



You've launched your blog...now what?

10 Things to Do Next

Congrats on launching your blog! You've taken the first big leap. But you might be wondering what to do next... other than create compelling, must-read content, of course! Or maybe you've had a blog for a while and are new to the BlogPaws community. Maybe you feel stuck and are looking for new ideas, or maybe you just signed up to get this free download (don't worry... we do it all the time). Regardless of why you're here, we're here for one reason: to help pet-centric digital influencers excel!

BTW, if you haven't yet launched your blog, not to worry! This free download is for you, too. Read through it to get super clear on your goals before you purchase that hosting package.

Now, let's settle in with a cup of coffee and a notebook (or phone), and dig into the 10 things you need to do after you've launched your blog:

1. CREATE A BLOG BUSINESS PLAN

This has to be your first next step. A business plan serves as your roadmap to success. And even though it seems like a ton of work up front, we promise: It pays off in the long run. Not sure where to start? Try these resources:

[How to Create a Blog Business Plan](#)

[How a Blog Business Plan Leads to Money](#)

[Get Ready to Write a Blog Business Plan](#)

2. PLAN YOUR CONTENT

If your business plan is a roadmap, an editorial calendar serves as all the stops along the way. You have three options for creating an editorial calendar:

- ✓ High-level: This is a big-picture approach. Rough out themes for each month or week.
- ✓ Daily: Plot what you're going to post when. For instance, every Wednesday you participate in the Wordless Wednesday blog hop and every Friday you share your fave product finds.
- ✓ Detailed: Go beyond the daily and get into the nitty-gritty of social shares, newsletter integration, and so on.

None are right or wrong. You gotta do you. But if you need some guidance on starting (plus some more freebie downloads), check out these resources:

[How to Use Trello as a Blogging Editorial Calendar](#)

[Plan and Blog Even If You Don't Have Time](#)

Or, if you're working on your calendar and find yourself in need of fresh ideas, check out this roundup of [Blog Post Ideas for Your 2017 Editorial Calendar](#)

3. LAUNCH YOUR SOCIAL MEDIA ACCOUNTS

If you haven't yet, grab your social handles on your fave channels. In the pet space, the big three are Facebook, Twitter (a must to participate in #BlogPawsChat), and Instagram. Of course, you want to start with a plan and these tips:

[Why Bloggers Need a Social Media Plan](#)

[15 Ways to Grow a Twitter Following](#)

[Build a Social Strategy Around Your Blog URL](#)

[How I Grew My Instagram by 25% In One Month](#)

4. CONNECT WITH YOUR PEERS

This one's a piece of cake. By getting to know each other, we build a strong community that supports one another. Find spaces online to network and trade ideas with your like-minded peers. Might we suggest the [BlogPaws Community Boost and News Group](#)?

5. ENGAGE

You can't grow without a community. Engaging with your readers is the sure-fire way to build trust and loyalty. Respond to comments, "like" your readers' pages, be active on social. Think of engagement like a conversation. Your readers want to have that back-and-forth with you, and they'll come back for more if you deliver! Need some tips on where to start?

[How To #BoostYourBlog10K with Engagement](#)

[Blog Comments: Are You Using Them to Grow Your Blog and Build Your Brand?](#)

[How to Create a Call to Action That Gets Readers Clicking Through](#)

6. CREATE A MEDIA KIT

Show off all your hard work. Attract brands. Solicit press coverage. You need a media kit to demonstrate all the elements that make you and your blog unique and desirable. Here's everything you need to know about the how and the why of a media kit:

[How to Make a Blogger Media Kit.](#)

7. PITCH A GUEST BLOG POST

Expand your reach and grow your influence by guest blogging. It's a great way to get your URL in front of a new audience while building your own portfolio. Plus, blogger collabs are huge. Find a group of bloggers and work out post trades. It's a win-win! Here are some ideas to get started:

[Why I Guest Blog and You Should, Too!](#)

[The How To Pitch List](#)

[Blogger Collaboration](#)

8. LEARN SOMETHING NEW

The best-and trickiest-part about being a digital influencer is that the landscape is constantly changing. It's exciting and challenging, but it can also feel overwhelming to keep up. Our advice? Stay on top of your day-to-day and focus on learning one new thing at a time. Don't know what you don't know? We get it! Here are a handful of ideas to get you started:

[SEO Should Not Make Your Fur Fall Out](#)

[The art and science of storytelling \(and why it matters for your pet blog\)](#)

[Getting the Most Out of Your Phone for Photoshoots](#)

[How to Write Click-Worthy Headlines in 3 Easy Steps](#)

[The Mechanics of Hosting a Blog Giveaway](#)

9. SET GOALS FOR GROWTH

You have your roadmap and all the stops along the way, but where are you ultimately trying to go? Set goals—both short- and long-term ones—to keep you moving forward, making progress. Read [How-to Plan for Long-Term Success as a Pet Blogger](#), then write down those big dreams of yours... and an action plan to achieve them!

10. JOIN OUR SOCIAL LEARNING COMMUNITY

Finally, we invite you to join the [Social Learning Community](#). In that space, you can take classes, join groups, make friends, and—most importantly—build community. It provides a platform for ongoing professional development that can help you become the best influencer you can be!

Bottom line: We believe in you. We're here to provide all the resources you need to make success happen. You just need to put in the work! But, before you get overwhelmed, know that the BlogPaws community is here to support you every step of the way! Be sure to connect with us all across social media.



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