Transcript of:
023 Content Marketing: Blogging - how to make it work for you with Fynn Glover of Matcha

Introduction
You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate grow your profits.

Chloe Thomas: [00:00:09.970]
Hello, and welcome. If you're looking to improve your marketing performance and return on investment, then you are in the right place. I'm Chloe Thomas, the host of this marketing-focused podcast, and it's very, very cool to have you tuning in now as a new month. So that means a new topic. And December is all about content marketing. We've got five content marketing episodes coming up for you. And in those, we're going to be diving into both what you can do on your own site and the content marketing you can do elsewhere.

That's going to include PR, outreach, guest blogging, and guests on podcasts, working out who you should be talking to, and building relationships with. We're going to be getting into user-generated content, blogging imagery, and of course, the overall content strategy. Throughout these episodes, there are great ideas for businesses, both large and small. The content is one of those things that, no matter how big or small you are, the processes are very similar. In today's episode, we're going to be kicking off with blogging the ins and outs of how to create a successful blog.

We're going to talk about strategy. We're going to talk about how to write, what to write and much, much more. Now, we're just about to meet today's guests.

But before we do, please check out the sponsors.

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Today, I'm chatting with content marketing expert Fynn Glover. Since 2011, Fynn has been helping businesses to tell their story. That's recently led to him founding Matcha, a blog system explicitly developed for DTC and eCommerce businesses. Hello, Fynn.

Fynn Glover:
Great to be here with you.

Chloe Thomas:
And it's great to have you here, too.

Chloe Thomas: [00:02:25.870]
I've been talking about a topic that I know blogging, something I've done for 15 plus years now, but I'm never sure if I've done it right or wrong. So I'm personally hoping to learn quite a bit from each day as well. But before we get into the blogging stuff, how did you get so into the world of content marketing?

Fynn Glover:
Oh, man.

Fynn Glover: [00:02:45.160]
Well, kind of by happenstance related to blogging and eCommerce, but I got out of college. I started a company called Route's rated Dotcom, and it was a publishing business. So we created ten thousand, fifteen thousand articles about the best places to go for hiking and trail running and climbing all over the United States. That effort, which was three or four years in the making, basically taught us what it meant to be a publisher. And we learned what it meant to create content at a relative scale, distribute that content, measure and analyse that content's performance.

And it taught me a couple of things. I think, one, it taught me that my then advertisers would rather have me help them with content. Then they would help. Then they would put banners on my website. I also learned that a lot of businesses just really struggle to set up publishing infrastructure in a way that would actually satisfy the demands of customers and perform for the eCommerce business. A few years ago, we started pivoting everything we were doing as a publisher towards being a combination of a software tool and a service arm for eCommerce businesses that needed help with content production and, more specifically, blogging.

Chloe Thomas: [00:04:09.840]
Cool.

Chloe Thomas: [00:04:09.840]
So Matcha has literally come out of the problem that your advertisers were having. And it's like, well, we could continue selling an ad space so we could actually solve that problem on this. Probably a more significant business to be had out of that. That's precisely what happened.

Nice big pivot. But one that given you haven't pivoted back, I'm guessing it's going quite well. But let's talk about blogging then. Let's get into that because clearly, you have a lot of knowledge about blogging and which is quite unusual. I mean, putting this part of the series together, it was like, right. I can find loads of people who can talk about blogging. Still, there's an authentic scarcity of people who can talk about blogging for eCommerce stores, blogging for retail.
So let’s start kind of by flipping this on its head, all that any eCommerce businesses who just shouldn’t touch blogging with a bargepole. Well, what is it for everybody?

Fynn Glover: [00:05:14.100]
I don't think it's for everybody.

I mean, for example, a drop ship in business may not be the best blogging to be the best channel tactic or strategy just because of how long term its returns can be.

