500 words or less is half what it was two years ago.

Biggies boom. The percentage of posts that are 2,000+ words long has doubled every year.

Longer's stronger. Bloggers that create longer posts report stronger results.

Percent of bloggers who reported "strong results" from their blog



The majority of bloggers use more than one image in a typical post.



The use of video has climbed to 15%.



Less than 3% include audio in their posts.

What's Up with Content Promotion?

In 2016, bloggers reported increasing promotional activity in ALL of the following channels.

But look out: the more popular tactics are the least likely to produce strong results — and vice-versa.



Social media promotion takes 1st place in promotion at 96%. Results ranking: 5th. 2-year growth rate: 2% (Most have been using social media all along)



SEO promotion is 2nd with 58% usage. Results ranking: 4th. 2-year growth rate: 13%



Email promotion is 3rd with 58% usage. Results ranking: 3rd. 2-year growth rate: 60%



Influencer outreach is 4th with 25% usage. Results ranking: 2nd. 2-year growth rate: 62%



Paid media is 5th with 15% usage. Results ranking: 1st. 2-year growth rate: 300%



Getting an A in Analytics

Do bloggers care about analytics? Less than one third ALWAYS check their results, however 56% usually (or always) do.

The last three years has seen an 18% increase in bloggers who "always" check analytics.

30% of bloggers who regularly check analytics report "strong results" compared to 18% who don't.



Generally, bloggers who are consistent about measurement report better results.

Frequency Findings are Fickle

With finite resources, bloggers moved toward publishing less often this year compared to last.



Daily blogging is down 53%



Weekly blogging is up 7% (most common frequency)



Monthly blogging is up 38%

Percent of bloggers who report "strong results" by frequency

