

New Member Welcome Kit



Updated December 2019

www.erpsoftwareblog.com ■ www.crmsoftwareblog.com
www.erpsoftwareblog.com/cloud

- 1) Once your user profile is set up, you will receive an email confirmation with login credentials.
- 2) View the recorded [New Member Training](#) to learn how to write for SEO and how to use our site.
- 3) Review the FAQ on page 11 of this document.
- 4) Review the Keyword/Top List and Guidelines for Writing Posts in the Appendix.
- 5) Review these helpful blog post tips:
 - [My Best Blogging Tip You Think You Have Never Heard](#)
 - [Should I Post On My Own Blog or A Group Blog?](#)
 - [3 Ways to Avoid Posting Duplicate Blog Content](#)
 - [How to Safely Post Duplicate Content on Multiple Blog Sites](#)
 - [How to Re-Optimize or Re-Publish Old Blog Posts To Get More Traffic](#)
 - [Proof That More Blog Posts Equals More Website Traffic - Dynamics CRM Partner Success Story](#)
 - [3 Step Formula To Make Sure You Never Run Out of Blog Content](#)
 - [Feeding the Content Machine When You Think You Have Nothing to Write About](#)
 - [10 Tips for Writing Blog Posts Faster](#)

Step 2: Write Your First Blog Post

- 1) **Write a post.** (Please write posts in a Word document first so you can spell-check.)
- 2) **Write a strong headline!** Make it short, engaging and include KEYWORDS, ideally at the beginning of the title.
- 3) **Add links to post**
 - a. Add approx 1 link per 100 words (but use your judgment) to direct readers back to your site.
 - b. Ask: “What would a prospect type into a search engine?” and link from those keyword phrases. Throw in a few [www.xyz.com](#) pure URLs to change things up. Do not always hyperlink from the same text. Search engines like you to mix it up.
 - c. Link to interior pages on your website.
 - d. Link to pages that contain link phrase words on the page (and title tags if possible).
 - e. Use the same link only once per post (duplicate links are disregarded by Google).
 - f. Include a strong call to action (download, offer, event).
 - g. Include local city/state keywords whenever possible.
- 4) **Add “signature/byline” at the end of each post. Hyperlink from keyword phrase to your home page.**
For example: by CAL Business Solutions - [Connecticut Microsoft Dynamics GP Partner](#)
Important: You must add this as this is the only way people will know you wrote the post when it is syndicated or viewed in RSS feed.

Step 3: Submit Your First Post Online

1. **Log in** at www.erpsoftwareblog.com/wp-admin or www.crmsoftwareblog.com/wp-admin or www.erpsoftwareblog.com/cloud/wp-admin (If you forget your password, click on the link to resend).
2. Click on “**Posts, Add New.**”
3. Click on “**Paste as Text**” Icon (if you can’t see that click “Toggle Toolbar” icon on the far right of the top toolbar. Copy and Paste Text and Headline.
4. Add **Tags**.
5. Add approx. 3 **categories** (on ERP blog and ERP Cloud blog choose only ONE “About product” category)
6. Be sure to add a **byline**. Read: [Who Wrote That Awesome Blog Post?](#)
7. **Preview** your post; **confirm links** are working properly.
8. **Publish** your post.

IMPORTANT NOTE: Do not use images unless you have created or purchased them. “Free” images from Google can still have hidden copyright restrictions. Remember that per your membership agreement your company is responsible for all images and text you post on the blog site. [Read this tip.](#)

Tip 1: Add Links From Your Website to the Blog Site

We encourage you to put links from your company website to pages on the blog site. We suggest one link to the home page (i.e., www.erpsoftwareblog.com or www.crmsoftwareblog.com or www.erpsoftwareblog.com/cloud) and a second link to your company branded profile page or author page (for example <http://www.erpsoftwareblog.com/author/anya/>). The best pages to link from are the “About Us” page and/or a dedicated ERP/CRM product page on your site. Ideally, put links on 2 separate pages within your site with different sentences. It is important that the links are in a complete sentence (see example) as a full URL. These links should not be placed below your page footer (near your copyright statement). Don’t use the exact same text shown in the example; make it your own.