And how much time it can take to actually produce returns. And suppose you’re in drop ship business, and the margins are just razor thin. You’re selling a commodity's product, and you’re not trying to differentiate the brand. In that case, you’re trying to defray speed and agility and serve demand really rapidly

That's not the best time for blogging, in my opinion. The best time for blogging is when you’re trying to build a brand that’s going to last for a very long time, and you’re needing to. One, answer questions about your product in ways that are really useful to the customer and create a better customer experience. And the other is you’re needing to make the story that you believe in and the business's passion really apparent to people through various aspirational content that serves a personal lifestyle space.

Chloe Thomas: [00:06:14.000]
So long as you've got that long term view and you've got that story and you've got customers asking questions, then it doesn't matter what you’re selling. There's blog content to be created.

Fynn Glover
I think that's right.

Chloe Thomas: [00:06:28.770]
Now. So that's all of you?

Apart from the drop ship you can tune in now if you want to.

Fynn Glover: [00:06:32.680]
I might be wrong about the drop shippers. But, you know, we've talked about shippers before. They generally don't view it as the right strategy for them because of how their businesses run. But for brands, it’s such an essential aspect of building a story.

Chloe Thomas: [00:06:49.950]
Well, I think the non-drop shipping side of things makes perfect sense because that is a business model based on quick results and immediate impact. You know, it's. Can we buy advertising traffic that converts? At a price that's worth it for this product? We move fast, we shift, we adapt. Investing
in the long term things like social and content and SEO, to an extent, is not. It’s part of that strategy. You know, like an e-commerce business, deciding to. I was going to say sponsor the Super Bowl.

But obviously, that’s a terrible example. But for most eCommerce businesses, sponsoring the Super Bowl would not be a good move. Let’s move on from that and get back into blogging while I fail to think of a good example.

So what should we be blogging about as an e-commerce business? Is it about the product? Is it about the story? Is it all FAQ?

Well, how do we work out what to put out?

_Flynn Grover: [00:07:46.690]_
Always categorizations are so helpful for simplifying our lives, especially when trying to run businesses and life's chaos. But I think very only what we see—our customers who perform the best. There are two types of content, two kinds of blog articles. One is very much a practical type of blog article, and often that takes the form of an item that serves to answer commonly asked questions from customers, and it can take different ways.

I mean, you could see it being a simple FAQ piece, five hundred words, just answering the question directly. But you could also see it taking on maybe more interesting manifestations, whether it's a product guide that helps the customer understand why one product you sell is better if this is what you care about. Versus another product, depending on your technical use cases. So that's the bucket of utility. And the other bucket is it's really about aspiration and DTC brand building.

So much of what we're doing is we're trying to. Basically, be a part of a customer's lifestyle and not only be a part of it but enable it and inspire us. Creating blog articles that are aspirational and help that lifestyle come to fruition is essential and powerful. It can be used in the context of eCommerce marketing across the full funnel. And so, you know, one example would be, if you are selling outdoor gear. You're not helping the customer understand how to participate in after recreation. You're missing an opportunity to play a part in enabling that lifestyle.

_Chloe Thomas: [00:09:27.020]_
And suppose you're selling coffee, and you're not telling people what to do with the coffee, or you're selling hair care products and not telling them how to do the hair. In that case, it's just an undeniable link that's completely disappeared, isn't it?

_Flynn Grover: [00:09:39.350]_
Yeah, I think if that's what you're doing, you're really kind of just focused on the product. And then the question becomes, in today's environment, can you win if all you do is talk about work?

_Chloe Thomas_
Yeah, probably not, if you want that long term growth.
Flynn Grover
We think probably not unless you just have extreme product-market fit and breakaway speed. Everything's perfect about what you've created.

Chloe Thomas: [00:09:52.190]
And have you found this year, with all that's been going on, the retailers are doing more content or less content, and the consumers are responding more or less to it. Has there been a shift?

Flynn Grover: [00:10:16.010]
I think that every year there's more content. And we certainly saw a massive spike when in March and April, with the advent of covid, because brands wanted to start talking to their customers about covid. And so there's been a little bit of a downturn after covid as things have started to not really return to normal, but sort of getting back towards what it was before the initial spike. But the one thing I would maybe sort of try to flesh out is the volume of content that brands are producing is increasing exponentially every year.

