



## 10 Ways to Increase Your Blog Views

Smallbusinessideas.com and Referral Candy recently created a list of more than 30 ways to promote your company's blog. The list was made up of input from numerous small business leaders and marketing professionals.

Here is a condensed version of the list, with the items most relevant to A/E firms.

1. Tell stories
2. Be unique
3. Be helpful
4. Quote experts
5. Create original images
6. Create visual content
7. Share others' content
8. Match your content to the needs of your targeted audience
9. Email people that you mentioned
10. Tag/mention relevant people ●

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46%...

the percentage of small business owners who "love marketing and advertising," according to the 2015 Infusionsoft Small Business Market Research Sales & Marketing Report. The report was based on research and surveys of over 800 entrepreneurs.

## WHAT'S THE SHELF-LIFE OF YOUR SOCIAL MEDIA POSTS?

by David Whitemyer, AIA

Have you been in marketing meetings, having long discussions about what to post on Twitter? Have you labored over just the right wording for a company Facebook post, and then had to deal with in-office proofreaders and editors? Or has the owner of your A/E firm spent hours nitpicking over exactly which project photo to post on Instagram?

### This is a waste of time!

It's common for A/E firms – both social media rookies and veterans – to fall into these traps. As engineers and architects, we're detail-oriented with a keen, critical visual eye. But these traits (or curses, if you will) are not helping your social media marketing.

Your social media posts have a ridiculously short shelf-life, meaning that when you post something online, there is a very limited timeframe during which anyone will probably see it. After that, the likelihood that anyone will ever see that posting is tiny. Consider the following:

- *Approximately 75% of engagement on a Facebook posting happens within the first 3 hours, with almost the remaining 25% happening in the next 2 hours. According to one report, most Facebook users only see about 20% of the nearly 1,500 posts available to them each day.*
- *The average lifespan of a posting on Twitter has about 18 minutes. This is due, in part, from the deluge of other tweets, which is around 5,700 per second, according to Twitter.*
- *Posts on LinkedIn tend to carry weight for around 24 hours because it's a more professional medium, and users tend to devote focus to it, rather than hitting it quickly.*

In addition to shelf-life (or lifespan), social media posts have a half-life, where their impact and reach are reduced by 50% per span. According to Hubspot, the half-life of a Facebook post is 3.2 hours and Twitter is 2.8 hours. Even emailed newsletters don't stick around long, with a half-life of only 3.4 hours.

None of this is to say that you should not be incorporating social media into your A/E firm's marketing strategy. It's to say that you shouldn't devote an amount of time obsessing about each posting that is not commensurate with actual reach and impact. Also, keep in mind when your firm is posting. For longer-lasting impact, post during commuting hours, pre-lunchtime, and early Saturday mornings, when individuals give their smartphones and tablets more attention. This will increase your postings' shelf-life.

And if your firm leaders and marketing staff still feels like they should be devoting huge amounts of time focusing on what goes online, channel this effort towards your website's portfolio, but mostly on your blog, where your inbound marketing strategy is to provide free content, encourage the sharing of your content, and to be perceived as an industry thought leader. ●



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