Example: (Company Name) is a contributor to www.erpsoftwareblog.com providing comparisons and opinions to professionals in the ERP/Accounting software selection process.

Tip 2: Help Us Market the Blog Site

The more traffic that comes to the blog sites the higher they are ranked giving your posts more strength too. Here are a few ways you can help:

- 1) Add blog link to your LinkedIn Profile (and twitter and anywhere else you have a profile).
- 2) Read posts on the site and leave your comments (comments are a sign of an active blog site).
- 3) Send blog link to friends, colleagues, customers and ask them to comment on their favorite posts.
- 4) Refer new members. More content + more links = more success for the entire group.

- 5) We have several blog logos, such as the samples here, available for you to use on your website. These are also available for [download on our training site](#).



Tip 3: Close Deals With Quick Quote Leads

Although the main benefit of the blog membership is Search Engine Optimization, everyone loves to receive leads. We have built proprietary systems to capture leads: the “[ERP Quick Quote Tool](#)” and “[CRM Quick Quote Tool](#).” Prospects are invited to get a free ERP/CRM cost estimate including licenses, maintenance, estimated implementation, and deployment costs. They fill in a minimal amount of info about their project, and the tool automatically generates and emails a personalized Quick Quote PDF.

Leads are distributed based on geography. If the prospect is in the state you represent on the blog, your contact info is included in their Quick Quote. The info they submitted, along with a copy of the PDF, is automatically emailed to you. (If you want to see a sample, fill out the form but enter TEST as company name and choose your own state). Each lead is sent to only ONE member. Please add to your safe senders list: erpquote@interactivelimited.com and crmquote@interactivelimited.com.

These leads are often serious buyers in the buying cycle. Many of the leads have resulted in closed deals, and we encourage you to contact them immediately. We wish we could control the quantity/quality of these leads but we cannot. **We make no guarantees.** We encourage you to follow our tips to drive local traffic to the site.

Prospects are told that this is NOT a binding proposal, only an estimate, as we realize your pricing may differ from the averages we give. You can put the Quick Quote tool on your own website, customize it, and collect ALL the leads generated. Sign up at [QQ Subscription Program](#).

If you close deals received from a Quick Quote lead, we'd love to hear it! Please email anya@erpsoftwareblog.com

Tip 4: Track Interest with Website Visitor Alerts (Visit Intel)

As a free service from the blog, you will receive email website visitor tracking alerts of companies in your state that visit the blog site. These are not “leads,” simply visitors to the site. These companies are not just reading your articles; they can be visiting any page of the site, and are distributed based on their geography. These emails will be sent from the domain *@dimensionalemail.com*.

Similar to other website visitor tools, you will only receive the company name. But you can easily click on the LinkedIn/Google icons to do your own research to find contact names. The keywords and destination links provide clues about what this company was interested in and help you determine if they might be worth following up with. (*Note: we do not screen the alerts, so undoubtedly you will receive alerts of competitors and other companies that will not be valuable*).

Some of our members have reported success adding these companies to cold-call telemarketing lists or event invites. Others use them to watch trends, keywords, or client/prospect activity. This is an affordable tool you can use on your own website too: <https://visitintel.us/>

Tip 5: Confirm your Contact Information

You will receive an email from the following domains related to your blog membership. **Please add these domains to your safe senders list: @erpsoftwareblog.com, @interactivelimited.com, @interactivelimited.net, @dimensionalemail.com**

To confirm that that the right person is receiving the right info, make sure we have the right email contact for:

- **Quick Quote & White Paper leads:** One main contact-name and email. Optional: Add up to 2 additional emails to receive leads.
- **Website Visitor Alerts:** One main contact-name and email. (you can opt out if you prefer)
- **Announcements/Training Invites:** Can be multiple emails.
- **Billing:** Can be multiple emails. (Credit card info can be changed/updated [online](#))
- **Blog User Admin Account:** One main contact-name and email. (where password resets are sent)
- **Profile Page contact:** One main contact-name and email.

Please alert us if contacts change. Send changes to anya@erpsoftwareblog.com.