But that doesn't necessarily mean that the volume of blog content is increasing each year exponentially. And what we have noticed and eCommerce marketing is that the LONG TAIL has not really gravitated towards or adopted blogging with what we would call significant efficacy. In contrast, the best DTC brands have done blogging exceptionally. And there's a big gap in the middle between those blogging brands and those that are not. Everybody's producing content, but it's typically image video. Our hypothesis as a business and our suggestion to brands are that blog content as an asset and the blog as a channel are very important.

But they've been under adopted because they don't produce returns at the same speeds that direct response ads do or Instagram images do.

Chloe Thomas: [00:11:46.220]
And do you think talking about the impact and the long-term impact of this content is the blog content more about attracting a new customer or convincing someone to buy to some extent? Is it attracting people to the website, or is it making sure that they go on to acknowledge when someone gets to the website? They build their relationship with that retailer?

Flynn Grover: [00:12:08.720]
I think this is one of the things that makes blogging hard. The actual blog article, as an asset, depending on its purpose, could serve many different purposes. A lot of people make missteps as they're not that intentional or purposeful before creating the blog article itself. And so they don't really know what it's trying to do. But you could make an article that's purely designed as an inbound traffic asset. You could read an article that's purely designed to answer questions that a customer has, and you could create a blog article that's intended to drive repurchase or increase lifetime value in the context of an email campaign.
There are so many different things that you could do with the blog article. Still, you often don’t optimize with that asset as if you’re not purposeful in the upfront creation.

Chloe Thomas:
If we’re dealing with frequently asked questions, one that we want our customer services team to be able to link to. So that’s a good experience—people who need that answer. Worrying too much about optimizing it for SEO is going to be a waste of time. But suppose we're creating those kinds of big, important story pieces about the brands, about who we are that we want to get from the search results, then, yes. In that case, SEO is going to play a part, but not to overwhelm the story.

So, yeah, I think it's. Often it's an often overlooked facet that needs to know why you’re creating this blog post, because I'm sure you've come across this as well as businesses that go, yes, we do.

One blog a week. Yeah. OK, is that your content? Yes, we do one blog a week. OK, great. Why?
Because we should do blogs. It's like there's a whole host strategy that goes into this, so I guess let's cover off the straightforward questions, which kind of someone doing that is either heard wrong answers to or so forth. So the problem, which I'm sure there are people out there wanting the answer to, is how many blogs should we create a week, a month, a year?

Flynn Grover: [00:14:11.610]
So my personal opinion on this is. To some extent, it does not matter; what matters is how intentional you are about the type of blogging you do and that it's you have articulated a hypothesis, you've articulated a strategy, and then you execute against that strategy. That's way better than setting yourself up for. I've created this many articles a month when the other way I answer that question is when we look at our customer base. We look at the data. We see that those companies who have most of the most revenue influenced by blood consumption have read blog articles before purchase.

Those companies are, on an average, publishing about four blog articles a month. So the takeaway is there's some level of publishing frequency that matters. Is four the magic number? Maybe not start with what are you trying to achieve? Then, work yourself backward into a plan and evaluate the results as you go, and be iterative about it.

Chloe Thomas: [00:15:23.520]
I like that you've given us a vague benchmark. Still, I will, the second point you mentioned, that isn't necessarily the magic number. It is definitely about the content first. But I think that stopped people from getting the more blogs I do, the better will do, which is not the case in this world. I'd like to just keep going back to that strategy. So we will explore strategy in a moment to say that before then.

The other question, which I'm sure you get asked all the time, is how long a blog should be? How many words?
Flynn Grover: [00:15:52.680]  
Again, it doesn’t really matter too much. It really depends on what you’re trying to achieve. Suppose you’re competing for relatively competitive keywords. In that case, you probably need to create assets that are, you know, seven hundred nine hundred twelve hundred words. But the word count, that’s just one part of ranking well for a competitive search term. But if you’re trying to create an effort, you could write a 500-word blog article. If you’re trying to write an aspirational piece, a recipe could be a 250-word article.

