

Blogging

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gulo Customized Internet Solutions

How a blog can help you

- Update content: easily, frequently and continuously
- User feedback
- Create openness

Content

- Create credibility
- Knowledge & information share
- Reach out to the talkers
- Longtail – 200 millions searches, half are unique
- People want information, but they want control over what information they receive

Feedback

- Creates hub for conversations
- Leverages social networking to facilitate viral waves
- Loyalty reaches larger audience
- Creates a framework to easily listen to customers
- Method to publish opinions
- E-mail is for old people

Openness

- Be honest: inform public of current happenings good and bad
- Converse with vs. market to consumers
- Allows for referral
- Allows buzz to be created
- Creates viral campaigns
- Gives people a sense of community

Power of

- Six Apart – TypePad
- Voltaic Backpack – Treehugger & Engadget
- Rathergate – Resignation of Rather
- Kryptonite – \$10 million
- Microsoft - Robert Scoble
- Google – Product enhancements

Blogging Ethics

- Fess up to mistakes by posting clear edits of what the error was
- Be link friendly for citations
- Let conversations run their course
- Use a voice in line with body you represent



XML

RSS 2.0

Referenced from <http://libraryjournal.com/article/CA515805.html>