



Blog Content: When is it enough (or too much)?

I recently read an [interesting post](#) outlining a key issue with much of the content produced online today. In a nutshell, *it's not particularly helpful*.

Regardless of industry, bloggers and content producers face a difficult dilemma when it comes to sharing advice online- what to give away and what not to. Not everyone can afford to donate their experience and skillsets to the masses, especially if it took them 15 years of labor or education to acquire it. That being said, you don't want to give away too little and leave readers underwhelmed (or bore them by giving away too much).

There's a fine balance of providing enough information to be helpful and not give away the kitchen sink, and that point of equilibrium will vary from person to person and post to post. Still, here are a few best practices to keep in mind:

1. Consider your audience. Are they looking for inspiration or guidance? Ideas or a how-to guide? Knowing what information is going to be most helpful to them will help you determine how much of what to share.

2. Consider your purpose. Are you trying to start a conversation/pose a question, or just share an opinion or experience? Many "experts" will tell you there's no sense in writing a post that is less than 500-700 words. I, however, think it depends on your purpose. If you're setting the stage to crowdsource ideas or invite feedback, you may be able to get away with much less content than if you are giving advice or sharing an experience.

3. Consider the competition. What are other bloggers in your niche writing about? How much are they sharing? If you don't provide enough information, and someone else does, you're more likely to lose interest from your readers.

Knowing how much advice to share in your blog posts can be a tricky balance and there's no "one size fits all" solution.

When do you think it's enough?

Demand Generation, Simplified.

www.a2bmediallc.com

info@a2bmediallc.com



About the Author



A driven, goal and results oriented marketing professional, Brenda has over a decade of experience in a variety of b2b and consumer industries. She is as comfortable conceptualizing marketing campaigns as she is doing the actual "work" needed to generate and communicate results. A [Social Media Today](#) thought leader, she holds a Bachelor of Science degree in Marketing, an MBA from the University of Nevada, and is currently pursuing PMP certification from the Project Management Institute. In her spare time, she enjoys fitness, food & wine, travel and spending time with her three favorite boys. You can reach her via email at bsomich@gmail.com.

Demand Generation, Simplified.

www.a2bmediallc.com

info@a2bmediallc.com