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Research and the Blogosphere



Corporate Blog Research

"Corporate Blogging: Is it worth the hype"

**By: Cass, Munroe, Turcotte
(Backbone Media)**

July 2005

"Behind the Scenes of the Blogosphere: Advice From Established Bloggers"

**By: Barnes
(University of Massachusetts Dartmouth)**

June 2006

"Thinking Like A Blogger: Is Blogging An Attitude That Can Be Taught?"

**By: Barnes and Mattson
(University of Massachusetts Dartmouth)**

November 2006

February 2006

"The Makovsky 2006 State of Corporate Blogging"

By: Harris Interactive®

July 2006

"Corporate Blog Learnings: The Discovery Age"

By: Porter Nolvelli & Cymfony

November 2006

"Blogging Success Story"

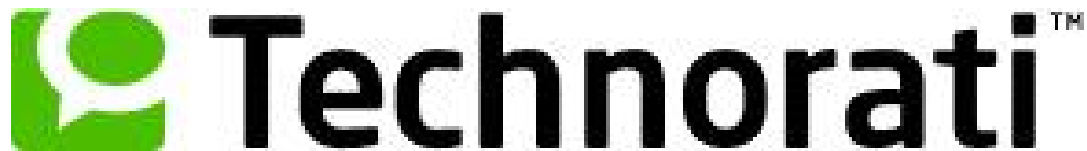
**By: Cass and Karl
(Backbone Media Northeastern)**

**Technorati conducts research and produces "State of the Blogosphere" annually*



Blog Facts

- ❑ 57 Million Weblogs Tracked by Technorati as of October 2006.
- ❑ The Blogosphere is over 100 times bigger than it was 3 years ago.
- ❑ There are more than 2 blogs created each second of each day.
- ❑ There are 18.6 posts per second.
- ❑ Blog language
 - English 34%
 - Japanese 33%
 - Chinese 14%
 - Others 19%

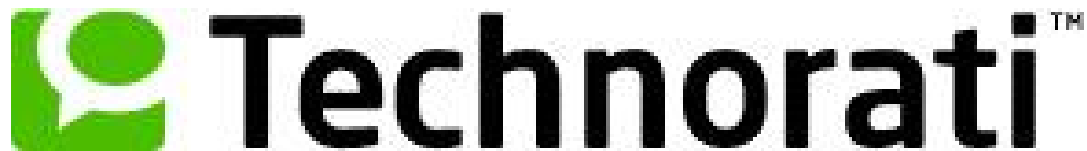




Blog Facts

- Peak blog time is 1-5 pm est and 8 pm est

- Blog language
 - English 34%
 - Japanese 33%
 - Chinese 14%
 - Others 19%





What We Know

Who (CEO's, Upper Mgt., Employees, Blogmasters)

How (open culture, frequent posts, no legal review, monitor other blogs, transparency)

Why (feel need to participate, desire for more interaction, thought leadership)

How Many (15% of Fortune 1000, 8% of Fortune 500)

Advice (Blogs take time, commitment, planning, and a certain attitude)



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***Behind the Scenes in the Blogosphere:
Advice from Established Bloggers***



