

EFFECTIVE CORPORATE BLOGGING

Being a successful blogger is about creating a connection with an audience by providing relevant content, nurturing that relationship and keeping the dialogue flowing.

Here are Bluewood Training's top ten tips to get you started.



UNDERSTAND THE FUNDAMENTALS

While anyone can set up a blog and start publishing articles in less than a day, it takes far more work to be a great blogger and to see the real benefits of blogging.

First, you need to have a blogging strategy that is in line with your PR strategy and business goals.

Next, you have to provide relevant content. Most importantly, you must conduct what is called Blogger Relations.

Blogger Relations are what blogging is all about - starting and maintaining an online conversation.

Unlike PR where you are trying to pitch your story, with Blogger Relations you initiate and participate in ongoing discussions with other bloggers and your target audience.

As the conversation progresses, you get to know the other players in your industry; you gain credibility by listening as well as commenting: you gain new readers as other bloggers provide links back to your blog to give you credit for your ideas.

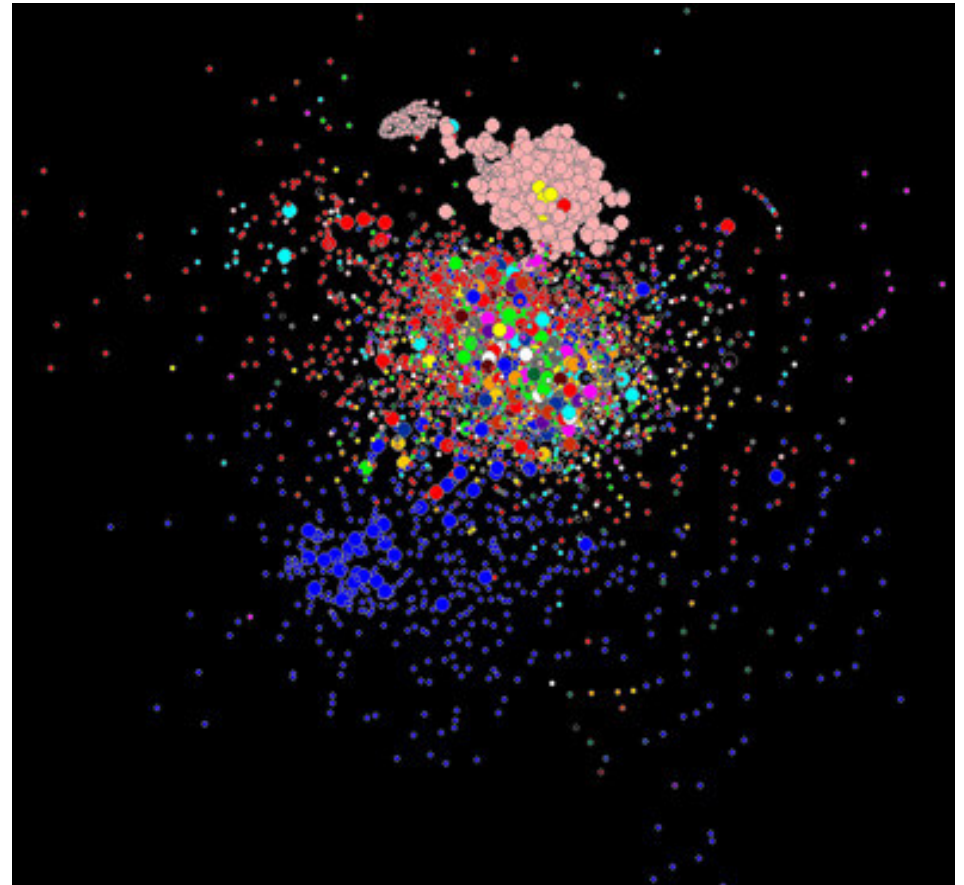
The more you conduct Blogger Relations, the more successful your blogging will be.



PROVIDE SOME VALUE

Creating something of value for your audience should be the first aim of your blog; otherwise your readers will have no reason to return.

This is where a PR strategy can help develop content that keeps your customers coming back for more. Offer free downloads, thought pieces and comment on news events.



GROW YOUR AUDIENCE; OFFER REAL ANALYSIS

Monitor the news and blogs for articles that are interesting to your audience.

