

# How to Use Blogging to Your Advantage

*presented by*

Roxanne Darling & Shane Robinson

Friday, 5 August 2005

Office Alternatives • Albuquerque, NM

© 2005 Bare Feet Studios LLC



# Blog for Business

- ⦿ What is a blog and what impact is it creating?
- ⦿ How does the technology work?
- ⦿ Who is blogging?
- ⦿ How do you blog for yourself or for your business?



# Get the Blog Advantage

## © **What is a blog?**

- Simply a “web log” of individual articles, usually posted in reverse chronological order — aka newest first.
- A blog uses software that allows for much of the process to be automated.
- It’s simple - just fill out a form online or even send an email to create a “post.”



# Get the Blog Advantage

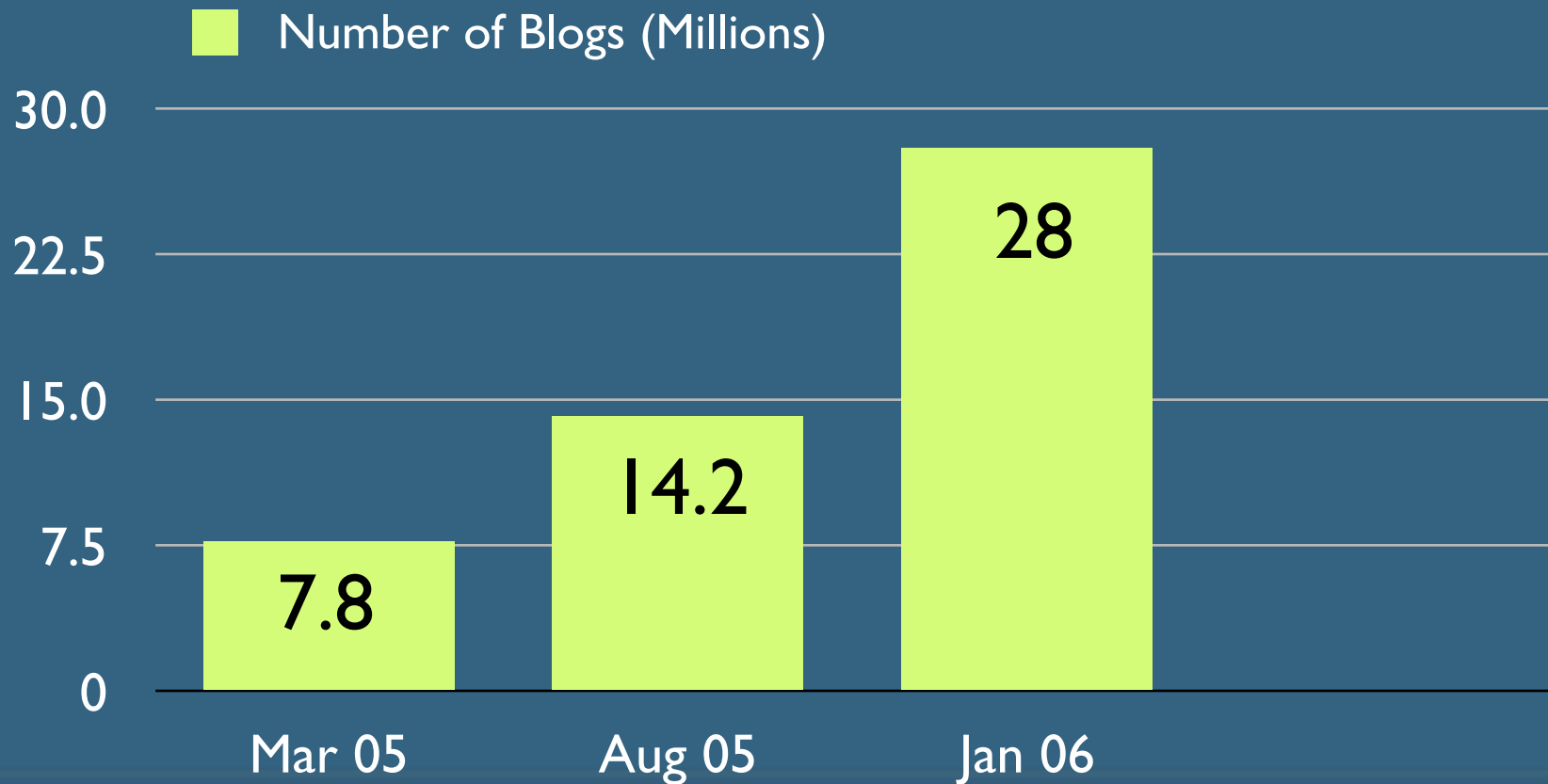
## © **What impact is blogging creating?**

