



CLICK SCREEN TO BEGIN.
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BLOGGING 101

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WHAT IS A BLOG?

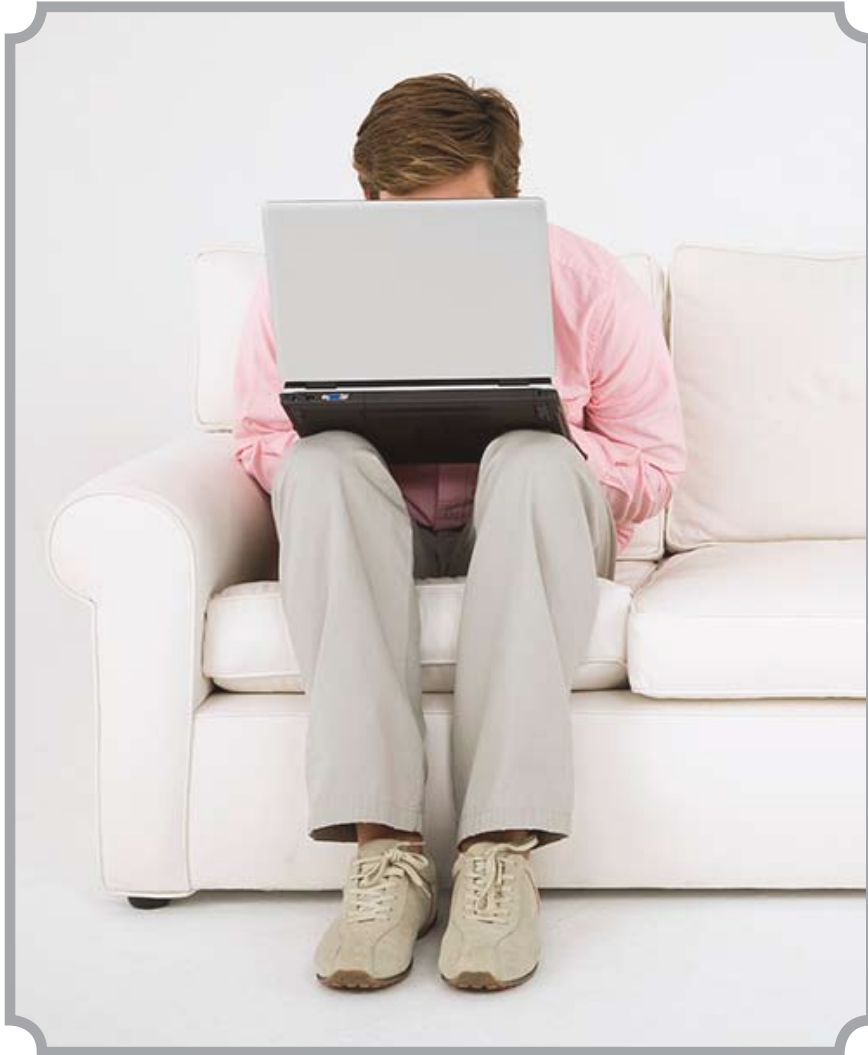
Definition

The word, blog, is a contraction of the term “weblog” and is a type of website where a person or group of people maintain regular entries on the goings on in their lives or with a specific directional purpose.



TYPES OF BLOGS

Many blogs provide commentary or news on a particular subject, but others can function as more personal online diaries. A blog is not restricted to just text, though. Most blogs combine text, images, and links to other blogs, as well as web pages. The ability for readers to leave comments in an interactive format is an important part of many blogs. **Most blogs are primarily textual, although some focus on art (artlog), photographs (photoblog), sketches (sketchblog), videos (vlog), music (MP3 blog), and audio (podcasting).** Micro-blogging is another type of blogging, featuring very short posts.



Blogs can be categorized by content and also by the way the content is delivered.

A few types of categories include:

Personal blogs (the online diary)

Corporate and Organizational blogs

Genre (politics, fashion, etc.)

Media type (artlogs, vlogs, photoblogs, etc.)

Device (written from an iPhone, Wearable Wireless Device or other non-traditional medium)

WHY IS BLOGGING IMPORTANT?

Because blogging is relevant. It's a phenomenon that has been around for quite a few years now and doesn't seem to be going anywhere. **It is important because it is our first personal outlet for self expression to a mass audience.**

If you have a point of view or mission that you'd like to share with others, then blog about it. If you need to vent, relax, or let someone know how your day went, a blog can be there for you.

If you have no motive for maintaining a blog, it can still be good for you because blogging keeps you writing. And writing keeps you literate.

WHY BLOG FOR BUSINESS?

