

A weekly or bi-weekly podcast is another way to gain popularity within a niche. The podcast can be distributed via the social media platforms and be published on the actual blog. The podcast show gives the audience the opportunity to get to know the blogger.

Create and Distribute a monthly ezine

A monthly ezine is another great way to build a following and get noticed as a blogger. The monthly ezine is sent to followers who have subscribed to the list. The monthly ezine is something that evangelists would happily share with others if the content is valuable.

Monetize the blog

Create a product line or identify products that could be sold to the target audience. The products can be downloadable. The product information is marketed using the blog or advertised through social media. Developing a branded product that can be downloaded takes the blog one step closer to becoming an official business.

Build a social media presence

The profiles should be created across as many social media sites as possible. A profile should be launched on Facebook, Twitter, Pinterest, Google+ and LinkedIn. A social CRM tool makes it easy to manage all of these accounts simultaneously. Hootsuite or Social Oomph are perfect options to try.

A blogger can compete in a crowded niche by taking advantage of these opportunities. Taking advantage of every possible opportunity to build visibility is a great way to grow a following and increase popularity for a brand.