



31 Blogs On Marketing Strategy

If you're a marketer, your marketing strategy plays a big role in how you go to market to achieve your business goals. Even if you are a seasoned veteran, you may need a few tips, reminders, smart advice, or possibly just some inspiration, in creating your marketing strategy. We have reviewed a wide range of marketing strategy blogs and pick our favorites – 31 to be exact. These blogs have been proven to provide incredible insight into all things related to marketing and the tactics that will help you go to market and win the hearts (and dollars) of your customers.

1) **The 60 Second Marketer** – <http://60secondmarketer.com/blog/>

Founded by Jamie Turner, this site provides tools, tips and tutorials for all marketers. It offers tips on all things marketing with a special focus on social media, mobile, and conversion optimization. Jamie Turner has also written two marketing books.

2) **Adobe Digital Marketing** – <http://blogs.adobe.com/digitalmarketing/>

Adobe's name alone should be enough reason to read this blog. They employ top notch writers to give you tips in advertising, campaign management, personalization, social media, and more. A company this successful has plenty of high quality entries to optimize how you tackle marketing.

3) **B2B Marketing Insider** – <http://www.b2bmarketinginsider.com/strategy>

Michael Brenner, Vice President of Global Marketing for SAP, runs this business-to-business blog. He offers advice on content marketing, lead generation, SEO, digital marketing, and social media. You will find that Michael's successful business strategies are often focused around fostering a positive customer experience.

4) **Business 2 Community** – <http://www.business2community.com/email-marketing>

Business 2 Community is an independent online community focused on sharing the latest news surrounding social media, marketing, branding, public relations & much more. They offer new and innovative information via their blog, webcasts, research, whitepapers, and how-to guides.

5) **Boost Blog Traffic** – <http://boostblogtraffic.com/>

Maybe you came here to find what makes these blogs so successful in an attempt to improve yours. If that is the case, look no further. Boost Blog Traffic is an awesome resource of tips to improve your writing techniques to wow your readers. Along with making your blog's content stronger, this blog guides you on how to design and market your blog to drive up your company's revenue.

6) **Content Marketing Institute** – <http://contentmarketinginstitute.com/>

This site covers all things content marketing. It posts entries from answering the simple question of “what is content marketing” to optimizing your current content marketing strategies. While the site is full of practical, how-to guidance, you'll also find insight and advice from the experts, and an active community for discussing the latest news, information, and advances that are moving the industry forward.

7) **Conversion Scientist** – <http://conversionscientist.com/blog/>

As you can guess by their name, Conversion Scientists run another one of the conversion optimization blogs on our list. Their strategies, which identify your important visitors and turn them into customers, are all based on years of experience and testing. They want you to know, not think, that you are going to increase your revenue.

8) **ConversionXL** – <http://conversionxl.com/blog/>

Peep Laja writes straight to the point, in-depth, informative articles on actionable business advice, latest research and experiments on conversion optimization and getting better business results. Whether it's your website, your landing pages, products, pricing or marketing campaigns, the content here will help you improve your business.

9) **Convince & Convert** – <http://www.convinceandconvert.com/blog/>

Convince & Convert is a digital marketing blog focusing on blogging, branding, crowdsourcing, digital media, Ecommerce, and, social media ROI. This blog has been named the “#1 Content Marketing Blog” in the world by Content Marketing Institute. Along with their blog, they also host a weekly SocialPros Podcast.

10) **Customer Experience Matrix** – <http://customerexperiencematrix.blogspot.com/>

This blog is ran by David Raab, Principle at Raab Associates. His entries focus on B2B marketing. On average, he posts a little more than one entry per week. He has some really great in-depth content for all things B2B.

11) **The Daily Egg** – <http://blog.crazyegg.com/>

The Daily Egg is a blog developed by Crazy Egg, a heat map software. Content covered includes marketing, SEO, analytics, social media, and more. Their hearty articles can be pretty in depth, providing great content with solid supporting evidence and images.

12) **Entrepreneur** – <http://www.entrepreneur.com/marketing/>

Another organization that you already know about without my introduction...Celebrating 35 years of their Franchise 500 list in their magazine and an online archive for their blog dating back to 1996, Entrepreneur has been a big name in the business world for quite some time. Their blog is amazing – we are big fans of their [How To](#), [List](#), and [Marketing](#) subsections.

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13) **Funnelholic** – <http://www.funnelholic.com/>

Funnelholic is a blog written by Craig Rosenberg, a funnel optimizer extraordinaire. He writes personable and funny blogs with quality content on how to identify and convert your site visitors to loyal customers. Along with his written entries, he has an [archive of really informative videos](#) on funnel optimization and other marketing strategies to increase your revenue.

14) **Harvard Business Review** – <http://hbr.org/>

It's difficult to give such a prestigious organization of thinkers an adequate review in just a few brief sentences. We have all read their magazine and set it down filled with inspiration to turn a company into a Fortune 500. Check out their blog for on-demand information on the latest in the business world.

15) **Heidi Cohen** – <http://heidicohen.com/>

Calling her blog the "Actionable Marketing Guide", Heidi includes valuable insights along with practical tips and tactics on how you can easily apply to your current marketing and business plans. She breaks down advanced information into an easy to consume format.

