

PDM Blog Tips

Blog articles are designed to provide a reader with valuable content that helps to drive action. Utilize our five step blog method to get started with your content marketing efforts.

The Topic

What questions are customers asking? Utilize social media and customer interaction to help create relevant blog topics.

STEP
01



STEP
02

The Research

Spend time researching the topic to provide factual, relevant information.

Section Headers

Organize your answers into section headers to address key information.

STEP
03



STEP
04

Make it Visual

Use imagery to break up a long-text blog.

Consistent

Publish blogs consistently to remain relevant with the search engines.

STEP
05