Tip 6: Attend Training Calls and Visit Members Only Training Site

A benefit of your membership is advanced training and access to a our [Training Site](#). You will be sent a link to watch a new training call each quarter which covers advanced topics related to SEO, website optimization, and blogging. For a quick listing of recordings of past training topics, visit <http://training.89blogs.com/advanced-video-training/>

Tip 7: Show Your Blog Posts on Your Website

You can choose to add a customized widget (box) on your own website that will display titles and links to your blog posts. This is a great way to always keep fresh content on your website (which is good for SEO). On your dashboard (first screen when you log into the blog site) you will see a section called “My Articles” and a link to “Click here to put customized copy of widget on your website.” Work with your webmaster to install.

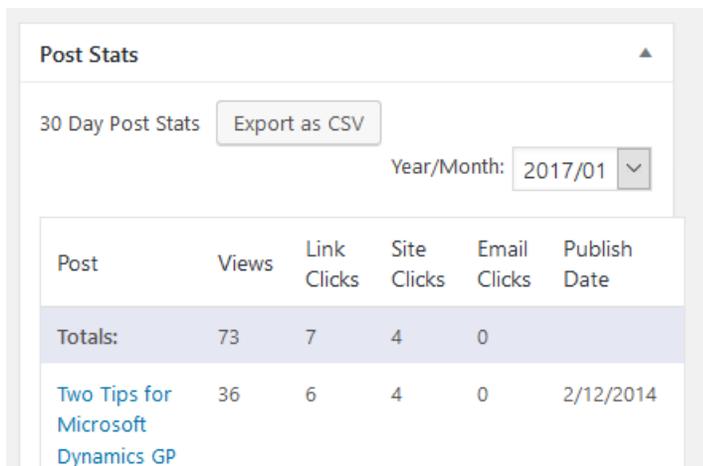
Tip 8: Review Your Blog Stats

To prove the ROI of blogging we recommend that you use Google Analytics on your own website to track these key metrics: 1) Increase in site traffic 2) Referral links from the blog to your site. ([Tips for Google Analytics](#)).

You can see specific stats of your own blog posts, and export results to Excel for further analysis, on your dashboard under the “Post Stats” section.

- **Views:** Number of times the post was viewed.
- **Link Clicks:** Number of times any link in a post was clicked. (including home site clicks)
- **Site Clicks:** Number of times a link to the home site (member website) was clicked.
- **Email clicks:** Number of times the “email the author” link was clicked.

Results are shown by 30 day period or choose “Show All.” Please be patient as information refreshes.



Post	Views	Link Clicks	Site Clicks	Email Clicks	Publish Date
Totals:	73	7	4	0	
Two Tips for Microsoft Dynamics GP	36	6	4	0	2/12/2014

Once a month you will receive an email report reporting traffic stats for each blog and the most popular posts. If you would like additional analytics information about the sites, contact anya@erpsoftwareblog.com
 Read: [6 Bloggers Expose Their Referral Click Traffic from ERP Software Blog](#)

Tip 9: Choose the Right Category for User Posts

The majority of the content on our sites is written for prospects in the software selection process. However, if you would like to publish content aimed at existing users, please choose the category for this purpose:

User-CRM User Posts or User-ERP User Posts. [ERP Blog User Posts Page](#) • [CRM Blog User Posts Page](#)

Tip 10: Personalized White Papers & Infographics

We have produced unique group white papers and infographics. Order a personalized version branded for your company. Names of other partners are removed, your logo/URL and About Us page are added. These are great offers for marketing campaigns. Email anya@erpsoftwareblog.com for samples and pricing.

- ERP – [7 Serious Business Risks Eliminated by Cloud ERP](#)
- ERP and CRM – [But Really...What is Dynamics 365?](#)
- ERP and CRM – [7 Pitfalls to Avoid As You Transition Business Software to The Cloud](#)
- ERP and CRM – [What the Heck is Digital Transformation & What Does it Mean for Your Business](#)
- CRM - [CRM is Not Just For Salespeople](#)
- ERP - [Don't Be Held Hostage: How Cloud ERP Frees Your Finance Team from the Limitations of IT](#)
- CRM - [17 Amazing Customer Experiences Businesses Deliver Today With Microsoft Dynamics CRM Online](#)
- ERP - [15 Red Flags: Is Your Accounting Software Hurting Your Business?](#)
- ERP - [25 Brilliant Ideas to Outsmart Your Competition with Microsoft Dynamics ERP](#)
- CRM - [24 Wildly Creative Ways Companies Use Microsoft Dynamics CRM to Drive Revenue and Serve Customers](#)