- A peer to peer network is increasingly in control of communication, not MSM:
  - We choose what, when, & how to obtain information.
  - Anyone can have a blog. Anyone can comment on anyone else's blog.
  - There are blogs on virtually every topic imaginable.



# Get the Blog Advantage

## © How fast is it growing?



Best guess: Doubling every 5 months.

(Source: technorati.com)



# Get the Blog Advantage

## What impact is blogging creating?

- A More Personal Connection between those with shared interests and between buyers and sellers.
- MSM no longer owns the information space.
- Control of the message is changing hands.



# Get the Blog Advantage

## © **How does the technology work?**

- Easy to post; assign to categories; automatically “ping” other directories.
- Users can subscribe via RSS.
- Visitors can comment (and leave a link).
- Trackbacks connect users and increase traffic.



# Get the Blog Advantage

## ◎ **Search Engines Love Blogs**

- Rich, descriptive page titles
- Current content
- Your comments link back to your web site, helping you.



# Get the Blog Advantage

## © **Technology Builds Your Market:**

- Your search engine rankings will improve.  
(Mary Schmidt)
- Pings, comments, and trackbacks all help people find you. (headphones)
- Blogs are showing up as top referral sites.  
(Lannan)



# Get the Blog Advantage

## The Long Tail Effect



“The average Barnes & Noble carries 130,000 titles. Yet more than half of Amazon's book sales come from outside its top 130,000 titles.”

Wired 12.10



# Get the Blog Advantage

## How does the technology work?

- Makes it easy for you to post information.
- Makes it easier for others to find you.
- Makes it easier to talk directly to your customer.