It really, really depends, again, on what the asset’s purpose is.

Chloe Thomas: [00:16:32.400]  
And because all those numbers you’ve given us were accounts that all sub-2000. So is there a point at which if we’re writing, if our writing gets to like ten thousand words, should we split that down into separate blog posts?

Flynn Grover: [00:16:47.970]  
What we’ve seen is that two thousand to ten thousand words really take the form of essays, almost journalism or analysis. I mean, that’s where you see this other kind of faction of blogging and becoming one of the most powerful influencers on the web is Influencer publishers who are creating blogs on sub stack and creating their own newsletters. And they’re writing in-depth analysis. But these are really publishers that are monetizing niche audiences through subscription. I think that that’s very different from eCommerce blogging, where, again, you’re selling both a product and a story.

You’re not selling analytical journalism. And there’s a massive difference between those two types of blog articles.

Chloe Thomas: [00:17:31.230]  
So keep it short, sweet, and to the point,

Flynn Grover  
I think to keep it relevant to your customer.

And there are so few eCommerce brands whose customers are looking for ten thousand word market analysis. There are a lot of customers looking for inspiration in their life. Make my life better, make my life easier. And when I come to actually engage with you, make sure that my customer experience is really, really thoughtful.

Chloe Thomas: [00:17:55.640]  
I said we come back to strategy because we’ve talked about you’ve got to do it in the right way.
How does someone who's not really appropriately blogged in the past, how do they start putting together that strategy? Is that like a copy and paste when they can start with until they see some results, or is it more about getting back to the customer and working out the right thing?

Flynn Grover: [00:18:16.440]
I always think it comes back to the customer. And maybe a good jumping-off point for creative inspiration is, do you know the most frequent questions your customers ask about your product and then about the lifestyle you think your work is a conduit to? We have a lot of experience? In the outdoor apparel and in nutrition and fitness industry and in the outdoor recreation industry. Customers are often asking, where might I go this weekend or what's the best way to get into camping if I've never done it before?

Those are the aspirational questions that customers ask that brands can be like that can create real relevance between a brand and a customer. The more technical questions are why I should buy this stove versus this stove? And that's where you're trying to be. You're trying to demonstrate your expertise around a product's technicality for a certain audience. And there are many different audiences for each brand often.

Chloe Thomas: [00:19:17.390]
Excellent!

So we start off with a little bit of research, not too hefty research. And then we can start putting the content out there. As we go along, I suppose it's going to be a case of looking at what gets read and what has an impact and then do more of it.

Flynn Grover: [00:19:31.610]
Yeah, and know what's so interesting that again, it's really hard to say here is how to blog for every eCommerce brand. But they're kind of a couple of courtrooms. If you know what the customer asks, you have a better chance of creating a great blog strategy. And if you don't know what the customer asks, then the question is, how do you figure that out? There are lots of ways to figure that out. You've got your intuition.
You've got questions that your customers ask. If you don't have a product yet and you're trying to figure it out from scratch, and you're just trying to explore an open market opportunity, you might start blogging about the things that you care about and see if there's any resonance that might happen later in a business as well, because there are adjacent audience segments to your core audience that you might want to try to build inroads with. We have several customers who have a core business, a core audience, and then have used different blog articles about different subjects, different lifestyles to test those adjacent audiences.

And they found real winners. And that's one of those really interesting use cases of blogging to me, where it can kind of see different markets test whether there's resonance and then inform whether or not to further invest in that. And that audience segment.
Chloe Thomas: [00:20:44.110]
Just for the adjacent audience who wants to see what you are talking about, could you explain that in a little more detail?

I'll try to explain it through a basic customer example. There's a company out of Seattle called Eveleigh, and they sell a drink mix. So you pour the mixture into water, and it's got all kinds of nutritional benefits. As they built their business, their core audience was really kind of middle-aged men and women who were looking to drink less soda and drink water that tasted a little bit better than regular water, but that didn't have so much sugar.