Tip 11: Submit Case Studies

Case studies are a great way to attract prospects. We invite you to submit links to case studies on your own website which will be listed on a case study directory page on the blog site. [Submit Case Study Info here](#)

- [ERP Software Blog Case Study Directory](#)
- [CRM Software Blog Case Study Directory](#)
- [ERP Cloud Blog Case Study Directory](#)

*Note: Please submit a maximum of 3 case studies per company.

Members can also submit Case Study Videos to be featured on the sidebar of the site. Email video link to stacy@erpsoftwareblog.com

Tip 12: Industry Directory

Each member receives one free listing in an “Industry Directory.” There are separate directories for VAR partners and ISV add on partners.

- [Please submit your directory information here](#)

If you would like to be listed in additional directories, there is a \$25 per month charge for a pack of THREE (3) additional listings. Please submit info, and we will take this as your approval for additional billing. Companies with more than one membership/state receive one free listing per membership.

Tip 13: Connect on Twitter & Linked In

Connect on Twitter and use hashtags:

ERP Software Blog: <https://twitter.com/erpsoftwareblog>

CRM Software Blog: <http://twitter.com/CRMSoftwareBlog>

ERP Cloud Software Blog: <https://twitter.com/ERPCloudBlog>

Tip 14: Take Advantage of Additional Offers

As blog owners, we are always looking for ways to improve your membership, and we regularly run special programs for our members including participation in white papers and other projects. Some are offered at no cost, and some have an extra fee. View current offers at <http://www.groupbloggers.com/additional-offers/>

Some current offers:

- [Blog Post Rewrite Service](#) If you have a good blog article and want to give it more exposure on multiple sites the best option is to rewrite it. Find out how we made this easy for you. [Pricing/Details](#).
- [Banner Ad Offer](#) – Promote your webinar or live event with a banner that shows on the side bar of every page of the blog site. [Pricing/Details](#).
- [Quick Quote Subscription Program](#) Put the popular Quick Quote tool on your website for ERP and/or CRM. Personalize the billing rates and keep all the leads. [Pricing and customization details](#).
- [Hosting Directory Listing](#) VAR Members of ERP Software Blog with a minimum of 5 active cloud Dynamics ERP customers can be listed in [Hosting Provider Directory](#). Send request to anya@erpsoftwareblog.com

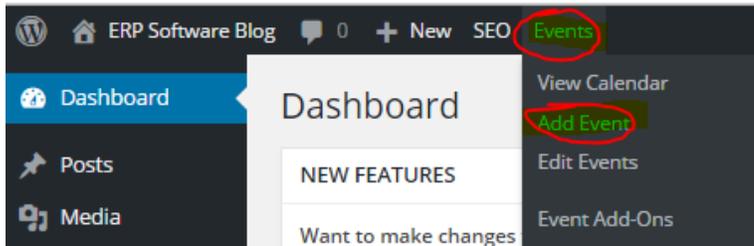
Tip 15: Top Authors

See how you compare with other authors on the blog site by checking the “Top Authors” section on the right sidebar of each blog site. This tracks the author who had the most clicks to all their posts within the last 30 days.

Tip 16: Promote Your Events

We have a section on the site for you to promote your events. Log into the blog dashboard.

On the very top bar click on “Events” and “Add Events.”



1. Click on “**Paste as Text**” Icon  (if you can’t see that click “Toggle Toolbar” icon on the far right of the top toolbar. Copy and Paste Title and Text)
2. Add **Tags**.
3. Choose applicable **categories**
4. Add Time & Date
5. Add Location (for Webinars-Choose “Webinar” at the end of the venue list)
6. Choose or Add Organizer (This would be your company name)
7. Add Event Website
8. Add Event Cost, if applicable
9. **Preview** your event; **confirm links** are working properly.
10. **Publish** your event.

Note: There is no way to filter by online vs. live events so be sure you make this clear in your description and choose the right category.

Your event will show up on the events page of each blog. It will automatically be removed once the date has expired.

