

SHARE YOUR NEWS

Reach consumers and/or like-minded businesses by leveraging the RMA and Think. Shop. Buy. Local blogs.

RMA BLOG

The Retail Merchants blog provides members an opportunity to share knowledge and expertise, as well as big news with other members. There are two ways to utilize the RMA blog: through a self-written blog post that appears under the member section, or by submitting a story idea or press release for potential coverage by RMA.

Submit a Blog Post

By submitting self-written blog posts on business-relevant topics, members are able to establish themselves as industry leaders and connect potential customers to their brand.

Select blog posts will appear in the bi-monthly RMA Happenings member newsletter.

TSBL BLOG

Have something big going on that you feel is newsworthy and would interest the general public? Let us know about it for possible coverage on the Think. Shop. Buy. Local blog.

Submit an Event

It's now easier than ever for members to have their events listed on the Think. Shop. Buy. Local calendar. All members need to do is create a Facebook Event listing on their own page and then add the Think. Shop. Buy. Local page as a co-host.

Select events and stories will be featured in the bi-monthly TSBL consumer e-newsletter.

TIPS FOR CREATING A BLOG POST

- Craft a headline that is clear and attention grabbing. Don't try to overthink it - there's a reason why so many blogs use headlines that are fairly formulaic - i.e. 10 Reasons Why XYZ, Top Ways to Get XYZ.
- Create an introduction paragraph that serves as a roadmap for the rest of the blog so that the reader knows what to expect - what will you be discussing?
- Use succinct, easily digestible paragraphs. No one wants to read blocks and blocks of copy - particularly on their phone or computer. Break everything down into little nuggets of information that aren't overwhelming.
- Blog posts announcing news or events should be written similar to news stories in inverted pyramid format - with the bulk or "meat" of the news placed at the top of the story. You can use the press release template as a guide for this style of post.
- Don't forget to include pictures! Often people don't even read the words, so relevant images can go a long way.