And they started publishing blog articles about different types of dieting. And one of those types of dieting was the Keto diet. And it turned out that people who cared about Keto really liked the product that was an adjacent audience that they didn't actually know existed. Blog articles about Keto happened to introduce them to an audience that they had never even thought about. And it's informed a lot of how they've invested in content and advertising ever since. And those are some of the exciting discovery moments that can be really efficiently executed because to create a few blog articles about Keto is very inexpensive in the grand scheme of things.

But if it introduces you to a really lucrative audience segment, what incredible return?

Chloe Thomas: [00:22:11.550]
Yeah, it's kind of a no-brainer saying, Ok, cool! It. Nicely explained adjacent audiences that. So we have talked a lot about writing blogs so; who's the best person to write this content?

Flynn Grover
The person who's the best at writing on your team.

And if you don't and don't have somebody good at writing, you need to think hard about, you know, if you're not willing to produce quality copywriting. You should not blog if you're not willing to make that investment. It's better to not produce something that is not quality. And so if you don't have anybody in your team that is a good writer, outsource it, and that's become very, very easy at this point with networks like fibre and freelancers that you might know, the world is not short of great writers.

And as a writer, we are all looking for work,

Chloe Thomas
Especially this year.

Flynn Grover: [00:23:08.640]
Yeah, so. So find good writers and work with them to tell the story.
If you're not a writer yourself or don't have somebody on your team, the person who can write. It's such good advice! It quite often surprises me in business because the blogging gets given to the most junior marketing person just by default, whether their skills were lying in Google ads, whether their skills were copywriting.

It's just like, yeah, you're the newest person on the team, "here is the blog!"

I really find it to be one of the most exciting things because I feel like Blog Writers when I look at the Internet for the last 20 years. They have been the most influential people on the planet. Arguably, I mean, they have shaped culture, they've shaped Internet trends, and they should eCommerce trends. And it's really the ability to write good long-form content that has been so influential. And I think what happened over the last 10 years, as direct consumer eCommerce exploded, there were a generation and marketers who just didn't have to rely on excellent long-form writing because advertising had become so cheap in the platforms, it changed the way they could interact with customers.

And I think that's changing. As everyone advertises on those platforms and advertising becomes more expensive, it becomes harder to differentiate. We see a shift back to differentiation. It really has a lot to do with your ability to tell a story with the written word.

Chloe Thomas: [00:24:36.940] So true!

You mentioned the DTC companies there, and many of them are doing great things with blogging. There are a couple of examples we could go and look at to see this in action.

Flynn Grover: [00:24:45.340] Yeah. You know, so I'm trying to think of customers and then brands that are not customers. But we recently created a resource to answer this question so that I know we'll take it.

Chloe Thomas: [00:25:02.140] If you've got a resource that's easy for everyone to take a look at. Let's do that.

Flynn Grover
ECommerce.

Blogs at GetMatcha dot com is a growing database that we've started to build that highlights the best direct consumer blogs across a number of different industries and categories. And some of them are our customers, and many of them are not our customers. But I think it's a really great resource for those that want to look at best in class blogs across different brands.
Chloe Thomas: [00:25:32.530]
Now, I suspect because now the listeners can potentially find a blog that's in their sector. So rather than just give a couple of examples. As you guys got loads of examples going to get stuck into and we'll add that link to the Site for you. Ok, Fynn, we're going to pause now for sponsors, and then we're going to talk about the broader world of content marketing. It's safe to say that most of us have been doing more shopping online lately.
And if you're an eCommerce brand that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to build your contact list some memorable emails or make critical messages a more way. Whether you're launching a new business or taking your brand to the next level, Klaviyo can help you get growing faster.

And it's free to get started. Ok, Fynn, we've gone deep into backlogging. Now you get to wow us with your insider knowledge about the whole of content marketing. So for the following questions, your answer can be anything to do with content marketing, which, of course, does include blogging. So Fynn you ready for these and reread it?