<https://www.erpsoftwareblog.com/events/>

<https://www.crmsoftwareblog.com/events/>

<https://erpsoftwareblog.com/cloud/events/>

Special Info and Action Items for ISV Members:

- **PROSPECT FOCUSED:** Please make sure your posts are prospect focused (not written for partners).
- **WHITE PAPER LEADS:** A special benefit for ISV members only is the ability to submit white papers to be featured on the “free resources” page. Contact info of downloads is emailed to you as a “lead.” [Please submit your white paper here](#)
- **CASE STUDY VIDEOS:** If you have a case study video, we will promote it on the sidebar of the blog. Send the YouTube URL to stacy@erpsoftwareblog.com
- **QUARTERLY EMAILS:** ISV members can submit info for quarterly emails sent to all blog members. We request NEW content each quarter. [Review past email content](#). Each quarter, please submit:
 - 50-75 word description
 - 3 bullet points (e.g., Offer for partners, download, webcast invite, etc...)
 - **Please submit your information to stacy@erpsoftwareblog.com by the following deadlines: Last Monday of March, June, September, and December**

Note: Current VAR members that also have an ISV product can be listed in the ISV directory and receive other ISV benefits for an additional \$25 monthly fee. Send request to anya@erpsoftwareblog.com

Hint: Read the post “[5 Ways ISV Partners Can Connect With VAR Partners Using Social Media](#)”

How to Add Products to the [ISV Products Directory](#)

- 1) After logging into the blogsite, hover or click on **ISV Products** on the left-hand menu; click **Add New**.
 - 2) **TITLE** - In the title field, enter the name of your product.
 - 3) **DESCRIPTION** - In the main section, enter a description of your product. If possible, add links to product demos, reviews, testimonials, and more info on your website.
 - 4) **EXCERPT** - This is the description that will show on the ISV Directory page. Enter *SHORT*, engaging text into the box, so people will know what your product does and they can click to learn more.
 - 5) **CATEGORIES** - Choose from the three category check boxes on the right-side column of the page. These selections are used in filters that can be set by users on the directory page.
 - **ISV Product Verticals** (The industries that might best use your product)
 - **ISV ERP Versions** (The ERP versions that your product will run on)
 - **ISV Business Processes** (The business processes that your product is directed to)

Note: We will only show the first four ERP Versions, Product Verticals and/or Business Processes selected on our ISV directory page, however, additional selections will be used for filtering.
 - 6) **FEATURED IMAGE** - At the bottom of the right-side column you can upload an image to be shown with your directory listing. (It will *NOT* show on the ISV Product Page and must be: 150px x 150px)
 - 7) When you are done, click the **PUBLISH** button.
- Questions: Email stacy@erpsoftwareblog.com

FAQ

Q1: How do I change information on my profile page?

A: This is our most common question....We must make these changes for you. Please send changes to anya@erpsoftwareblog.com. This includes updates to profile page text, contact info, logos, etc...

You can confirm/edit the ADMIN email in your account. Select "Profile" from the left navigation bar.

Q2: I forgot my password; what do I do?

A: Go to www.erpsoftwareblog.com/wp-admin or www.crmsoftwareblog.com/wp-admin or www.erpsoftwareblog.com/cloud/wp-admin - Click on Forgot Your Password? link to resend. Password will be sent to the admin email you provided at signup.

Q3: Do you still proofread each post?

No, we are no longer proofreading each post before it is published. You are able to post/edit/delete your own posts.

Q4: Can I have more than one Author name?

A: Yes! In the "Add New Post" screen scroll down to the "Custom Fields" section. From the drop-down menu choose "author_name." (CAREFUL: do not choose any other value from the custom field list even if it looks similar). Type in the new author name, company name in "Value." Click the "Add Custom Field" button. When the post is published, the custom author name will show as a link on the top of the post.

Name	Value
author_name	Anya Ciecierski, CAL Business Solutions

If "Custom Fields" is not on the screen add it by clicking on "Screen Options" in the upper right corner of the screen.

Make sure to check the "Custom Fields" box.

All in One SEO Pack
 Robots Meta
 Categories
 Post Tags
 Related Posts
 Custom Fields
 Discussion
 Slug
 Author

If you add a new name to the "author_email" field, the "Contact the Author" link at the bottom of each post will email the new author email instead of the default email.

