



# Café Knowledge

Business Blogging - July 2008

*Café Knowledge*, a collection of Kore Access “coffee break” discussions, shares the tips and tools our clients, colleagues and business partners find effective in their marketing.

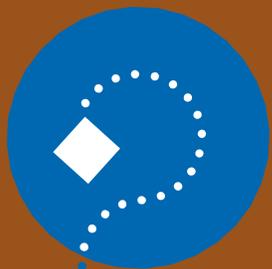
## Join the Conversation on Business Blogging

### **Blog Your Way to Higher Profits**

Bloggging can be an effective tool to promote your brand and to communicate information about your services and products. Your business blog offers opportunities to 1) mention and to discuss your value and benefits, 2) place advertisements and announcements on blog sidebars and beneath posts and 3) link your blog to your services, products and “About Us” pages.

### **Blog Defined**

Blog, short for weblog, is a frequent Internet publication of personal thoughts and commentaries. Entries are usually displayed in reverse chronological order and may include Web links, images, video and other multimedia, such as slide shows and podcasts.



**Kore  
Access**



# BLOGGING TIPS

## 1. Syndicate your blog.

Through a service such as Really Simple Syndication (RSS), subscribers will be able to access your updated blog posts without the need to log onto your Web site.

## 2. Ping when you post.

Set your blog to “ping” blog tracking sites every time you post. Sending a ping informs Web sites that keep track of updated blogs that there is a new post on your blog. Automatic pinging is available from your blog service or from a service like [pingomatic.com](http://pingomatic.com).

## 3. Hot link your keywords.

Increase traffic to your blog by using specific keywords in titles and content to make your blog posts more likely to appear on search engines.

## Why Blog?

Four business reasons to blog:

1. To encourage return visits to your Web site
2. To attract and engage readers
3. To shorten the sales cycle
4. To personalize and to distinguish your brand

## Benefits of Blogging

1. *Free focus group.* Blog comments allow your customers and prospective customers to offer their reactions, give opinions and share expertise.
2. *An increase in customer satisfaction.* Satisfaction levels increase when you address feedback given via blog comments. Such interactions enhance buy-in to your brand.
3. *The opportunity to receive feedback.* When participants share their expert knowledge, via your blog comment form, their valuable experience and observations allow you to improve your company’s products and services.
4. *Free PR.* When you respond to reader blog comment suggestions, you include them in your growth and development process. This generates buy-in and earns goodwill. Your readers, many of whom are thought leaders, will use their platform of influence, in return, to comment on your blog and your company.

## Blog Content Strategy

1. Optimize your content for search engines with specific keywords. Those who seek your product and service information in blog form will find you.
2. Offer a value-added service to your readers by addressing their challenges and their passions in blog posts.

3. Review your blog posts to ensure they satisfy your marketing objectives. Write content to meet goals such as customer support, research, and new product development.

## Why Comments Matter

Comments – posted via forms which typically ask for name, e-mail address, Web site address and comments – are important because they 1) start discussions and keep interest high, 2) facilitate the building of rapport among customers and prospects and 3) promote community by displaying the blog address of comments so others can respond and continue the dialog.

## Network with Blogs

1. Increase your visibility, impact and relevance by blogging *about your blog* on industry media such as research blogs and online forums.
2. Establish relationships with other bloggers whose readers can benefit from your expertise: comment on their blogs, offer to guest post, link to their blogs and interview them for your blog.

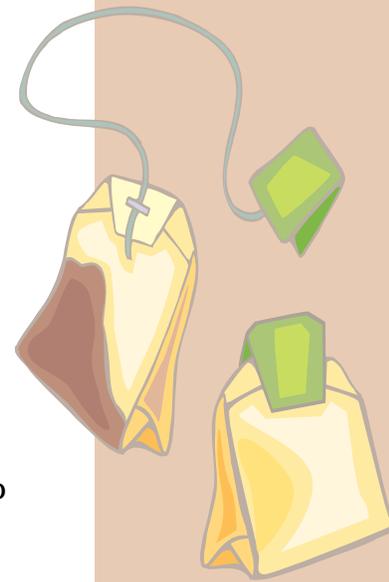


### Start a Blog

Check out Blogger ([blogger.com](http://blogger.com)) and TypePad ([typepad.com](http://typepad.com)).

### How to Find Blog Posts About You

With a blog search tool such as [technorati.com](http://technorati.com), you can identify, in seconds, blog posts about your company.



## What Are Blog Tags?

Tags allow blog posts to be organized into category names that are most likely to interest your target audience. Tags allow a blog visitor to read all the posts on a particular topic by selecting a keyword. Furthermore, tags allow your blogs to be shared on bookmarking sites such as [del.icio.us](http://del.icio.us), [furl.com](http://furl.com) and [flickr.com](http://flickr.com).

## Three Ways to Promote your Blog

### 1. Submit your blog to blog directories.

You should always submit your blog to the major search engines, but you should also submit your blog to blog directories like [blogwise.com](http://blogwise.com), [blogcatalog.com](http://blogcatalog.com) and [bloghub.com](http://bloghub.com).

### 2. Join a few of the free or inexpensive traffic exchange sites.

Look into [blogexplosion.com](http://blogexplosion.com), [bloglicker.com](http://bloglicker.com) and [blogazoo.com](http://blogazoo.com).

### 3. Create a compelling blog description.

To attract the readers you want, use directory descriptions that impart both the topic(s) and the tone of your blog.



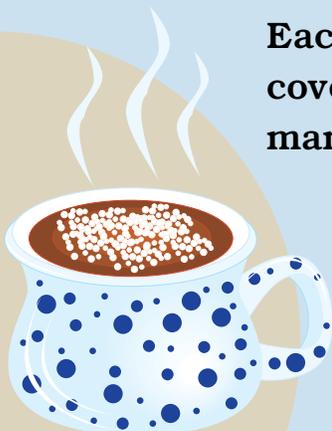
## Blogging SOS



Earn and enhance credibility by having a communications strategy for blogging about company crises and difficult issues. Reestablish and create goodwill through the development of effective and appropriate policies for handling negative posts.

Each issue of *Café Knowledge* covers the current thinking on a marketing topic.

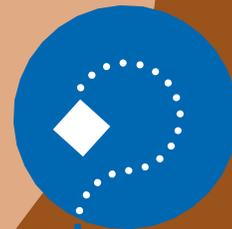
Please join the conversation by e-mailing your comments for inclusion in the next issue.



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