Let's start with the content marketing newbie advice. If we've inspired someone to take their first step with content marketing, what do they need to know to give themselves the best chance of success?

Flynn Grover: [00:27:04.350]
OK, very only, they need to know that they can fall into many potholes. They can waste lots of time and money if they focus on production without intentionality before the production or distribution strategy. Post-production. In other words, don't create content just to create content. If you do, you will have many sunk costs and a lot of assets that are not producing value for your business. You're intentional about what you're creating and have a plan for its distribution and how you measure its success.

Chloe Thomas: [00:27:41.370]
Such obvious advice when you hear it, but something many of us are guilty of just creating content. And I think it's going to work right now.

You've started, of course, you've got to Keep Optimising. So what's your favourite way to improve content marketing performance?
Flynn Grover: [00:27:55.740]
So I think this really comes down to your marketing technology stuff and how you measure the results of different marketing campaigns, tactics, and assets. Speaking very specifically about blogging. We would always ask, do you understand whether or not a blog article itself has influenced revenue? Where and the funnel has it influenced revenue? Is this a new customer, or is this a long-time customer? And if you can't answer those questions, what about your technology? The stack needs to be assessed so that you can answer those questions.

Chloe Thomas: [00:28:33.570]
Wow.

That's got me wanting to know. And I'm going to ask you now, what sort of tech stack things you mean there? Is this like a better Google Analytics installation, or is there something specific we should be using?

Flynn Grover: [00:28:46.680]
We could answer that question with Google Analytics, but probably not out of the box. And so the question is, do you have the internal resources to go set up Google Analytics so that you have that depth of insight? Suppose you don't need their apps out there. In that case, Matcha is one of the other tools you can use to have a much more intuitive and clear insight into the Influencer blog article that doesn't encompass all content marketing. It does encompass your Instagram images or YouTube videos.

Depending on the channel, depending on the content itself, the medium, you have to make sure that you've got the tools to measure the performance of the asset on the business.

Chloe Thomas: [00:29:28.050]
Cool. Thank you for that.

OK, it's impossible to improve on marketing unless we are monitoring the performance. Still, the list of stuff we could monetize we've just touched on can be overwhelming. So what for you is the number one content marketing KPI?

Probably to satisfy an answer, it depends on where you are in your business life cycle. It depends on what you're trying to achieve. You might be in a position where it's all about brand awareness. And so, the KPI that matters the most is engagement or traffic. You might be in a phase of your business where it's all about reducing your reliance on paid. So the KPI is really about inbound organic traffic. There's no single answer to that question at all.

It all comes back to what's going on with the business, and what are you trying to achieve over the next six months to a year?
It comes back to what you were saying earlier about you need that strategy first, and that determines the KPI. You need to know the intent before you start doing anything, or inevitably you’re going to get into trouble. I like the consistency we’re building here, Ok! Oh, finally, Fynn, it’s crystal ball time. What’s coming up in the next six to 12 months that we should be getting ready for in content marketing?

Flynn Grover: [00:30:41.430]
I think that most of the world would tell you that we need to prepare for a continuation of video-based eCommerce, and we see the power of platforms like Tick Tock and snap. And I mean, everything seems to be video. We might be a little bit contrarian and that we think that that’s. Not necessarily a fad, but it’s not representative to us of something that’s kind of silently happening underneath everything else, which is a demand for quality and duration and more in-depth explanations of the world and how to live life.

And that’s a little abstract. But that type of content that could produce those types of interactions with a customer is written content. And so our point of view is that over the next six months, your next five years, we should all be prepared for written content that’s a longer form to become much more central to eCommerce success than it has been over the last 10 years.

I like the resurgence of written content. I think the video gets a lot of press and often thinks it’s purely because it’s what the algorithms on Facebook, Twitter, LinkedIn, Instagram, tick-tock, etc., are prioritizing. So the social platforms like video because we as humans like watching a video, but it’s not you shouldn’t feel your website is full of video. You need to put it more straightforward to consume things that make sense.