Q5: Can I change the default Author name?

A: Yes, we can change the default author name for you at any time. Just send us a request. However, it will change the name for ALL past and future posts unless you have added a custom author name (see above).

Q6: How often should I post?

A: We encourage you to post at least one unique article per month, but you can post as many as you want. Check out this [case study of a Dynamics CRM member](#) who did more, and the amazing results.

Q7: Why don't I get more leads in my state?

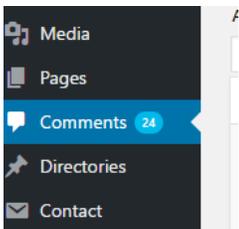
A: We wish that we could control lead flow to make it equal in all states. Our only suggestion is to use more geographic keywords in your posts to drive more local traffic to the site.

Q8: Where are the blogs syndicated?

A: The ERP/CRM Software Blogs are syndicated on the Dynamics Community site at:
<https://community.dynamics.com/crm/b/crmsoftwareblog> (CRM)
<https://community.dynamics.com/gp/b/erpsoftwareblog> (GP)
<https://community.dynamics.com/ax/b/erpsoftwareblog> (AX)
<https://community.dynamics.com/nav/b/erpsoftwareblog> (NAV)
<https://community.dynamics.com/sl/b/erpsoftwareblog> (SL)
<https://community.dynamics.com/business/b/erpsoftwareblogbusinesscentral> (D365)
<https://community.dynamics.com/365/financeandoperations/b/erpsoftwareblogfinanceandoperations> (D365)

Q9: I got an email telling me someone commented on my post, what do I do?

A: Follow the link in the email or log into the blog and click **Comments** on the left-hand navigation bar.



All of your comments will be listed with the most recent at the top. You will be able to see which post the comment relates to as well as who the comment is from. Hover your mouse cursor over the comment, and a popup menu will appear under the comment. Choose to Approve or Unapprove.

[Approve](#) | [Reply](#) | [Quick Edit](#) | [Edit](#) | [History](#) | [Spam](#) | [Trash](#)

Note: If you choose **Reply**, a popup window will appear where you can then type your reply. Or you can just go to the blog page and leave a comment as a reply.

Comments: If this is a real person asking a question, please APPROVE the comment and enter a comment as a reply. Don't be too quick to delete a comment; even if it is a statement from a competitor, you can leave a reply to refute it. Keeping an active dialogue is the sign of a healthy blog, so we encourage you to reply to all comments.

Pingbacks: If the comment is a phrase from your post or the title in *brackets* (example: [...] *4 Questions to Ask To Lower the Cost of Accounting Software User ... [...]*) this is called a "pingback." This shows that another website linked to your post, which is good for you. **You do not need to take any action on this.**

Q10: Can I repost an article I have already posted on my own blog or another site?

A: You will get better SEO results if you post unique content. However, you can certainly summarize or re-purpose an existing article (new headline, new word structure) and post it. Consider our [Blog Rewrite Service](#). Review these tips:

- [Should I Post On My Own Blog or A Group Blog?](#)
- [3 Ways to Avoid Posting Duplicate Blog Content](#)
- [How to Safely Post Duplicate Content on Multiple Blog Sites](#)

Q11: How many links can I put in a post?

A: We all need to be cautious not to "overlink" and draw negative attention to the blogsite. We recommend not more than 1 link per every 100 words, or 3 links per post including your byline. (this does not include linking to your profile page on the blogsite itself). Remember not to duplicate links and link on strong keyword phrases only. We will delete links we feel are excessive.

Q12: Should I include images in my posts?

Sometimes an image will add value to your article and grab people's attention. But the only safe images to use are ones that you create or purchase. It is NOT safe to use free images from the Internet. Even if they say they are "Free to Use," there can be hidden restrictions that can result in copyright infringement fines. These fines are a minimum of \$750 per image, and per our membership agreement, your company is responsible for all the images and text you choose to publish on our site.

Q13: My company changed our name or got acquired. What do I do?