Because you want consumers to relate to you. With the Social Media Revolution, businesses are striving to put their hands on the newest, most effective Social Media outlets in order to become more visible. They want to build their fan bases and their brand recognition. **Although creating a Facebook page and Twitter account for you business is important, creating a company blog is probably the most essential.** A blog allows you to share your company's take on your industry, product and general outlook. This can give consumers a feel for the "real" you. Not the logo or the slogan, but the person (or people) behind the brand.

Blogs also allow viewers and subscribers the opportunity to comment on your posts. This creates conversation and can give you pretty **valuable feedback for research and development.**



WHAT SHOULD I KNOW?

Things to Consider:

According to Allbusiness.com, there are a few things to consider before launching a company blog. They are:

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Determine what you have to offer. You have learned plenty of lessons along the way, some of them the hard way. You could use your blog to shed light on the complexities of running a small business, which can add to your credibility and create added exposure for your company.



Decide if your blog will be a marketing tool.

Blogs are both far-reaching and cheap to produce and maintain. And while they might not be a substitute for traditional marketing materials like press releases and direct mail, they do provide an additional avenue that can be well worth your investment.



Define your editorial vision. There's a lot of work to do before you launch your blog. First, shape the editorial policy. How often will you publish? What will be the tone of your messages? What kind of content will you include? What will your blog look like?

A large, bold, black number '41' is centered on the left side of the page. The background is light blue with several overlapping circles of varying shades of blue. The number '41' is rendered in a thick, blocky font with a slight shadow effect.

Consider the content.

Some content ideas for your blog might include industry trends, hot topic news, interviews with other industry leaders, your position on industry issues, industry innovations or innovations in your company, book and article reviews, case studies, shared experiences and lessons learned, and links and downloads to related subjects that might be important to your readers.



Share your thought leadership. If you want to be a leader, you need to get others to buy into your ideas. That means writing about the sound tactics you've used to position, promote, and reinforce your credibility within your company and, more importantly, within your marketplace. Everyone loves to get valuable information for free, and if you're willing and able to provide it, that can only mean good exposure for you and your business.



Be a credible source.

Remember that as soon as you put something in writing, it lives forever. So be careful about what you write and make sure you've done your homework before you write it. If you want to stray from your own personal experiences and opinions, consider devoting a section of your blog to breaking industry news, vital facts, key findings, and some behind-the-scenes information.



Decide who will be the writer. Will you be your blog's sole writer, or can your team and staff also make contributions? If a team is producing your blog, you may want to consider holding weekly editorial meetings to brainstorm ideas and give out writing assignments.



Choose your partnerships wisely. Once you've designed the blog, you'll want to consider which outside sources you want to share links with. Doing so is a great way to create cross traffic, and to ultimately increase traffic to your blog. Consider who your customers are and what other blogs they might be interested in.



Learn how to engage your readers. Your blog's success will depend on the number of readers you have, and increasing their numbers is a matter of motivating them to come back time and again. Make sure your blog is structured in a logical way on your site. You may want to provide access via links to recent topics, highlights, subtopics, and monthly archives. A little humor never hurts either.

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Know what matters to your readers. This kind of blog is all about sharing what you know, including your experiences and knowledge, with a wider audience. Do this, and do it well, and they'll come back to read your future good ideas.

PROMOTING

Just like any endeavor your business decides to undertake, your blog should be promoted accordingly. Link your blog with your Facebook, Twitter and all of your Social Networking accounts to create your own network of connections. This will give your fans a concept of your “whole picture”.

Check out ***52 Ways to Promote Your Blog and Business*** by Mark White at betterbusinessblogs.com **here.**



WHERE CAN I GO FOR INSPIRATION?

There are some amazing corporate blogs out there. See what they're doing right and take note of how they entice their readers.

Urban Outfitters

<http://blog.urbanoutfitters.com/>

McDonald's

http://www.crmcdonalds.com/publish/csr/home/_blog.10829.2379438.html

High Point Regional Hospital

<http://www.highpointregional.com/blogs/>

Whole Foods Market

<http://blog.wholefoodsmarket.com/>

Bank of America

<http://futurebanking.bankofamerica.com>

Google

<http://googleblog.blogspot.com/>

Wal-Mart

<http://www.checkoutblog.com/>



**RUSO IS A STRATEGIC BRANDING AGENCY –
AND AS A BRANDING AGENCY, WE ARE BELIEVERS.**

Here, we believe in the promise behind the brand.
And here, we believe that changing the conversation motivates consumer behavior.
Through the use of consumer insight, we develop branding initiatives for our clients
that form emotional connections with their consumers.

For more information on branding, social media
or to learn more about The Russo Group, drop us a line, we would love to hear from you.



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