16) **Jim's Marketing Blog** – <http://jimsmarketingblog.com/>

Jim Connolly designs his blog to help small business optimize their marketing strategy to increase sales and boost their profit. His entries vary in length, from short inspirational posts to detailed how-to's. His site is broken down into categories and archived by month, making it easy to find your desired article.

17) **KISSmetrics** – <http://blog.kissmetrics.com>

KISSmetrics is a company focused on analytics. They tell you what your business and consumer data means and what moves you need to take to optimize your marketing strategies. Along with their amazing blog, they also have a collection of killer [infographics](#) and [marketing guides](#).

18) **MarketingExperiments** – <http://www.marketingexperiments.com/blog/>

The first internet-based lab to conduct experiments on optimization marketing, MarketingExperiments takes your basic A/B testing and blows it out of the water. These guys have a hypothesis, test it, and summarize their amazing results. Great source of information that has been proven to increase business success.

19) **MarketingProfs** – <http://www.marketingprofs.com/marketing/library/49/marketing-strategy>

MarketingProfs is plethora of information on all things marketing, having almost two dozen topics to choose from. They present their findings in articles, podcasts, opinion segments, online seminars, tutorials, and full guides. We really enjoy their [case studies section](#) as they dive into what has helped make and break specific companies.

20) **Moz** – <http://moz.com/blog>

Moz has four different blogs on their site, [Moz Blog](#), [YouMoz](#), [Rand's Blog](#), and a [Developers Blog](#). The blogs cover analytics, blogging, branding, consulting keyword research, link building, management, SEO, and technical SEO issues. What changes between the four blogs is the source of information. The different perspectives offered really make this a great site.

21) **Occam's Razor** – <http://www.kaushik.net/avinash/>

If you want detailed reports, go to Avinash Kaushik's blog. Author of Web Analytics 2.0 and Web Analytics: An Hour A Day, Avinash generates amazingly detailed reports where he doesn't just present you with a bunch of numbers and graphs, but explains how they impact your marketing strategies. Brilliant articles that deserve a thorough read.

22) **Online Behavior** – <http://online-behavior.com/guides>

This analytics site is a source of knowledge for website owners and analysts looking to understand how their online customers behave. Additionally, they offer actionable strategies you can implement to optimize your site. Their entries are fairly detailed with great supporting images.

23) **Pedowitz Group** – <http://www.pedowitzgroup.com/blog/>

What is the universal solution to 100% of business problems? Revenue. Pure and simple. Pedowitz Group's blog, known as 'The Revenue Marketing Agency', approaches marketing strategy with a focus on the ultimate marketing goal: driving revenues.

24) **Responsys** – <http://www.responsys.com/blogs/nsm/>

Responsys, powered by Oracle, posts about once blog entry per day. They cover a wide range of topics including cross channel marketing, email marketing, mobile marketing, and more. We really enjoy Steve Olenski's blog series called "The Weekly Inbox" where he highlights a collection of emails that stood out to him during the past week.

25) **Smart Insights** – <http://www.smartinsights.com/>

Smart Insights offers wonderful actionable marketing advice based on analytical data to help ensure you make the most out of your digital marketing channels. Along with their awesome blog, they offer a reasonably priced set of marketing tools that give you actionable advice derived from Google Analytics, are comprehensive and well structured, and offer different ways to learn from templates, ebooks, video courses, and screencasts.

26) **TopRank Online Marketing** – <http://www.toprankblog.com/>

Founded by Lee Odden and Susan Misukanis, TopRank Online Marketing's blog provides insights, resources and commentary on a range of digital marketing and public relations topics. Check out their blog for insight on content marketing, email marketing, blogging, SEO, and more.

27) **UnMarketing** – <http://www.unmarketing.com/>

Scott Stratten, President of UnMarketing, has been named one of the top 5 social media influencers in the world on Forbes.com. He specializes in making your marketing content go viral. His blog has over 35 podcasts and several articles on blogging, list building, social media, viral marketing, and more.

28) **Webbiquity** – <http://webbiquity.com/>

The internet is one of today's most powerful tools. Increasing your company's presence online can have major improvements in your success. Webbiquity helps you coordinate the efforts of your SEO, PR, content marketing, advertising, and social media staff, to maximize your online visibility when prospective customers are looking for information on the services you provide.

29) **WiderFunnel** – <http://www.widerfunnel.com/blog>

WiderFunnel generates web pages and landing pages to convert visitors into customers. Their business tactics are all founded on test results, ensuring that your conversion optimization really works. Check out their blog to educate yourself on how to translate more of your audience into customers.

30) **Visual Website Optimizer** – <http://visualwebsiteoptimizer.com/split-testing-blog/>

Visual Website Optimizer is a company offering advanced A/B testing for website optimization. Their blog focuses on A/B testing, conversion rate optimization, multivariate testing, and split testing copy. Typically, their information is backed with case studies from customer's real results with their product.

31) **Yoast** - <https://yoast.com/>

Yoast is a site dedicated to making your website work for both you and your customer. Their WordPress plugins combined with their blog will give you all the tools you need to make your website more usable, easier to navigate, faster and more reliable.

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ABOUT PINPOINTE

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former High Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization.

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