

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

LCI welcomes its
new clients:



-

May 2012

Spring has Sprung at LCI!



Spring is full swing...time to shake off those winter blahs and enjoy a renewed zest for life. It's also a great time to dust off the cobwebs and take a fresh approach to your business. What better way to start that than a little spring cleaning on your social media presence?

We'd like to share a post written by our esteemed PRGN affiliate, [The Castle Group of Boston](#), about giving your blog a boost. With new social media tools appearing on the horizon daily, it's tempting to forget about your blog (seems old school!). Nicole Gandia makes a great case for why your blog is so important to your business and offers tips for keeping it fresh. Thank you, Nicole!



Direct
Access
MARKETING

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Investing in Employment and Hope

Our fearless leader, David Landis, was asked recently by Bulldog Reporter to be a webinar panelist on ["How PR Can Use Research to Create News and Trigger Massive Media Coverage."](#)

One of his top tips? "When using surveys to create news, think ahead about the headline you want to create in order to shape your survey questions." He details in the webinar how LCI did this successfully for LCI client California State Parks Foundation to not only create eye-grabbing news but also get important legislative action passed - enabling the client to secure the funding they needed. To hear the whole webinar, click on the program name above.

Five Tips to Improve Your Blog's Exposure

By Nicole Gandia, The Castle Group

We all know that blogging is good for business, but how much so? According to a [study](#) conducted by [HubSpot](#)'s inbound marketing team, "the average company that blogs has 55% more visitors, 97% more inbound links and 434% more indexed pages." (To learn more, download this helpful [Ebook!](#)) Yet, whether you are an avid blogger or a newbie, you may be falling victim to common blogging faux pas that may be placing an unwarranted cap on your desired exposure level.

Here are five tips to help you increase your exposure and maximize the return on invested time:

- (1) Amalgamate - Publish your blog on your company's website (as opposed to platforms like WordPress) to add to your company's branding and decrease your bounce rate. Your goal should be to attract visitors through your blog and to facilitate their navigation of your other web pages. But integration shouldn't stop here - include proper links to your social media accounts and to key pages and forms on your site!
- (2) Innovate - Create thought-provoking, diverse and timely content that will be read and shared by others. Try having an internal blogging competition to get your employees' creative juices flowing (ours is currently on its way!) or invite guest bloggers that can append content variety as well as new perspectives.
- (3) Follow Through - Be consistent with your follow-ups. If visitors comment, reply to them. If questions are asked, take a few minutes to answer them. Demonstrate your engagement and take it another step further - ask employees to share their favorite blogs with their personal networks. This will help you expand your reach and exposure.
- (4) Engage - Don't just write and deliver, ask and be an active receiver.

[LCI](#) is part of the **[Public Relations Global Network](#)**

LCI welcomes new PRGN members:

[Energi PR](#), Toronto
[The Content Factory](#), Dubai

CLIENT SPOTLIGHT

LCI congratulates our client [California Bank & Trust](#) (CB&T), which recently announced a new business financing initiative in California called **[TEAM](#)** ("Tools, Education, Access and Mentoring") focused on minority and women-owned businesses. TEAM debuted at the LATINA Style Business Series on April 12 in Los Angeles. The program is in affiliation with Latina Style, Inc. and the Anna Maria Arias Foundation, which works to ensure the growth, reach and impact of Latina entrepreneurs by providing programs, services and resources that help Latinas establish successful businesses.

Quick Links

[LCI's Blog "Backtalk"](#)

Ask questions, allow readers to share their opinions, welcome comments and keep your content and reader feedback alive by tracking your presence's pulse and starting your own paper, like [Castle Connect](#), to repurpose your cloud of ideas!

(5) Optimize - This is often overlooked (but crucial from an optimization standpoint!). Visit [Google's AdWords](#) to research which keywords you should be using, publicize strong, keyword-rich titles that will draw your target audience, write fitting meta descriptions, and don't forget to include a photo or video. Then, study your analytics and tweak your blogging strategy to achieve desired results.

What has worked well for you? What are you doing to improve your blog's exposure? We'd love to hear your thoughts. Email us at info@landispr.com and visit LCI's blog at: www.landispr.com/blog.



Conservatory of Flowers, Golden Gate Park in San Francisco

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