Methodology/Sample

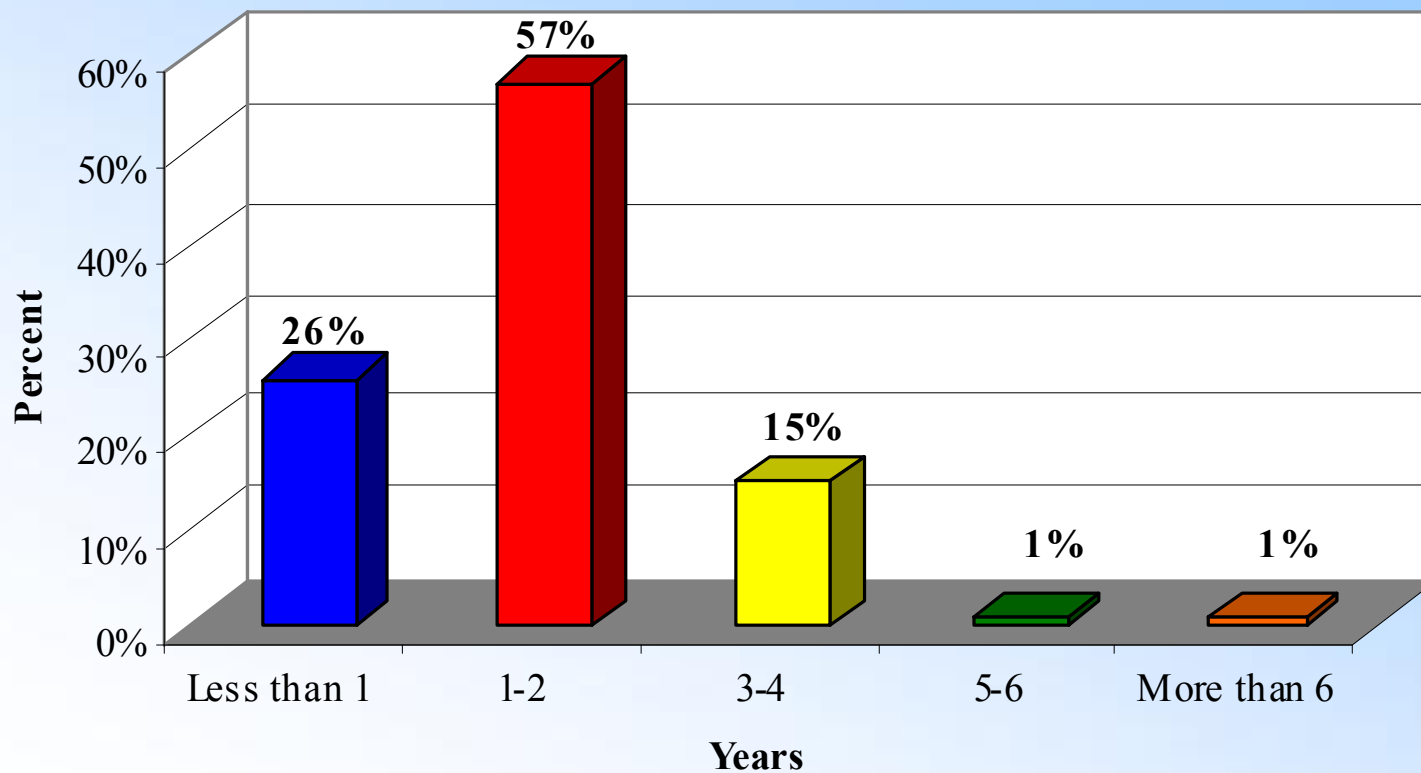
- ❑ 74 respondents (298 invited to participate)
- ❑ Average 2-3 years blogging (20% more than 3 years)
- ❑ 68% direct/indirect ties with a corporation/business
- ❑ Some of the largest independent blogs
- ❑ 36% in Google top 10 search

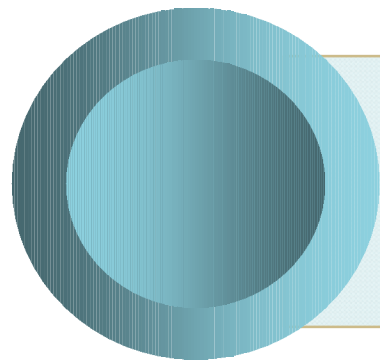




Years

How long have you or your company had your blog?





