

mei-ster:  
Suffix denoting  
a professional  
practitioner

# ProfitMeister

MAXIMIZING YOUR MARKETING MONEY

VOL. 7, #6

## Blogging for business?

### Add an interactive dimension to your media mix when you add a blog to your offerings

*Blog—a website where entries are written in chronological order and displayed in reverse chronological order. “Blog” can also be used as a verb, meaning to add content to a blog.*

—Wikipedia  
The free encyclopedia

*Why blog? The question began as a dialogue with a medical service provider and continued throughout conversations with other clients. I discussed the matter with a group of publishers who were displaying their magazines online and asked, “Why not add a blog and participate in a cross-platform opportunity?” Why not blog?*

### 1.4 blogs per second

My blog, ProfitMeister.com/blog/, opened in September 2006 and in April 2007 moved to the free service, Blogger.com. ProfitMeister.com/blog was one of 1,200,000 blogs created that day. David Sifry, President of Technorati, posted the latest stats on blogging in a post entitled “The State of the Live Web” that month. According to his report, the web births 1.4 blogs per second; 1.5 million new posts appear everyday.

The blog phenomenon once credited only to teenagers, now touches communities on the Internet and throughout the world. Bloggers write in English one third of the time; most bloggers live in an urban community in a populated area, says Pew Research. As blogging continues to grow, the army of bloggers spreads further.

### Blogs as online journals

Through research I discovered that blogging began as web journaling. Online diaries attracted the attention and curiosity of

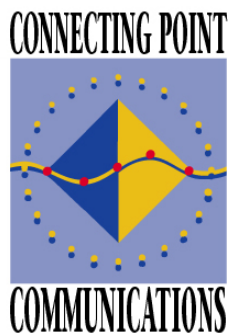
the young and blogging became a fad. Many regard it as a fad today and predict its demise in the near future. While I have no crystal ball, I see blogging as a new medium that continues to attract new participants. Thanks to the growing acceptance of the medium, I believe that some companies must now consider adding blogging to their media mix.

The public craving for authenticity lends credibility to blogging. A groundswell of emotion built blogging audiences for candidates in the 2004 presidential campaign. Blogs received some credit for motivating younger voters to participate in the election.

In various instances since that time, bloggers have revealed information that has made a difference in public thinking. Pew Research Center in a report earlier this year entitled “State of the American News Media 2007: Mainstream Media Go Niche,” noted that bloggers gained new professionalism as a result of winning press credentials for the Scooter Libby trial; the same report notes that some of the most popular bloggers have now formed blogging businesses and corporate public relations departments are beginning to blog.

### Visibility through blogs

Blogging has accounted for the rise of company reputations. Foldera, an online filing company, used blogging from the outset; corporate blogger, Oliver Starr, senior analyst for research firm Guidewire in San Francisco, declared that the company’s rise



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“The New Rules of Marketing & PR”

could be credited to blogging. At the height of its popularity, Starr insisted that the Chief Executive Officer spent several hours per day personally addressing comments from bloggers.

Like any sport that captures the attention of the masses, blogging may eventually fade in popularity. Meanwhile, it offers a way to build community by sharing ideas. The appeal of blogging lies in the fact that it can create conversations. Participants can post or comment on other blogs. In the process, people from diverse backgrounds and locations come together.

Proponents of blogging discuss it as a “pull” medium, meaning that recipients choose which information to take rather than being interrupted with a barrage of everything. Push mediums such as television, for example, deliver or push content advertising at the audience; pull mediums tend to be more targeted or niched in their approach and allow the audience to opt in.

## Blogging for business

A business blog creates a conversation with its customers; the business may be a corporate entity like General Motor’s Fastlane Blog ([fastlane.gmblogs.com](http://fastlane.gmblogs.com)) or an organization like Patagonia, that offers ([thecleanestline.com](http://thecleanestline.com)) a blog for employees, friends and customers. Or, it may be a services firm whose owner has a desire to establish itself as an expert or build an informational resource for others; one such example is Golden Practices Marketing of St. Louis ([www.goldenmarketinginc.com](http://www.goldenmarketinginc.com)) which has made a practice of specializing in CPA and attorney marketing.

My blog gives me a way to market myself, to establish my credibility and expertise in my field of marketing consulting and to generate traffic online. Businesses who consider blogging have the task of evaluating the viability and sustainability of their decision. A blog requires project commit-

ment. For those considering taking the blogging leap here are 21 things to consider:

1. *Why do you want to blog?*
2. *Visit blogs in your industry/expertise area.*
3. *Comment on related blogs.*
4. *Describe your blog’s purpose in 10 words.*
5. *Select and acquire a blog domain name.*
6. *Find a blog host.*
7. *Determine blog posting frequency.*
8. *Visit sites like typepad, wordpress and blogger.com to choose the software you will use.*
9. *Plan your blog content.*
10. *Start your blog.*
11. *Allot time to get up to speed on software, blogging protocols and opportunities.*
12. *Add features to make your blog fun and easy to use.*
13. *Experiment with all aspects of blogging.*
14. *Reference other content on the web.*
15. *Link and request reciprocal blog links.*
16. *Remind yourself that this is fun.*
17. *Begin to promote your blog.*
18. *Add plug-ins and investigate add-ons.*
19. *Plan for the legal issues of blogging.*
20. *Think through the reality of blogging two to five years from now. Will it still be fun?*
21. *Measure the traffic and impact of your blog.*

## Conclusion

It’s my opinion that blogging is a process, rather than a task you will complete in a weekend. With a little forethought, blogging can become an asset to your business. It can complement the media that you already use and create a cross-platform for your message that will reach even more potential customers.



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