Yeah, it’s a good point. Fynn, I like it.

We could be wrong. That’s what we think.

Chloe Thomas: [00:32:27.860]
Yeah.

Let’s go with it. We are nearly at the end of the show, and we really ought to let listeners know when they can find a bit more about Matcha and when they can find out more about Matcha too. So can you take us through that, please? Open.

Flynn Grover: [00:32:38.910]
Our website is GetMatcha dot com. We’re also in the Shopify App Store, where you think of ourselves as an all in one blogging platform for direct consumer eCommerce brands, especially those on Shopify, as our best integrations are with Shopify at this point. But with the Matcha platform, you can create great blog articles. We have templates to accelerate your production that you get your creative juices flowing faster. We have tools that allow you to easily drop in products and product collections and other eCommerce elements like forms and, eventually, social content PPC content.
You can publish it directly to your Shopify blog or your Word Press blog. We have intuitive analytics to help you understand whether or not somebody who's read a blog has purchased a product from you and how blog articles influence your funnel. And for those of you who don't have any content or need to supplement content, we have a large marketplace of content that we've aggregated from best in class publishers that are particularly useful in the context of social campaigns or email campaigns.

It's a relatively large and broad platform. Still, we really are kind of designing it to be a tool that is very, very specifically focused on the challenges that eCommerce marketers face when they try to get into blogging and do it really well.

Chloe Thomas: [00:34:02.750]
Nice.

And we can find that at GetMatcha dot com. That's where it is. And the name is. It's a reference to the tea. I was not a Matcha drinker myself, but I learned a lot about Matcha, and it has a very sustained energy lift. If you get into the tea, which is different than caffeine, which is very spiky. The symbolism for us is blogging has a very sustained lift on companies if they invest in it correctly. As does Matcha for the drinker of the tea.

Nice! I have been wondering why you're named after green tea.

Fynn, thank you so much for coming on the Keep Optimising podcast. I hope you've made blogging a lot clearer for the audience because it's not just about the words. It's about getting your plan in place and making that right. So thanks so much for coming on the show and sharing so much insight with us. It's been an absolute pleasure.

Flynn Grover: [00:34:57.680]
Pleasure's all mine. Thank you so much for having me.

Chloe Thomas

So there you have it, everyone that is your to-do list. If you want to get started or take your blogging to the next level, I guess the first key thing is to remember that it's a long term strategy, not a short term solution.

Cisco, something you're going to be investing in then to consider what the reason is for creating this that strategy, that intent piece that Fynn was really focused on there, that if you don't know why to serve what purpose you're creating a piece of content is it to build a great relationship with your customers? Is it to attract traffic? Is it to help customers who are on your Site who need answers? Is it to attract an adjacent audience? You really need to know that in order to then work out what content you need to create and to work out how you're going to report on and analyse the performance of that content.
You can get links to everything we discussed, including that amazing resource of great eCommerce blogs. Well worth checking out if you're looking for ideas or you're not quite sure how to get started with links to that and everything else we discussed together with the full transcript of this episode, important notes, and much more at Keep Optimising dot com. That's with an S, not a Z. Thank you for tuning in to this episode of the Keep Optimising podcast. And as you do tune in week after week, I really do appreciate it.

It's very cool to see the numbers going up now. I'm helping you all now. This month there is no webinar because of Christmas and New Year diary issues. It was just proving impossible to pull it together. So apologies for that. But it does give you time to catch up on any of our past episodes that you've missed. Key ones that build on our conversation with Fynn today are customer personas with Lucy Bloomfield. That was Episode 11 and one that we haven't released yet but is coming up very soon with Shane Tilly from 99 Designs, who, yes, we are talking a bit about creating great graphics. Still, we also get deep into how they rebuilt a whole content strategy.

So quite a bit on blogging in that one, too. That's coming up in a couple of weeks. Please do tell your fellow marketers about the show, because I want to help as many marketers as possible to improve their marketing performance. Have a great week, and make sure you listen to our next episode to help you keep optimising your marketing.