Blogosphere Truths



Blogosphere Truths

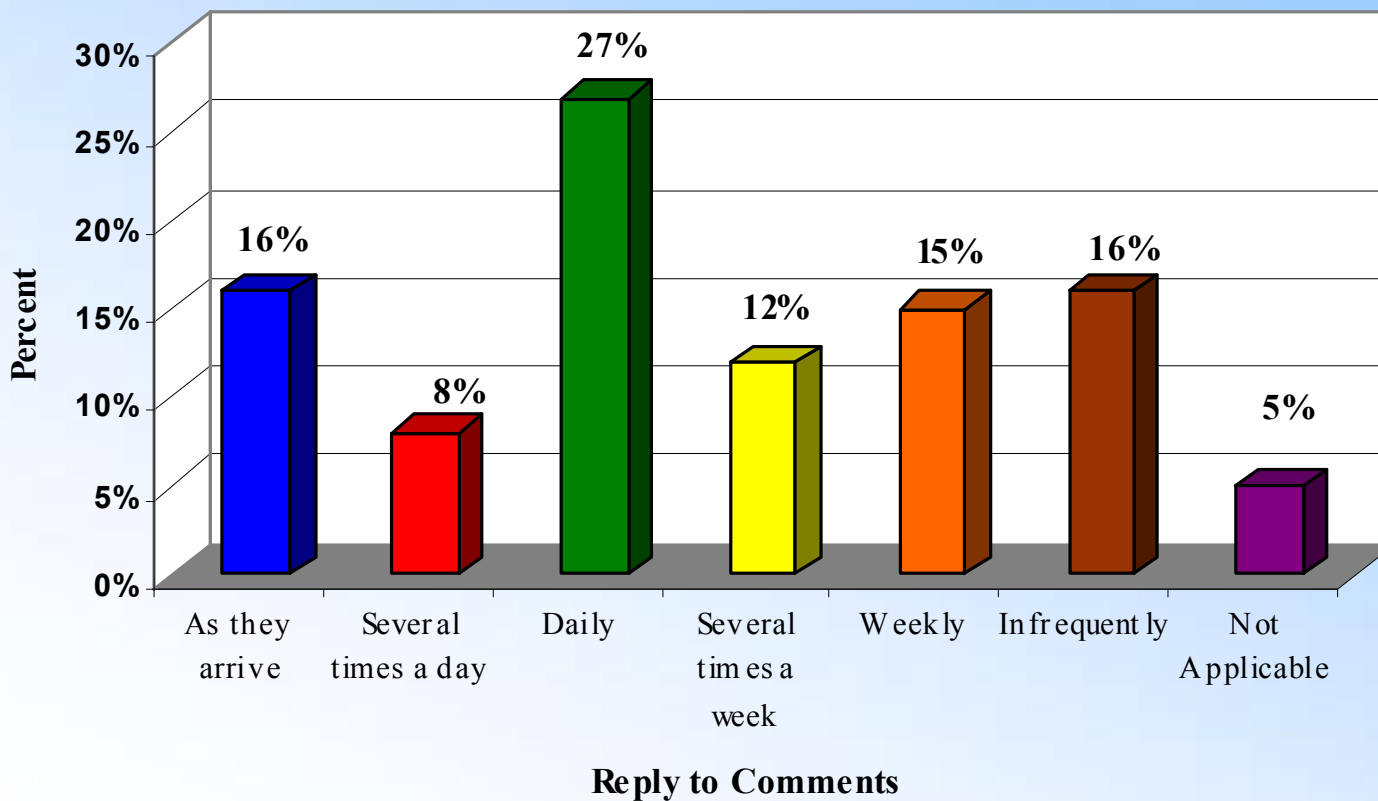
- ❑ Blogs take time and commitment
- ❑ Blogs must be part of a plan
- ❑ A blog is a conversation
- ❑ A blog must be authentic





Findings

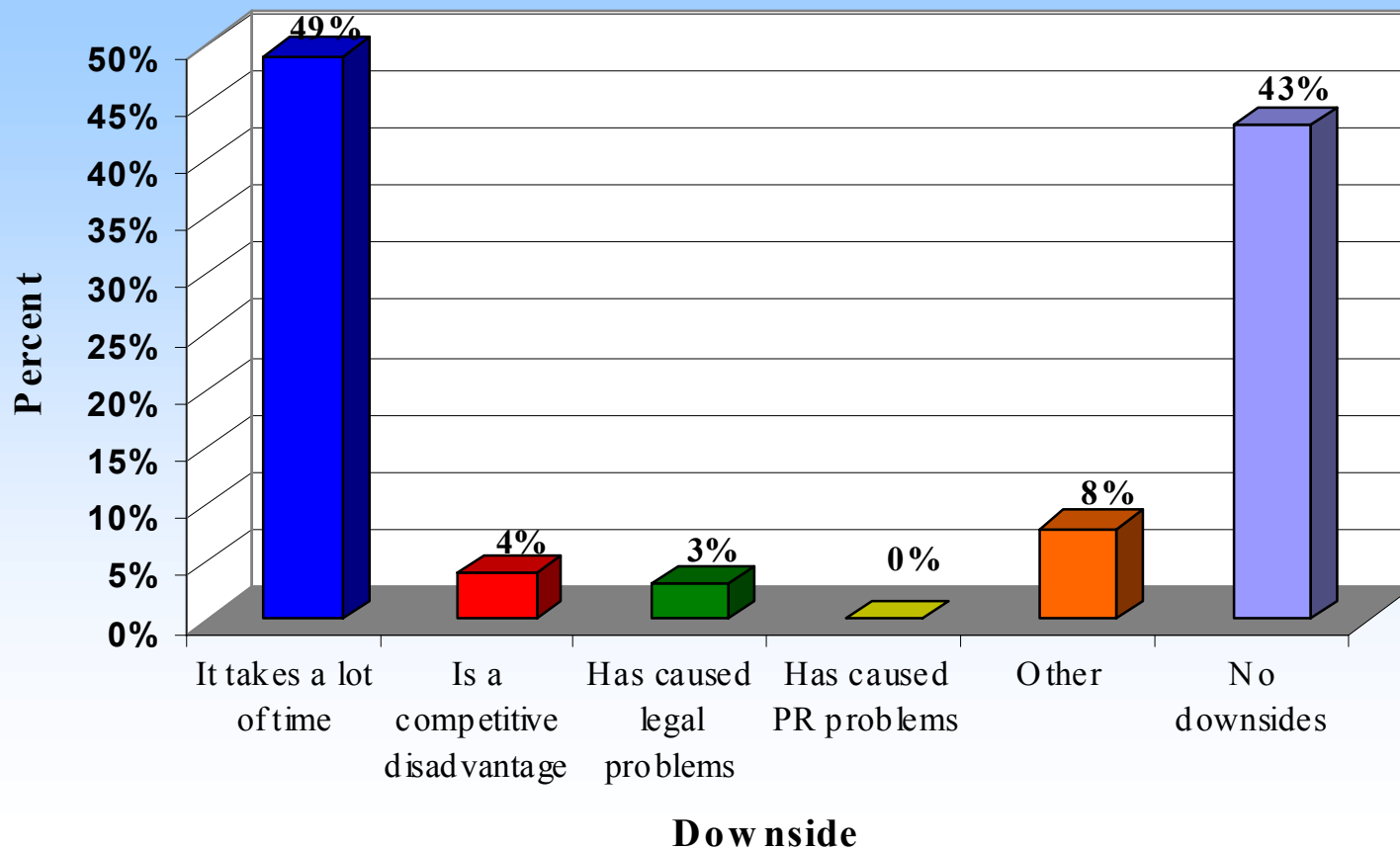
How often do you reply to comments on your blog?





