



## You Want Me to What? Blogging for Marketspace Vendor Events

So, you've never blogged before. No sweat! Here are a few tips for writing a blog entry that will generate interest in your product leading up to a Marketspace Vendor Event.

- 1) **Be Catchy.** You can create a blog entry title or leave it up to us. Your title should clearly convey what it is you are selling, but in a way that tells the customer: "You don't want to miss this!"
- 2) **Be Cool.** Our blog entries are meant to be fun, upbeat, and informal. Skip the statistics lessons, rants, politics, and heavily opinionated writing pieces.
- 3) **Be Smart.** Proper grammar, punctuation, and spelling are important regardless of writing style. Use your computer's built-in tools to check your work, but don't stress; we will edit your blog entry before publishing.
- 4) **Be Relatable.** Tell your reader something about you. How did you get started in your line of business? What is your favorite item in your shop? How will you help the customer have a memorable shopping experience?
- 5) **Be Brief.** Guest blog entries for Marketspace Vendor Events should be no more than (3) paragraphs.
- 6) **Be Searchable.** You don't have to be Search Engine Optimization Experts (We are!), but it doesn't hurt to spell out the terms you want to rank well for. Your keywords perform best when written in your first paragraph (at least). Keep in mind you should not repeat the same phrase verbatim within your blog entry, but you should think of a couple of ways to say that phrase and use them! You should never copy and paste from another web article- the internet gods will penalize you for this and Marketspace certainly doesn't want any bad web-karma!
- 7) **Be Fabulous.** Include up to (3) pictures of yourself, your merchandise, and your display. Customers will appreciate the opportunity to "window shop" and will feel as though they have already met you when it comes time for the event. How's that for an ice breaker?



[www.marketspacevendorevents.com](http://www.marketspacevendorevents.com) | 908-514-8431

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