

# HOW DO I MARKET MY TRAVEL BLOG?

**THE EXPERT:**  
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**of the popular**  
**travel blog**  
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*I have got a lot of my recognition thanks to other travel bloggers. Learn from those at the top. Once you get to know a travel blogger, you can exchange guest posts. This gives you access to a whole new reader base.*



PHOTO: SANKARA SUBRAMANIAN C

Post regularly and engage with your readers. Carve a niche and stick to it. Soon your blog will have a host of loyal followers.

### **1) Build your Brand**

Carve a niche and stick to it. For me, it is adventure travel, budget travel, vegetarian food, wildlife holidays and unique cultures. For others it might be history or temples or offbeat destinations. Whatever it is, identify your area so that you can build a loyal reader base. You cannot expect to be like a newspaper and cover all topics.

Your blog messaging—logo and domain name in particular—should be in line with your niche area. After all, they are like your face and name.

### **2) Have a Good Social Media Footprint**

For a travel blogger who has no advertising budget, social media is the king. Facebook, Twitter, Google +, Pinterest, You Tube and Instagram—get on them all, and take advantage of the reach they offer! Soon, you will have loyal followers. And if your content goes viral, you've hit the jackpot! Remember: posting regularly and engaging with your fans will give you the edge.

### **3) Join the Travel Blogosphere**

Get to know other travel bloggers. This could be on a Facebook group or a Twitter Hashtag. Because the competition out there is healthy, I have got a lot of my recognition thanks to other travel bloggers. Learn from those at the top. Once you get to know a

travel blogger, you can exchange guest posts. This gives you access to a whole new reader base.

Also, look for other travel bloggers with similar interests and collaborate with them. You can travel together, launch new ideas and much more. Remember: if you are unknown to your own breed, you will remain unknown to the world.

#### 4) Attend Travel Blogging Events

Now that you are a part of the travel blogosphere and people relate to your blog, go a step further and attend travel blogging conferences and seminars. They can help you learn the tricks of the trade or be a speaker and share your knowledge, travel experiences, tips, stories and photographs with others.

Large scale international blogger meets, such as the TBEX offer immense networking opportunities. But don't ignore the local ones—that's where most of your readers are. Some of the paid events, such as Mahindra ConClay are totally worth the money. Think of them as an investment that will pay in the long term.

Do remember to have a well-designed business card before you go attending these events.

#### 5) Get Featured in Online and in Print

All travel bloggers want to be featured in the media, and why not. Media coverage gets you instant, dramatically increased exposure. Plus, it helps improve your blog credibility. Getting noticed by the media is not easy, but make some smart moves and they will come knocking.

- Send in a good article pitch to the editor of a travel magazine or newspaper. If published, your article will be read not only by general readers, but also tourism boards, travel agents, PR firms and lifestyle product companies. The next thing you know, you could be on a media FAM (Familiarisation) tour to an exciting destination!
- Be generous. Offer to share your photos for free with magazines and dailies. They are always hungry for good visual material. Just make sure they give you credit and link back to your blog.
- Participate in contests and sweepstakes like Travel Onion. In all probability, this might lead to some media exposure.
- Never shy away from giving an interview. When published, share the link with readers.

#### 6) Treat your Blog like a Website

Websites usually have more features than blogs and are easier to navigate. How about giving your blog the same easy-breezy feel. Install a few user-friendly features such as these: User Friendly Navigation and Search, Clutter Free User Interface, Standard Font and Colour Palette across the site, Easy Access to Rich Media, Social Media Integration and Faster Site Loading.

#### 7) Write Engaging Content

You can implement all these tips, but if you don't have good content on your blog, people will stop coming. Write with passion, and your readers will feel the connect.

People love to see good pictures. Videos are even more popular. Keep your posts short and write well. Bad grammar is a big put off!

#### 8) Optimise your Blog for the Search Engine

You might have the most interesting content, but if readers don't find it on Google, you stand nowhere. If your blog features right on top, you are doing it right.

Invest as much time, effort and money in optimising your blog for the search engine as you would in active marketing. Sometimes, the returns from passive marketing are much higher than active marketing. For successful search engine optimization, include the following: Unique content, clean template, Title Tags, Meta Tags, Keywords. If you do not understand all this, consult Google or an on-ground specialist for answers.

#### 9) Help your Readers

Your blog is popular because of your readers—think of them as your customers. Respond to their questions and comments. Ask them for ideas on what to post. Take their opinion. Sometimes, a happy reader will end up doing a lot of free marketing for you. Never miss out on such kindness.

#### 10) Travel More

Gary Arndt of Everything Everywhere Travel Blog, one of the top travel bloggers on the planet and one who has been travelling round the world non-stop since 2007 says that for a travel blogger to be successful, they have to make travel a habit. I agree with this thought. I am not asking you to travel all the time, but you should try to travel at least three months in a year. 



#### SANKARA SUBRAMANIAN C

A travel enthusiast who started his blog [www.beontheroad.com](http://www.beontheroad.com) in 2009. His blog has been featured as one of the top travel blogs in India. Besides travel writing and photography, he specialises in digital and social media marketing.

- Sankara Subramanian C  
spoke to TS correspondent  
Jayashree Narayanan