

## How to make new technology work for your business: Blogging & Weblogs

- **What is blogging?**
  - Webster's word of the year, 2004
  - An open conversation about great product(s) and interesting topics that people want to hear about, and talk about, discussed by a strong and engaging author. (via TaylorMade)
- **Blogging by the numbers**
  - Technorati tracking Almost 30 million
  - A new weblog is created roughly every second of every day
  - 23 of the fortune 500 blogging
- **Who's doing it?**
  - GM
  - TaylorMade
  - Whirlpool, Purina
  - GYM
  - Small Business
- **BusinessWeek (May of 2005)**
  - "But you cannot afford to close your eyes to them, because they're simply the most explosive outbreak in the information world since the Internet itself. And they're going to shake up just about every business -- including yours. It doesn't matter whether you're shipping paper clips, pork bellies, or videos of Britney in a bikini, blogs are a phenomenon that you cannot ignore, postpone, or delegate. Given the changes barreling down upon us, blogs are not a business elective. They're a prerequisite."
- **Blog Benefits or "What Can Blogging Do For Business?"**
  - The benefits of Blogging are most readily apparent in 3 major areas of society
    - politics
    - business
    - media & culture
  - Blogging is really a metaphor for interactivity, community building and one-to-one, one to many and many to many communication
  - Creating a genuine two-way relationship with customers, based on dialogue
  - Engaging their customer evangelists
  - Search engine marketing benefits
    - lots of links to and from and are updated frequently
  - Humanizing an organization - Microsoft...
  - Creates a more transparent, authentic mode of communication with your customers

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- **How do I blog**
  - Pay
  - Play
  - Observe
- **Observe**
  - technorati, pubsub, google
  - find your ev's and vig's
  - regularly report on what people are saying about you
- **Pay**
  - advertise on niche blogs
  - sponsor a podcast
- **Play**
  - Find
    - Google, Technorati - company, brand, product, you
  - Listen
    - RSS feeds, Google news alerts
  - Engage (or How do I make my blog successful)
    - Be transparent
    - Be altruistic
      - Altruism is the practice of placing others before oneself. It is a traditional virtue in many cultures, and central to many religious traditions. In English, the idea was often described as Golden rule of ethics. In Buddhism it is considered a fundamental property of human nature.
  - Empower
    - Your employees, your customers
  - What makes a blog?
    - Authentic, human voice
    - distinct point of view
    - constant and consistent flow of content
    - readers, and writing something they want to read
    - comments
    - RSS feeds
- **Resources**
  - Handout