

The Newport Stylephile  
Andrea McHugh, Blogger  
February 19, 2014

Summary by Jessica Boucher

Andrea McHugh is a fashion blogger who started her own blog, Newport Stylephile. She decided to start a blog to share her point of view on fashion and lifestyle. Blogging is a great way to promote your brand or shape your brand identity. She explains that blogs help to build customer loyalty because continual postings keep customers more interested than an unchanging website. She states that it puts you ahead of the competition when you maintain a blog.

Many designers have started to maintain personal fashion blogs to give customers more of an inside look into their brands. Betsey Johnson has a blog where she posts frequently about new photo shoots, inside looks at her new designs and even pictures from her personal life, to add a personal connection with her fans. Kathlin Argiro is another designer who gives herself an edge in the business by keeping a blog. She updates her blog with her inspirations, videos, press clips about her designs, and even fashion tips. I like when designers take the time to try and connect with fans because it shows they really care. Brands that just have a mundane website that never changes are not as interesting. As a consumer I like to see what the newest fashions are and how to wear them. I enjoy seeing what inspires designers to design these new fashion lines. Feeling as if I have a personal connection makes me like the brand or designer.

It is not hard to start up a blog. The first decision is deciding where you will blog, and McHugh compared and contrasted the two top platforms for us, Wordpress and Blogger. Once deciding on the best platform, you need to think about what you want your blog to focus on and how often you want to make posts. Designing your webpage and making it appealing to the eye is very important. You want to catch the attention of the reader so they will be interested in your blog. Designing an aesthetically appealing blog is important. I know that a blog with pretty colors and a cool logo is going to catch and hold my attention more than a boring black and white blog. Once your blog is set up, you need to create the content of your blog, and maintain it. Set a weekly schedule to make sure you constantly update so you keep your audience interested.

Now that you have started your blog, McHugh says the most important thing is to grow your audience. There are many ways of doing this. Linking your blog web address to all of your social media is a great step. Make sure you post your blog site on your Facebook, Twitter, Instagram, Pinterest and any other social media. Tweet about a blog post you just made or make a post on Facebook about the latest pictures you added to your blog. Ask other bloggers to appear as guest bloggers on your blog; this way their followers will be exposed to your blog. Consider joining a blogging community that shares your interests, so that you can be exposed to many other bloggers and readers with the same interests as you.

I never thought much about blogging, but after this presentation I realize how much a blog can truly help your business. McHugh ended with a statistic, that businesses that blog have 55% more web visitors and 67% more leads, and I think that is very impressive.