

Introduction to Business Blogging



Presented by:
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Agenda

- The speaker
- Introduction – What is a blog?
- Business applications of a blogs
- Next Steps – How to blog?

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The speaker



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Introduction – what is a blog?

- A blog is a website in which items are posted on a regular basis and displayed in reverse chronological order.
- Usually, very easy to publish!
- A personal space – some people have a personal blog, some have a corporate blog.
- See <http://en.wikipedia.org/wiki/Blogs>

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Introduction – what is a blog?

- Important Blog Features:
 - Archives
 - Blogroll
 - Newsfeeds
 - Searchable
 - Published
 - Usually 'Skinnable'
 - Group Blogs

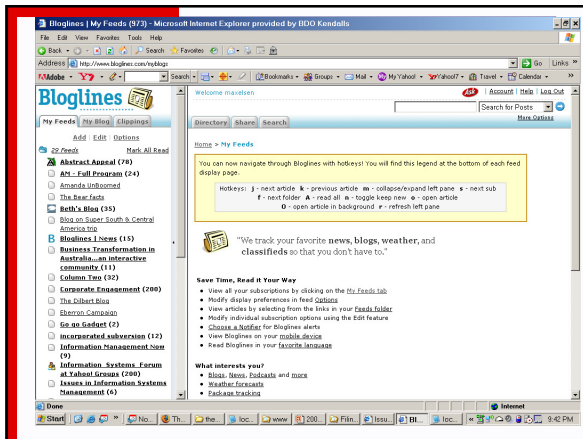
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Introduction – what is a blog?

- Close cousins:
 - Vlogs
 - Wiki
 - RSS and newsfeeds
- The open source effect – feel the quality AND the price
- Not a good time to be a builder of websites

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Business applications of blogs

- It's about communication!
- Internal & external communication vehicles
- A project space
- Provides the opportunity for interactive websites – a direct relationship with clients
- Active content will build your profile in search engines (Google)

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Business applications of blogs

- A blog devoted to a niche can be a business in itself – Google's adsense
- Newsletters are old hat – 'From your desk to mine' – cheaper and more effective
- Impact of 'New Media' and vlogging
- Your television show, direct to you – niche broadcasting

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Business applications of blogs

- Business blogging network
- All the issues of 'old media' – defamation and your employees, think-before-you-type
- Employee blogging policy
- Blogging and job security
- Search 'my company name' and 'blog' – what do you get?

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Next steps – how to blog

- Understand your position and goal – are you a potential blogging beneficiary? Some people were never meant to blog!
- Spend some time understanding blogging
- You can create a blog with a computer and about 2 minutes through www.blogger.com or any of a dozen other services

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Next steps – how to blog

- Yahoo
- Wordpress
- Lifestyle
- Typepad
- Livejournal
- Happy to answer questions either here in person, via email, telephone, or on my blog

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