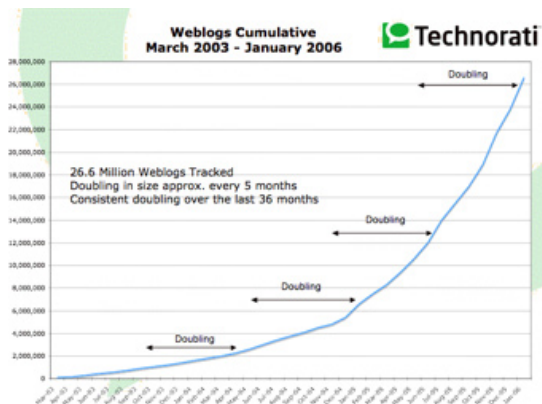


> Blogging Stats

Blog Stats Courtesy of Technorati

<http://www.technorati.com>

- Technorati now tracks over 29.4 Million blogs
- The blogosphere is doubling in size every 5 and a half months
- It is now over 60 times bigger than it was 3 years ago
- On average, a new weblog is created every second of every day
- 13.7 million bloggers are still posting 3 months after their blogs are created
- Technorati tracks about 1.2 million new blog posts each day, about 50,000 per hour



US Internet Users Who Read Blogs, 2004 & 2005 (as a % of respondents)

February 2004	17%
November 2004	27%
March 2005	25%

Source: Pew Internet & American Life Project, May 2005

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www.eMarketer.com

> Blogging Resources

What are blogs? (Wikipedia)

A *blog* is a website in which items are posted on a regular basis and displayed in reverse chronological order. Blogs comprise text, hypertext, images, and links (to other web pages and to video, audio and other files). Blogs use a conversational style of documentation. Blogs include comments, trackbacks and permalinks.

Top 5 Blogs of 2005

Boing Boing

<http://www.boingboing.net>

Engadget

<http://www.engadget.com>

Michelle Malkin

<http://www.michellemalkin.com>

Albino Blacksheep

<http://www.albinoblacksheep.com>

Instapundit.com

<http://www.instapundit.com>

Blogging Software

Movable Type (server based)

<http://www.movabletype.org>

Blogger (free, hosted)

<http://www.blogger.com>

TypePad (pay, hosted)

<http://www.typepad.com>

Wordpress (server & hosted)

<http://www.wordpress.com>

TextPattern

<http://www.textpattern.com>

Fortune 500 Blogs

XEROX PARC

<http://blogs.parc.com/playon>

Ford

<http://blog.ford.com>

Microsoft

<http://blogs.msdn.com>

General Motors

<http://fastlane.gmblogs.com>

Honeywell

<http://honeywellblogs.com>

Blog Books

Blog Marketing

- by Jeremy Wright

Naked Conversations

- Robert Scoble, Shel Israel

The Cluetrain Manifesto

- by Christopher Locke

Blog!

- by David Kline

Buzz Marketing with Blogs For

Dummies

- by Susannah Gardner

Blogs of Note

TechCrunch

<http://www.techcrunch.com>

Robert Scoble

<http://scobleizer.wordpress.com>

Business Blog Consulting

<http://businessblogconsulting.com>

43 Folders

<http://43folders.com/>

Church of the Customer Blog

<http://customerevangelists.com>

Blog Research/Ads

Technorati

<http://www.technorati.com>

PubSub

<http://www.pubsub.com>

BlogPulse

<http://www.blogpulse.com>

Pheedo, Inc.

<http://www.pheedo.com>

BlogAds

<http://www.blogads.com>

“While many blogs deal with mainstream content, their very nature makes them ideal for dealing with the [hard-to-monetize] tails of content.”

- Mary Meeker, Morgan Stanley



> Uses for Weblogs

- Write a blog about yourself, your company
- Leverage employee intelligence
- Market through bloggers
- Introduce products
- Viral marketing
- Advertise with bloggers
- Intensely targeted marketing
- Monitor [engage in] the conversation
- Crisis communications
- Competitive Intelligence
- Product / Service Q&A and FAQ
- Contests and Promotions
- Company News and Updates
- Press Release Posting
- Self-expression (putting a “human face” on your business)
- Process Redesign Teams
- Podcast Updates to Field Sales
- Sales Team Best Practices
- Client Case Studies
- Reputation Building and Positioning Yourself as an Expert In Your Niche
- Edu-Marketing
- Product Development and Management
- CEO “Fireside Chat”
- Event/Tradeshow/Conference Blog

Bloggng’s Six Pillars (Naked Conversations)

1. Publishable
2. Finable
3. Social
4. Viral
5. Syndicable
6. Linkable

> Blogging & RSS Resources

Bloggng Basics

- Authentic voice is essential
- Transparency
- Write to inform, not to sell
- Full Disclosure
- Content is king
- Creative writing is key
- Frequent updates attract following
- Content-appropriateness can become issue
- Monitoring is important
- Linked to strategic objectives or established goals

RSS Tutorials & Primers

BBC News RSS Help

<http://news.bbc.co.uk/1/hi/help/rss/default.stm>

RSS Primer

http://www.evl.ac.uk/rss_primer

Marketing Studies

<http://rssdiary.marketingstudies.net>

Amy Gahran - What are Webfeeds?

<http://tinyurl.com/9a3v2>

“RSS is the ultimate permission based marketing tool, and is the next tool beyond e-mail marketing.”

- Seth Godin

“Information overload and user need for control will drive consumer RSS adoption”

- Charlene Li, Forrester Research



What is RSS? (Wikipedia)

The technology of RSS allows Internet users to subscribe to websites that have provided RSS feeds; these are typically sites that change or add content regularly. Unlike subscriptions to many printed newspapers and magazines, most RSS subscriptions are free. RSS subscribers typically require RSS reading tools.

RSS Resources

Windows-based RSS Readers

NewsGator

<http://www.newsgator.com>

Newz Crawler

<http://www.newzcrawler.com>

FeedDemon

<http://www.feedException.com>

Mac OS X-based RSS Readers

Newsfire

<http://www.newsfirerss.com>

NetNewsWire

<http://ranchero.com/netnewswire>

Web-based RSS Readers

Bloglines

<http://www.bloglines.com>

Attensa

<http://www.attensa.com>

