

This document provides an overview to business blogging, its purposes, practices; and a recommendation on how a company or organization can utilize this technology.

Blog: an online form of public journal. A web log.

A blog can demonstrate both thought leadership and technology know-how whilst helping your company's brand become a valuable experience for clients, employees, job seekers and peers.

Uses of Blog technology for business:

- *Corporate Leadership* – promotes thought leadership in personalized manner. [Example](#)
- *Customer Relationship Development* – provides forum for prospects and customers. [Example](#)
- *PR and Media Relations* – expedite personalized communications. [Example](#)
- *Brand Development* – create a buzz around a product. [Example](#)
- *Stronger ROI & Sales* – increase purchase intent and establish new markets. [Example](#)
- *Knowledge Management* – manage corporate knowledge and employee communication.

Examples

[Jupiter](#) – Individual analysts highbrow thoughts and views

[Seth Godin](#) – Marketing guru's rants and raves

[Brand mantra](#) – Consultant's view on branding.

[Coudal's Fresh Signals](#) – Creating writings from agency staff

[Customer Evangelists](#) – Blogs based on book & seminars

[Dana's Blog](#) – Popular personal blog focused on sales/ marketing

[Executive Summary](#) – Consultant creating himself as a thought leader

[Corante's Idea Flow](#) – Discussion forum from news provider

[Marketing Profs.com](#) – Content around consultancy offering

[Red Door Interactive](#) - Intelligence and links by categories

Issues to consider:

- Determine Objectives
- External or Internal?
- One or Multiple Blogs?
- Who Writes?
- Who Can Write?
- Dedication
- Trusting Bloggers
- Establishing Guidelines
- Promotion of Blog

How not to do it:

[Cheskin](#) – Not up to date, why bother?

[The Great Team](#) (Realtors) – Any posts related to real estate?

An Example Of How Company X Could Set Up A Business Blog

Company X could create a blog with multiple authors providing commentary on subject areas relevant to your services and process. The blog should use existing blog technology and although it will 'sit separately from the site the headlines will be XMLed into your www website homepage and the look and feel will meet the brand's identity requirements.

Offering:

Company X should begin with public facing blogs and then as the company's experience grows Company X could use the technology to encourage communication internally. Contents in each blog will be further categorized by topic.

Public Blogs:

- Company X viewpoint
- Division Y view point
- Division Z view point
- Market News
- Customer News
- Creative News / Links / Scribbles

Private Blogs

- Company X corporate – management announcements
- Company X Forum – all staff discussion
- Division Y Forum
- Division Z Forum

Details: Commentary

Public posts will only be made by select individuals. The system will (and should) allow commentary from all and sundry – but the blog owner is instantly notified and can moderate all comments.

Details: Technology

The technology of the Blog Platforms that are desktop applications, hosted web applications and server-based web applications. The most popular Blog Platforms are Blogger, Movable Type, Typepad, Traction and Trellis.

Details: Website vs. Blogsite

The blog site will utilize a Platform (such as [Typepad](#)) that provides ‘all’ the tools for Company X’s requirements. Blog sites issue XML feeds of either some of the content or all of the content. Therefore the Company X corporate website can display ‘live’ the latest thought pieces on the Company X blog.

The blog template is based on HTML and therefore can be adapted to match the website design guidelines.

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Appendix – June 2004

Reference: MarketingSherpa Readers' Choice Best Blog Awards 2004:

Best individual's blog on the general topic of marketing and advertising

Awarded to: Adrants
<http://www.adrants.com>

Honorable Mention: Seth Godin's Blog
<http://www.sethgodin.com/sg/blog.html>

Best group weblog on the general topic of marketing and advertising

Winner: AdLand
<http://ad-rag.com>

Honorable Mention: MarketingVOX
<http://www.marketingvox.com/>

Best PR-topic blog

Winner: CanuckFlack
<http://www.canuckflack.com>

Honorable Mention: PR Machine
<http://prmachine.blogspot.com/>

Best b-to-b marketing-topic blog

Winner: Dana's Blog
<http://www.danavan.net/weblog/>

Honorable Mention: B2B Lead Generation Blog
<http://blog.startwithalead.com/>

Best blog on small business marketing

Winner: *Duct Tape Marketing*

<http://www.DuctTapeMarketing.com/weblog.php>

Honorable Mention: *re:invention Blog*

<http://www.reinventioninc.blogspot.com>

Best blog on online marketing

Winner: *Search Engine Lowdown*

<http://www.searchenginelowdown.com>

Honorable Mention: *Adverblog Web & wireless advertising in a Blog*

<http://www.adverblog.com>

Top readers' choice write-in vote

Winner: *Strategic Public Relations*

<http://prblog.typepad.com>