



The WordPress Wizard

Blog Strategy Statement

Blog Name:

Blog URL:

Blog Objectives: (What the blog should do for you or your organization)

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Target Audience: (The prime audience the blog should reach)

Demographics:

Psychographics: (Attitudes, mindsets, concerns)

Desired Consumer Actions: (What consumers should **do** as a result of visiting your blog)

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Blog Communication Objectives: (What consumers should **know** after visiting your blog)

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Products / Services Offered Via Blog: (What you're selling/providing)

Principal Consumer Benefit #1: (What advantages/improvements the consumer receives from using your product)

Support: (Why can only your product provide that benefit and why should they believe you?)

Principal Consumer Benefit #2:

Support:

Principal Consumer Benefit #3:

Support:

Principle Consumer Benefit #4:

Support:

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Principle Consumer Benefit #5:

Support:

Blog Character and Image: (How the information should be presented [modern, warm, relationship-based, superior, friendly, etc.])

Exposure Drawing Element: (What **content** will initially draw targeted consumers to your blog?)



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Exposure Objective: (*What **percentage** of targeted consumers should be drawn to your blog at least once in the first six months, year, etc.?*)

Frequency Drawing Elements: (*What **content** will keep those targeted consumers coming back to your blog on a regular basis?*)

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Frequency Objective: (*How often should targeted consumers return to your blog? Daily, Once/week, Once/month, etc.*)