Findings

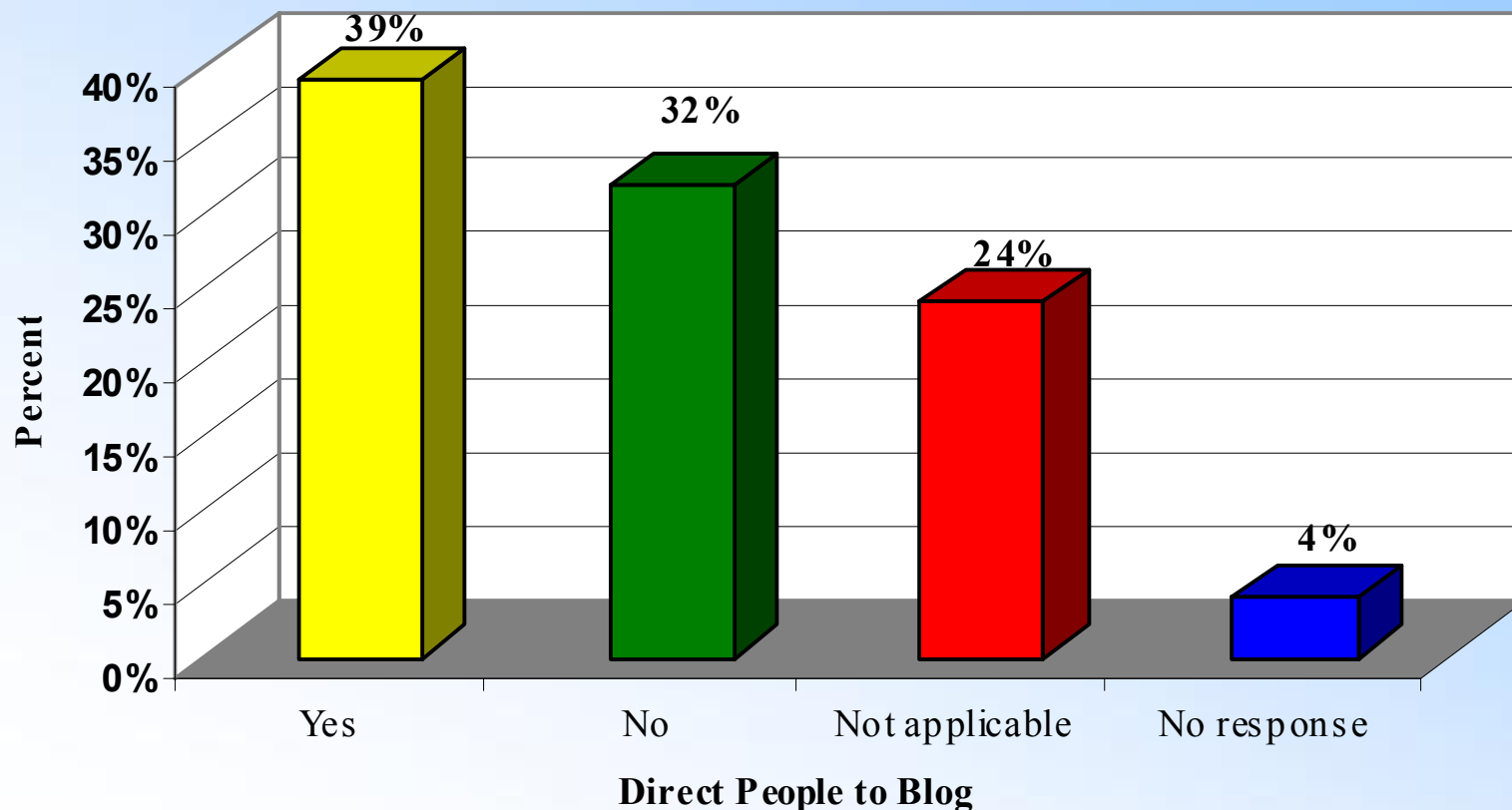
Is there a downside to having your blog?





