

Welcome to *My 2 Cents*
by Creative Action Marketing, LLC

It is difficult to keep up with all that is going on in the business world. *My 2 Cents* is a periodic 1-2 page update that passes along practical tips with pointers to the books, articles and webinars discussed ...And, sometimes it will take a brief trip to the lighter side with great fun reads.

Blogging for Business (webinar by HubSpot)

This 75 minute webinar provides practical ideas and walkthroughs for marketing professionals to get a handle on blogging and how to effectively use it for business.

1. Reading –

There is so much going on in blogs, it can be confusing and overwhelming. Information extends beyond your own blog to other thought leadership blogs/bloggers and what is being said about your company and/or your management. Your best bet to keep up with it all is establishing specialized automatic RSS feeds.

Here's how:

- Establish an RSS reader - Go to Google.com/reader
- Set-up a Google account at this page (if you have not already done so)
- Go to your favorite blogs or search for blogs (see below on how to search for blogs)
- Click on RSS feed link (orange symbol)
- Select URL shown in browser window and copy it
- Back in your Google.com reader click 'Add Subscriptions' button and paste URL. It will now appear in the lower left subscriptions area.

What's neat about this technique is you can use it to add others' blogs that discuss your company, management, etc. Simply:

- Go to Blogsearch.google.com
- Search by the name or phrase (use quotes if doing a phrase) you want to track
- Select the RSS feed button, cut and paste resulting URL into your Google.com reader as above

Another good idea is tracking ranked articles in top rated social media (i.e. #1 ranked Digg.com). You can do this by:

- Go to the appropriate site
- Search using the blog or company name. Once the search is completed you may want URL links to the stories as your RSS feed versus the full articles – select that feature in the option list.
- Copy the final URL and paste it into your Google.com reader subscriptions.

Again, the results are custom feeds you receive automatically to browse and/or read daily.

Sometimes this too can be overwhelming. You can manage subscriptions by selecting that button at the bottom left of your Google.com reader page. This button allows you to organize your blog selections into folders and/or delete subscriptions, etc.

(FYI – RSS feeds are also a great way to keep track of competitor blogs, etc.)

2. Commenting -

The primary goal of commenting is to increase the value of the article so share an example, add a point or useful link (make sure it is a direct link to pertinent info and not a general URL). You can also disagree and/or ask a question. Be sure to use your real name when commenting on a blog article– that's being professional and courteous.

3. Writing –

Once you are more comfortable with the Blogosphere, you may want to create your own blog (remember the idea is blogging for business - ☺). Be sure to have an idea to share, have identified a basic audience and rough market area to address. And, of course check with your company's management if writing in an official capacity. Blogging is a time commitment and bloggers expect a minimum of weekly updates; daily is more the norm. Build your thought leadership with information you are passionate about and have knowledge to share.

You/your company will require the necessary software and a paid for URL that touts your business brand. Be sure it allows for RSS feeds and e-mail, has the ability to automatically integrate to social media and provides automatic e-mail notifications to subscribers about new content.

Article ideas:

- Humorous takes on issues/concerns that include business info
- Enticing topics that offer tips and techniques (i.e. 5 top, 10 techniques, etc.)
- List of key blogs with short summaries

If you want comments or feedback, it's best to ask for it directly in your article or discuss a write about a controversial topic.

Measurement - results and succinct reports are always important in business. Be sure your blog software has the tools and support staff in place to provide them. Areas to consider are the number of subscribers and growth over time, number of blog article links, comments and views, visitors and leads, competitor comparisons and from an SEO standpoint – key word rank.

Webinar Direct Link: <http://www.webinknow.com/>

Perspectives

- Think and write like a publisher
- Website = company brochure
- Blog = building relationships with opinions, trends and thought leadership

FYI

A couple of thought leader blogs:

- Seth Cohen
- David Meerman-Scott

Other social media to consider:

- Facebook
- Twitter
- StumbleUpon

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