hey tomo

PRODUCT GUIDE · 5 STEPS

Blog: posts that bring customers to you

Write, schedule and publish, in minutes



Introduction

People search before they buy. "Best cake shop near me", "how often should I service my AC", "what to bring to a first physio visit". A short, honest post that answers that question brings them to you, and keeps working for months.

The Blog in Hey Tomo helps you write that post, publish it on your own blog address and see it through. This guide shows you how, in five steps.

Contents

STEP 1	Pick a topic
STEP 2	Get a first draft
STEP 3	Make it yours
STEP 4	Publish or schedule
STEP 5	Your blog address

STEP
01
Pick a topic



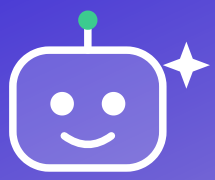
Open **Channels > Blog**. You will see topic ideas picked for your kind of business. Choose one, or type your own.

The best topics are the questions customers already ask you at the counter or on WhatsApp. If you answer it ten times a week, it deserves a post.

Tip

Write down the five questions customers ask you most. That is your first month of posts.

STEP
02
Get a first draft



Press **Write it for me**. Tomo writes a first draft on your topic, in plain words, for your kind of business. Or start from a blank page if you prefer to write it yourself.

A draft is a starting point, not a finished post. Read it like a customer would.

Always check

Prices, timings, offers and anything you promise. Change what is not true for your business before you publish.

STEP
03
Make it yours



The editor keeps everything for one post in one place:

1. **Words**
   Change the title and the text. Add your own examples: a real dish, a real treatment, a real tip.
2. **Cover picture**
   Pick one from the built-in pictures, free to use on your blog, or add your own.
3. **Questions and answers**
   Add one or two common questions under the post. Search engines can show them right under your link.
4. **Search words**
   Short counters tell you when the title and description are the right length.

STEP
04
Publish or schedule



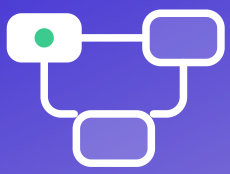
When it reads well, choose how it goes out:

- **Publish now**, and it is live on your blog.
- **Schedule** a day and time, in India time, and it goes live on its own.
- **Preview** with a private link only people who have the link can open, to show your team first.

Changed your mind? **Unpublish** turns a post back into a draft at any time.

STEP

05 Your blog address



Your posts live at your own blog address. It is secure and fast, and set up for you. Prefer your own domain? Connect it under **Website**.

Share each new post where your customers are: your WhatsApp status, your Bio page and your next email.

Keep going

One useful post a month beats ten rushed ones. Pick next month's topic the day you publish this one.

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Put it to work

Open Channels > Blog, pick one question customers ask you every week, and publish your first post today.

Hey Tomo helps Indian small businesses bring customers back on WhatsApp, SMS, email, push and in-app, with AI employees that answer from your own knowledge. Let Tomo do it for you, or build it yourself.

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