Findings

Does your packaging, labeling or promotion direct people to your blog?





Blog Growth & Development



Blog Growth & Development

Corporations encourage blogging

(employee blogs focus on product applications, R&D, general happenings)

Blogs serve as barrier breakers

(other languages, new products)

Blogs evolve

(video, podcasting, RSS, add authors)

Growing your blog

(blogger relations, links)

Corporate blogging

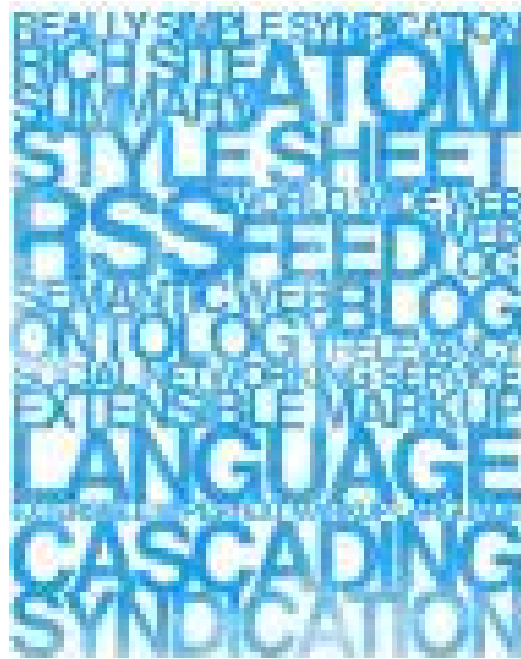


Nuts & Bolts of Business Blogs



Nuts & Bolts of Business Blogs

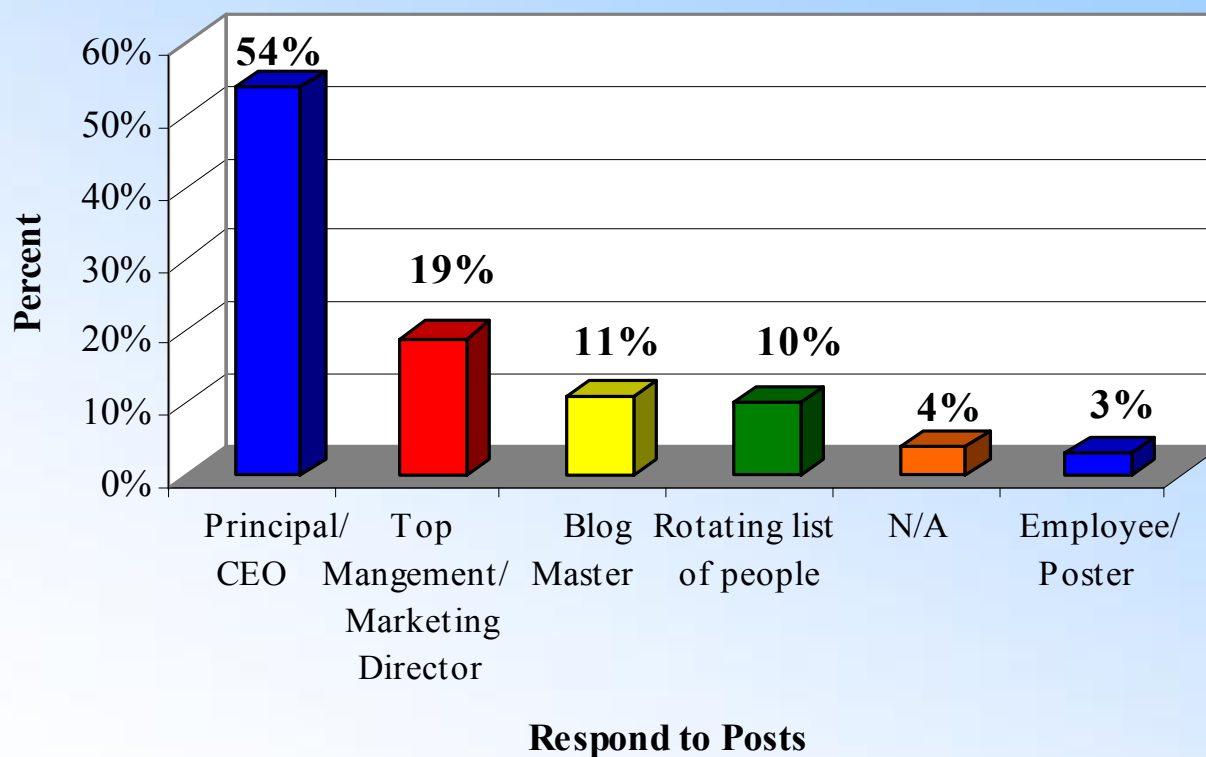
- ❑ Tags
- ❑ Importance of key words
- ❑ Public Policy
- ❑ Competitive Searches
- ❑ Reviews before posting





Findings

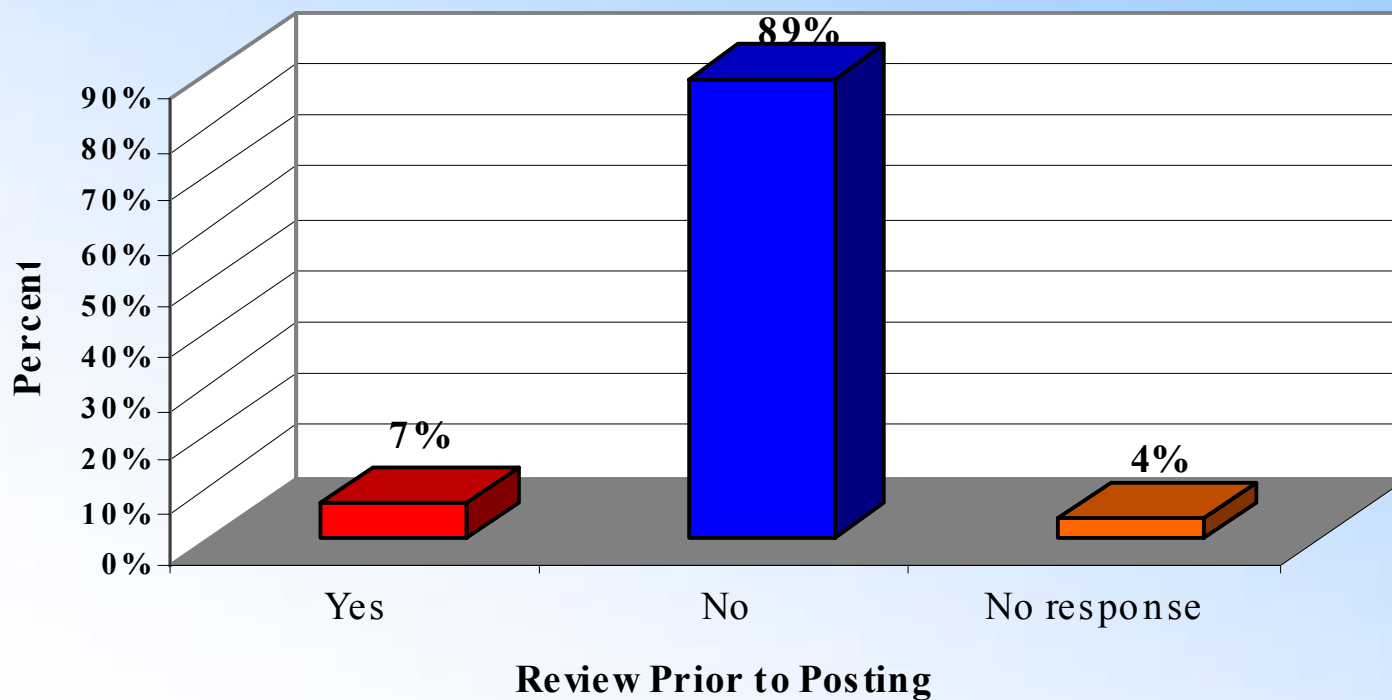
Who actually responds to those that post on your blog?