Please fill out the information [on this form](#) to give us all the new information so we can update your account. Please note that you can choose to keep your old listing and add a completely new listing OR you can move all the content from old account to the new one. Also, keep in mind that the new default author name you choose will change the default author name of all PAST and future posts. (So all old posts will appear as if they were written by your new company name).

Reminders for Writing Posts

- To keep the site focused on lead generation, your main audience should be prospects researching ERP/CRM software – make your posts relevant to them!
- Posts can be short – 2 or 3 paragraphs (250 words) or longer. Quality and keywords are more important than length. For better SEO results try to include keywords from the keyword list.
- Write in language that prospects use – no industry jargon or marketing fluff. Write as if you were speaking to a real person, not too formal. Keep the “human touch” – add personality to your posts.
- Make your posts interesting, educational – not salesy or a blatant marketing message (although you CAN have a clear call to action in your post).
- Each VAR partner is assigned to represent a specific state. This dictates where you are listed in the directory and from where you receive leads. You can NOT use the names of other states in these areas: 1) Any Hyperlinked text, 2) Blog Title, 3) Tags. You CAN use other state names in the body of your text (as long as it is not a hyperlink). You are free to list all areas (and products) on your profile page.
- ERP Members only: For each post, **you must choose only ONE product category** (i.e., About Dynamics GP, About Dynamics NAV...) even if your post applies to more than one product. This category dictates where the post is syndicated on the Dynamics community, and we do not want duplicate content on multiple product pages.
- When the post is shown on other sites the only way people will know who wrote it is by your byline, so it is very important to remember to put a line like this at the end of all your posts:
By (Company Name) – (State) Microsoft Dynamics (x) Partner
(for example: by CAL Business Solutions - **Connecticut Microsoft Dynamics GP Partner**)
Note: Don't use the SAME exact byline each time, mix it up.
Read: [Who Wrote That Awesome Blog Post?](#)
- The secret to a great post is a great title that will make web surfers stop and read and is seen in Google Alerts. The title should be short, engaging, catchy, to the point, and should include KEYWORDS. Check out: [How to Write Magnetic Headlines](#) & [The Importance of Using Keywords in Headlines](#)
- Sign up for Anya's content marketing and blogging tips at www.cwmktg.com/tips.

Keyword List

Remember – the most important place to use keywords is in your title!

ERP Software Blog Keywords List (substitute GP for SL, NAV, AX, 365....)

Microsoft Dynamics GP Cost
Microsoft Dynamics GP Price
Microsoft Dynamics GP Modules
Dynamics GP Business Essentials
Dynamics GP Advanced Management
Compare Advanced Management with Business Essentials
Compare Dynamics GP Editions
Compare Dynamics GP Versions
Microsoft Dynamics GP Reseller
Microsoft Dynamics GP Consulting
Microsoft Dynamics GP Experts
Microsoft Dynamics GP Consulting
Microsoft Dynamics GP Consultants
Microsoft Dynamics GP Support
Microsoft Dynamics GP Sales
Microsoft Dynamics GP Partner
Microsoft Dynamics GP Service
Microsoft Dynamics GP Implementation
Microsoft Dynamics GP Customization
Microsoft Dynamics GP for Industry
For example:
Microsoft Dynamics GP for Non Profit
Microsoft Dynamics GP for Distribution

Microsoft Dynamics GP for Healthcare
Compare Dynamics GP to Peachtree
Compare Dynamics GP to Sage
Compare Dynamics GP to Oracle
Compare Dynamics GP to SAP
Compare Dynamics GP to QuickBooks Enterprise
Compare ERP Software
Compare Accounting Software
Compare Financial Software
Best ERP Software
Microsoft ERP Software
Microsoft Accounting Software
Microsoft Financial Software
Best Accounting Software Package
Microsoft Accounting Software
ERP Software Consultants + (Name of Location)
Accounting Software Consultants + (Name of Location)
Microsoft Business Software
Microsoft Business Applications
Microsoft Dynamics GP
Microsoft Enterprise Resource Software

***Incorporate your Location (city, state)**

CRM Software Blog Keywords List

Use Similar Keywords to ERP list (swap with CRM or Dynamics 365....)

