

Marketing Tips:

What is a blog anyway?

by Doug Hay & Sally Falkow



A blog is a 'journal' that is available on the web. Done well it can generate interest in a business and popularize the writer as well.

Definitions that you need to know:

Blog. Slang for (weB LOG) on the Web.

Blogging. The action of updating a blog.

Blogger. Someone who maintains a blog.

Blogosphere. The information available in blogs on the Internet

Log. A record of an undertaking: a computer log; an excursion log.

A blog is best updated regularly—daily if possible but at least 2 to 3 times per week. Software is available at no or low cost for people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in date order with the most recent additions (called postings) at the beginning, which is the most prominent position.

See www.webcrimson.com www.blogger.com

Think of a blog as an easily (and we mean easily) updated personal website, ideally updated daily and expressing the viewpoints of the author. Blogs have become an important tool for marketing and public relations.

What is the plus side to starting a blog? You get to tell your side of the story just as you wanted to – no gatekeepers, no editors to convince that your story has merit and should be published. And reporters and editors have cottoned to the wealth of news being published in the blogosphere. They have started to tune into blogs so they don't get scooped! Many a news story in newspapers or magazines started in a blog.



Another very important plus is that search engines (Google, MSN Yahoo) love blogs. Search engines read text – they are constant-hungry. Blogs are mainly made up of words (no fancy graphics here) and have links to other sites. A blog that uses key words (words that people use to search for goods and services on the web) in the text along with links is a winning combination.

The result should be more traffic to your business, which should make your cash register ring.

The bad news is that anyone can start a blog and if they have a bone to pick with you, they can trash your reputation in a heartbeat.

A blog is not a corporate brochure. “Corporate speak” will not cut it. A good blog (i.e. one that gets a lot of attention) would be written in a conversational style, but must be well written. A sense of humor also helps to make it interesting.

A blog can level the playing field—opening up opportunities for small companies that they only dreamed about in the past. So ignore blogs at your peril. **Smart marketers will incorporate blogs into their marketing and public relations campaigns.**

Because blogs are more personal than other forms of marketing, they are an integral part of building relationships, which **helps you form trust with your prospects and turn them into customers.**



This article may be reprinted in its entirety provided that the following resource box is left intact: Mr. Hay founded Expansion Plus where he is now CEO and Senior Creative Director. Sally Falkow is a senior Web strategies and Public Relations consultant. Expansion Plus are marketing and public relations consultants with special focus on market research, surveys, Web strategies, public relations, Internet marketing and advertising campaigns. Both Mr. Hay and Ms. Falkow have held senior positions in marketing, public relations and business development at large and small organizations in the US and abroad. They are top-performing professionals with proven abilities gained through four decades of experience in B2B and B2C marketing, public relations, sales and Internet marketing. They can be reached at 818-285-6786, email: Mr. Hay: dough@expansionplus.com. Ms. Falkow: contentwriter@earthlink.net www.expansionplus.com

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