Findings

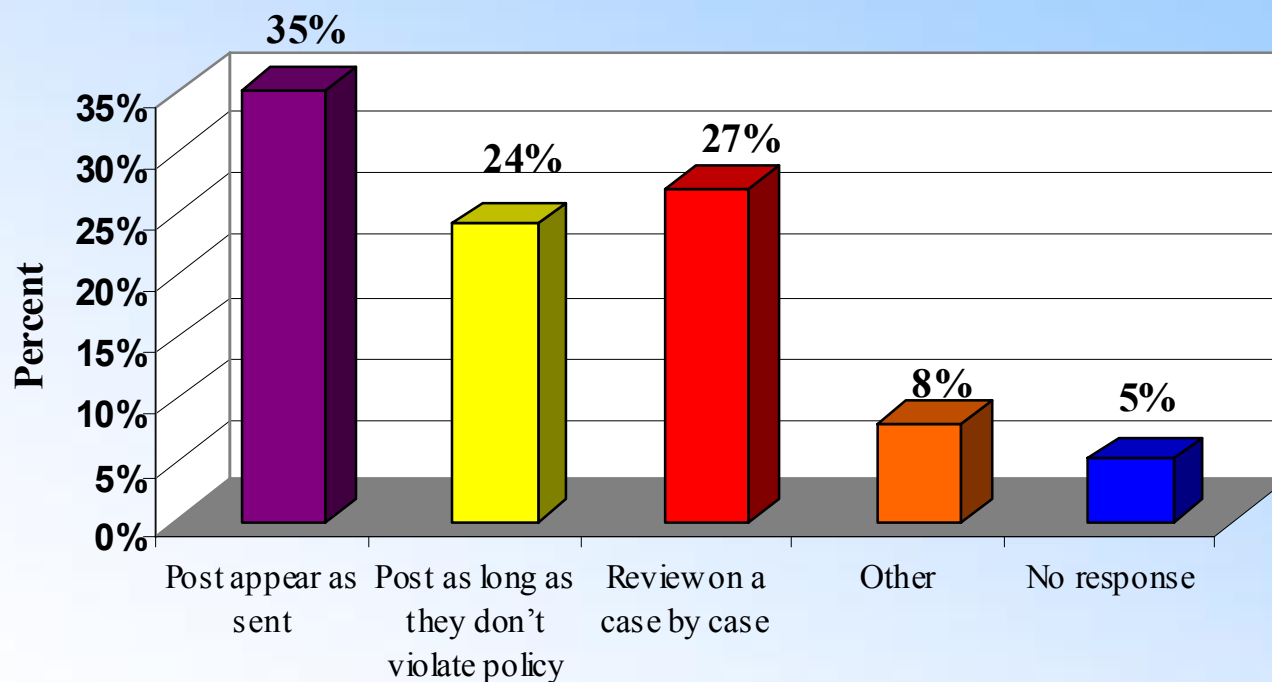
Is there a requirement that your responses be reviewed by others prior to posting?





Findings

Can you share your practice for dealing with negative comments and criticism on your blog?