# Get the Blog Advantage

## ◎ **Who is blogging?\***

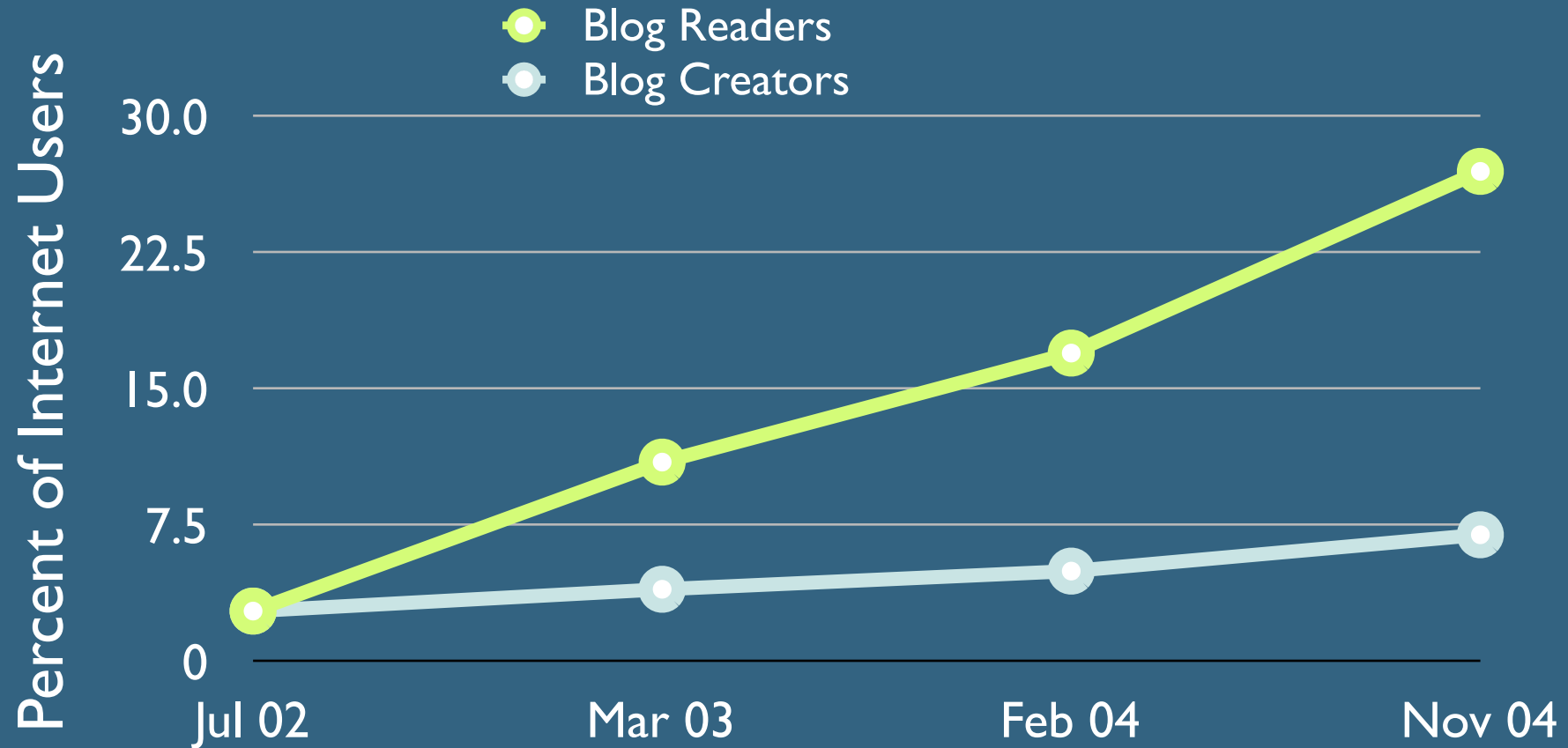
1. 57% are male.
2. 52% are over 30.
3. 82% have been online 6 years or more.
4. 42% are households > \$50K.
5. 39% have college or graduate degrees.

Source: Pew Internet & American Life Project, Jan 05



# Get the Blog Advantage

## ◎ Blog Creators and Blog Readers



Readership outpacing blog creation.

(Source: PIALP)



# Get the Blog Advantage

## © **Digital Divide Surrounds Blogging:**

- Blog readership was up 58% in 2004.
- 62% of Americans do not know what a blog is.
- Few companies/executives have embraced blogging.
- *Business Week*: In 5 years blogging will determine the winners and losers in media.



# Get the Blog Advantage

## Who is blogging? Reading blogs?

- Still not that many people.
- It's an opportunity for you to be first in in your family, your industry, in your town
- Your customers are starting to read them. It's some of the best market data you can get, and it's almost free.



# Get the Blog Advantage

## © **How do you blog for yourself and/or your business?**

- Start by reading blogs. (Subscribe too.)
- Continue by leaving comments on blogs.
- Get a blogging tool; RSS is required.
- Set aside some time to keep your blog current.



# Get the Blog Advantage

## © **Business Considerations**

- Would your company benefit from a blogging policy?
- Is there a key communicator or is it more effective to have a team of bloggers?
- What's the point of your blog?
- How's your tolerance for diverse opinions?



# Get the Blog Advantage

**Whether you want to do it yourself or be coached, **we can help.****

- Our experience can save you time, money, and embarrassing mistakes.
- Check out our fast start tools at [www.bizzycast.com](http://www.bizzycast.com) or have us add a blog to your existing web site.
- If your site is old, we can rebuild it fully RSS-enabled.



# How to Use Blogging to Your Advantage



**Bloggging is an  
open space  
waiting for you  
to make your  
mark.**

[info@barefeetstudios.com](mailto:info@barefeetstudios.com)

[barefeetstudios.com](http://barefeetstudios.com)

[bizzycast.com](http://bizzycast.com)