When writing about the news as a blogger, it is not just a matter of describing the news - although that is important, of course.

It is more imperative that you provide new, informative and entertaining analysis in order to sustain and grow your audience.

This is why opinion and your personal perspective interlaced with your past experiences will help to add to your credibility and foster loyal readership.

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REPORT OTHER'S OPINIONS

If you think the news is important but don't have an opinion or perspective, one way to provide opinion is to provide a synopsis of ideas from the community at large.

In addition to acting as a valuable resource for your audience, you can create the opportunity to send a track back link to one or more blogs, connecting with more bloggers and with more readers, mutually driving traffic.

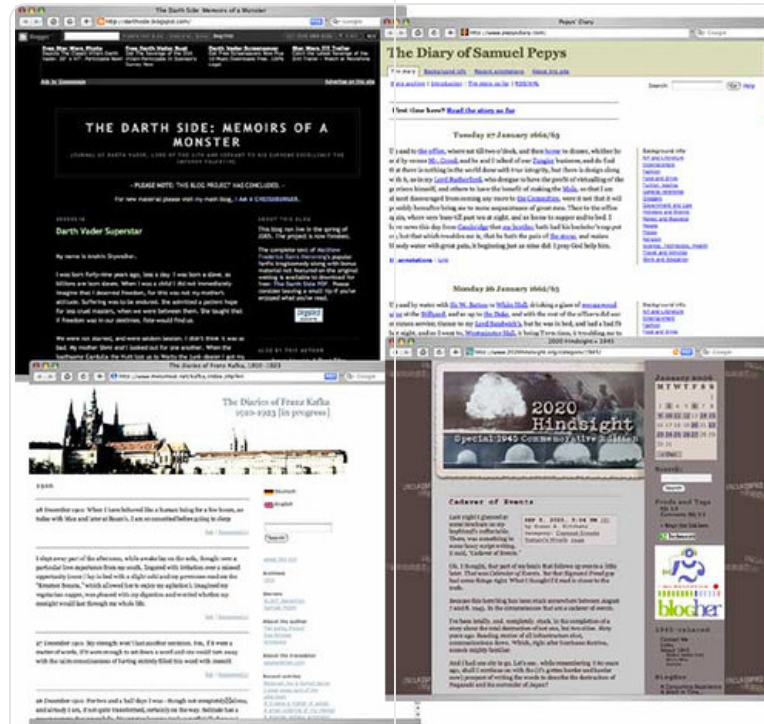
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RESPOND WITH COMMENT TO BUILD RELATIONSHIPS AND TRAFFIC

Responding to another blogger's comment can be just as important as the article post itself.

Blogging is about dialogue and the opportunity to interact with your audience. Many posts will not receive any comments, but when they do, you have to be ready to respond.

Blogging is a little like having an amphitheatre of people viewing a conversation between two people. While you must focus on the conversation with your commenter, you must also be aware of the rest of the audience. In other words you should respond to the challenge



THE BLOG PHENOMENON: some worthy examples

The fans of Star Wars - a broad range of writing (and public comment) at [The Darth Side: Memoirs of a Monster](#)

Historians blog the past-- using the chronological format of blogs to back date entries, or write them in the order and timing of real events.

[The Diary of Samuel Pepys](#), the renowned 17th century diarist. A new entry written by Pepys will be

published each day; 1st January 1660 was published on 1st January 2003.

[The Diaries of Franz Kafka \(1910-1923\)](#) via weblog.

[2020 Hindsight](#) is a new presentation of the events surrounding the first testing (and use) of the atomic bomb 60 years ago, in 1945, using the time-and-date stamping format of weblogs.

the commenter presents while at the same time providing greater context, so the entire readership can follow and benefit from your conversation. This also provides an opportunity to handle hostile comment; often this is the most effective way of turning negative opinion around on the web.

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TRACK YOUR CONVERSATIONS

In order to keep conversations flowing, you have to stay aware of each discussion in progress.

Unfortunately, we are still in the early days of blogging, and many blogs do not include notification technology to let you know where there has been a new post.

And even if a blogger receives notification that you have commented on his/her blog, does not mean that you will receive notification when that blogger replies to your comment. If comment email subscription is available, it is wise to subscribe.