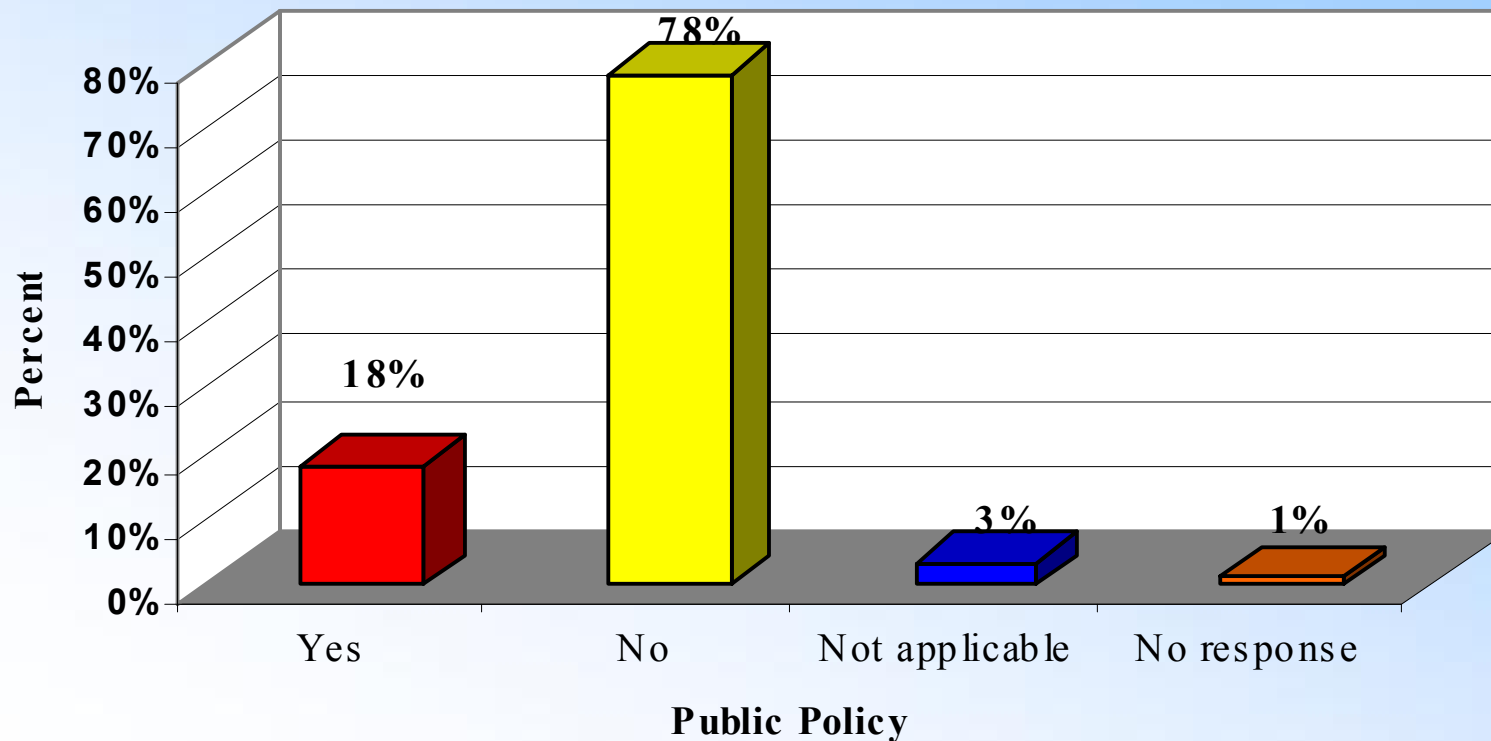


Deal with Negative Comments



Findings

Do you have any public policy regulating conversation on your blog?





Human Factor



The Humanity of Blogs

- ❑ Blogs are human endeavor and a personal conversation
- ❑ Readers form relationships with bloggers
- ❑ Communities are formed
- ❑ Friendships are made
- ❑ Blogs are a place to go for all that is missing in today's off line world



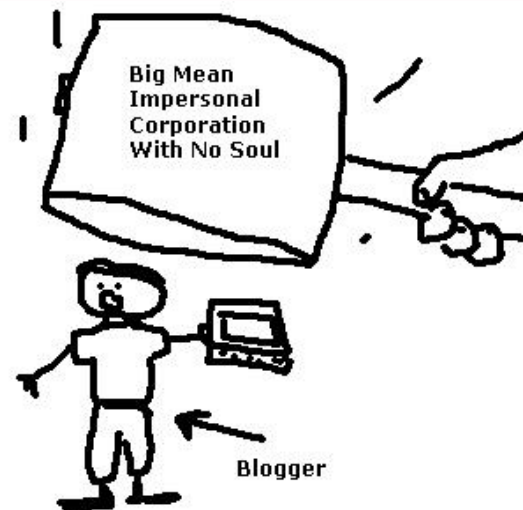


Conclusion and Advice



Conclusion

- ❑ Blogs are not a fad
- ❑ Businesses need to listen to blog conversations
- ❑ Businesses that choose to remain outside the conversation will be side-lined



**No longer a question
of 'if' but 'when' for
corporate blogging**



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Thinking Like a Blogger



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