Microsoft CRM Vs. Salesforce.com
Seibel CRM Vs. Microsoft CRM
ACT vs. Microsoft Dynamics CRM
CRM for Outlook
outlook CRM
best CRM software
CRM software comparison
web based CRM software
online CRM software
Sales Force Automation (SFA)
CRM for (industry)
CRM software reviews
CRM software review
CRM software solutions
CRM software vendor

CRM ERP software
CRM database software
sage CRM software
CRM software integration
top CRM software
top 10 CRM software
choosing CRM software
comparing CRM software
CRM software comparisons
CRM software price
CRM software pricing
popular CRM software
XRM software
top rated CRM software
customer relationship management software

ERP Cloud Blog Keywords List

Cloud ERP Cost
Cloud ERP Pricing
Cloud ERP Price
Cloud ERP Modules for ()
Cloud ERP Addons for ()

VAR Keywords
Cloud ERP Reseller
Cloud ERP Consulting
Cloud ERP Experts
Cloud ERP Consultants
Cloud ERP Support
Cloud ERP Sales
Cloud ERP Partner
Cloud ERP Implementation
Cloud ERP Service

Cloud ERP Implementation
Cloud ERP Customization
Cloud ERP (for Industry)
For example:
 Cloud ERP for Non Profit
 Cloud ERP for Distribution
 Cloud ERP for Healthcare
Compare Cloud ERP to xyz software (Or Any
 Two ERP Cloud Software Platforms)
Cloud ERP Reviews
Also can be used to replace "Cloud ERP":
 Online accounting software
 Cloud based ERP software
 Web based ERP software
 Cloud accounting

Topic Ideas

These topics are meant to jumpstart your creativity, but you are not limited to these topics!

Potential Sources for Blog Topic Ideas

- Old newsletters
- White Papers
- [Interview your co-workers.](#)
- Google Alerts
- [Read this article for more sources for blog content ideas.](#)

Sample ERP or CRM Software Blog Topic Ideas:

- 10 questions to ask your Software VAR before you sign the contract
- 5 steps to a smooth software upgrade
- How ERP/CRM helped (client x) to solve (issue x)
- Why company x is looking for new accounting/CRM software – specific issues/pain points
- Personal thoughts on industry statistic/article/white paper
- How to know if you are outgrowing QuickBooks/Peachtree or Act/Goldmine
- How you tell if you are outgrowing a proprietary software – benefits of ERP/CRM
- How feature x is different in ERP/CRM vs. (competitor).
- Does hosting software or SAAS save money?
- How to determine your needs for software before starting to research packages
- Cool add on tools we have used to make (product) better
- Why it makes sense to spend \$ on accounting/CRM software in a bad economy
- Why it makes sense to spend \$ on training for new accounting/CRM software system
- What types of training are available for ERP/CRM?
- Microsoft maintenance plans – how to budget for them, what they include, how they compare
- Interesting story from a recent training class
- Interesting story from a recent implementation
- Toughest install we ever had
- Should you choose a VAR based on location or vertical experience?
- Why ERP/CRM projects go over budget
- How to choose a VAR
- Sites to research accounting software/CRM software features

- Should you hire a software selection consultant to review software choices for you?
- A guide to acronyms and terms used by software vendors
- Questions a VAR will ask during the first meeting
- Questions you should ask during the software demo
- What kind of info can you get from BI tools
- Experiences you have with companies in day to day life that make you wish they had ERP. (bad invoices, can't check inventory, slow customer service) or CRM (bad mailings, poor customer service, give phone # 10 times)
- Great examples of customer service - relate how their software system probably helped them do this.
- Why a company chose ERP/CRM and why another company did not.
- How we used a specific ISV product to make software a perfect fit for the client
- What happens as larger vendors reduce the complexity of their products to enter the SMB market?
- Who should have access to the accounting software system – suppliers, partners, customers, front office facing employees?
- Top 10 sites to research accounting or CRM software
- Fixed Bid/Fast path Implementations – Good or Bad?
- Where do SMB's get their info to buy?
- Specific promotion prospect used to save \$ on ERP/CRM (make a story, not a sales coupon)
- Top Reasons for Project Delays
- "Worst practices" for implementation
- Why ERP/CRM projects go over budget?
- What is scope creep and how to avoid?
- What pain points does your ISV product solve?