You may also choose to use tools such as del.icio.us or Cocomment for tracking comments online and subsequent follow up.

But, ultimately, you may have to monitor for comments manually to make sure you keep the conversations alive.



DONT BE AFRAID OF CRITICISM

Dialogue is also about criticism; so don't be afraid when others criticize your ideas or actions you have taken on a blog. See it as opportunity to keep the conversation flowing. In the blogosphere, you are more respected when you demonstrate the ability to respond.

In addition, a "foil" critiquing your work can often draw more attention to the discussion and increase readership.

Furthermore, criticism can be constructive. Feedback related to product flaws and improvements can help your product development process.



INTERVIEWS GENERATE CONTENT & IDEAS

Interviews are a great way to generate interest and content for the blog. Picking other bloggers to interview is particularly helpful in generating links and traffic.

Many bloggers will enjoy the added attention and more than likely link back to your interview post. Eventually you will be able to provide content from other users to enhance your blog.



PROMOTE YOUR BLOG

When an author writes a book, the writing process is often very much solitary.

Once the book is published, however, a writer must reach out to others and promote it through public readings and strategic marketing. Building a blog requires a similar approach.

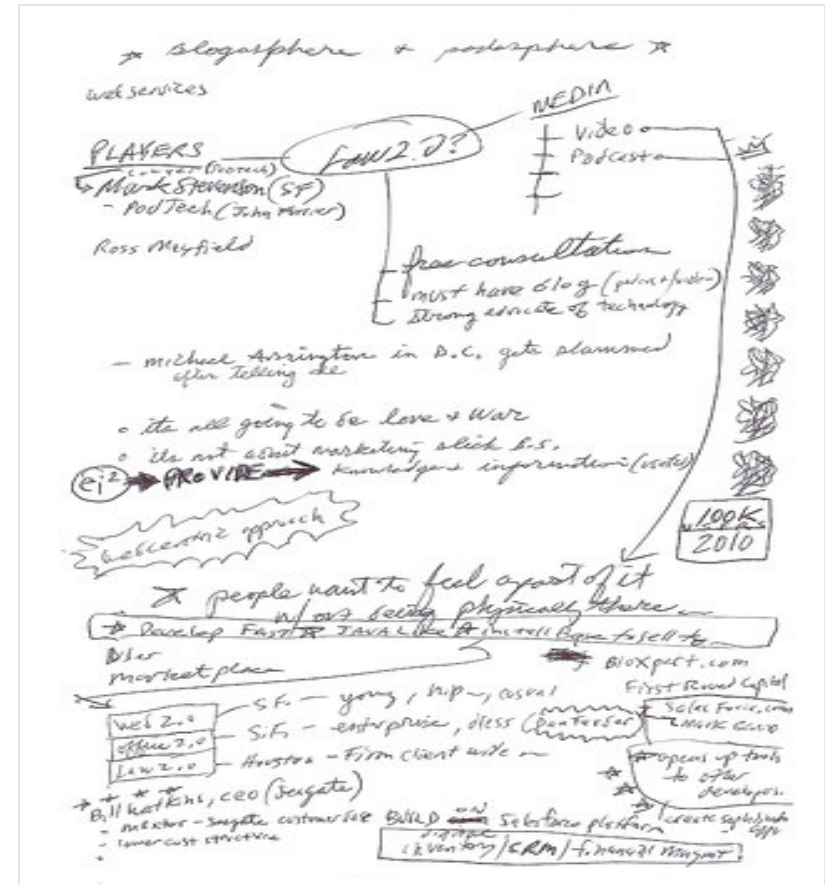
Once your articles are written, you have to promote them by chatting with colleagues in the industry and starting a dialogue. Connect with loyal and thoughtful readers as well as industry authorities. When bloggers take note of your article, it can have a viral effect, and increases your eyeballs exponentially.



MONITOR THE WEB FOR YOUR BRAND NAME

Using RSS feed search engines such as technorati.com and blogpulse.com, monitor the web for any mention of your company and corporate blog posts as well as important developments in your industry.

This will enable you to measure the success of your blog.



ABOUT BLUEWOOD

Bluewood Training is a communications training company. We provide coaching in media, presentation and communications, including blog and social media training.

Visit our website for more social media info at www.bluewoodtraining.com or call 0845 230 2601

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