



The Stigma Of ‘Blogging’

- ‘Blogging’ refers to the self-publishing that is available through a number of platforms like Typepad, Blogger, and others.
- ‘New media,’ however, is much broader: the collection of applications that move data, engage audiences and measure traffic, all in a controlled fashion.
 - Movement: Content moves from a corporate blog to an external site (like Digg) to third-party news sources to readers’ RSS feeds.
 - Engagement: Posts reference previous news articles, research, or events, giving readers context, or draws comments from its collective readership.
 - Measurement: Applications chronicle incoming traffic via direct hits, external links, and search-engine keywords.
- Having a corporate blog is the easiest way to encourage online engagement with key messages because self-publishing is a controlled medium.
 - Blog posts aren’t terribly different from pitch letters sent to media to secure interviews or op-ed opportunities.



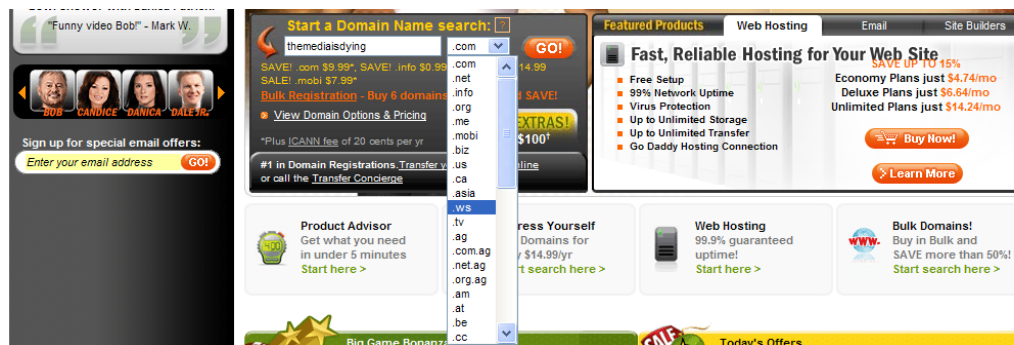
Benefits Of Blogging

- Controlling the way your message is released.
 - Self-publishing immediately sets an anchor to what is being discussed. That online trail allows organizations to go “on the record” about issues and can be of value when making predictions or sharing contrarian opinions.
- Increasing web site traffic via search engines.
 - Blogging increases search-engine visibility, especially when done with frequency.
- Capturing the attention of beat reporters, editors, analysts, and prospects.
 - Reporters are blogging more than ever before, and they are reading the blogs that cover their coverage area. (This is why every corporate blog should list a media contact.)
- “SM all boils down 2 writing content that other people find interesting & want 2 share within their network. Whether that is 5 or 500 people.” – via *Social Media Club*



Building A Blog

- Decide whether you want to use a custom domain (e.g., www.greentargetblog.com) or a blog-hosted domain name (e.g., <http://greentarget.blogspot.com>).
 - Custom names are registered by sites like GoDaddy and Google. Search “Registrars” to learn more.
- Choose a blogging platform.
 - If the blog will have multiple authors, develop a logistics process to post, edit and manage content.
- Obtain a reference manual for simple HTML and CSS.
 - These are the languages that allow bloggers to link articles and design blog posts.



Blogs Should Target A Specific Audience

- Have a niche:
 - Good: “Energy Efficiency Legislation”
 - Good: “Retaining Top Law Firm Associates”
 - Good: “Technology For Real Estate M&A”
 - Not Good: “Today’s Breaking News”
 - Not Good: “Green Technology”
- A good corporate blog would seek to cover some issues not specific to the products or service that the company sells, and would instead also focus on the broader industry, not just one of its specific businesses or offerings.
 - Writers and contributors become quasi-journalists.
 - Blog developers become managing editors.
 - Corporate-generated content will be scrutinized with a more-thorough eye because of the inherent bias, but credible content will capture attention anyways.



How To Draw Traffic

- Use communities like Twitter, Facebook and others to re-purpose and syndicate content to draw readers.
 - Caveat: You must have already established a presence in those communities.
- Trackbacks, a technology that creates a public forum for bloggers to review and track visitor responses to original posts, work well on some platforms.
 - Caveat: They are good for optimizing a blog for search engines, but are falling out of favor as more direct ways to solicit traffic emerge.
- Comment on well-trafficked blogs, linking your commenting name to the blog.
 - Caveat: You must post the comment early-on in the comments chain, or else fewer readers will see it.
- Cover industry news, similar to how an actual journalist would.
 - Think of the blog as a legitimate source of news and commentary on an issue or industry.

