

**A Marqui Whitepaper**

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# **Gross Blog Anatomy: Dissecting Blogs from a Marketer's Perspective**

**By Janet Johnson, Vice President of Communications, Marqui, Inc.**



## Abstract

With publications like Business Week running cover stories on how “Blogs Will Change Your Business,” it’s no wonder that companies everywhere are starting to wonder what they should do about “this blogging thing.” This whitepaper will explore blogs from start to finish, offering insight on the value they can bring to *your* business, their potential impact from a PR perspective and tips on how to get started. It will teach readers how to use blogs to strengthen relationships with core audiences, such as customers, partners and the media, explain how blogs fit into – and complement – overall marketing communications and public relations programs, and discuss common blogging “pitfalls.”

## About the Author

Janet Johnson brings more than 20 years of professional experience in the software, Internet and telecommunications industries to Marqui. Most recently, Janet was Vice President of Corporate Communications at Merant PLC, a \$130M global enterprise software provider. Previously, she led marketing communications efforts at Enron Broadband Services (EBS), successfully managing integrated marketing campaigns. While at Enron, she was instrumental in creating direct marketing efforts in new markets and launching new brands. Prior to Enron, Janet handled marketing communications efforts for eFusion, an Internet startup, where she developed the company's brand strategy and corporate identity. She also spent seven years at Now Software, where she drove millions in online sales in the early days of the Internet. In addition, she has held business development and sales positions for Apple Computer at PacTel InfoSystems (now SBC), where she and her teams continually exceeded sales goals.

On a more personal level, Janet is a blogging enthusiast and regularly contributes to Marqui’s corporate blog, Marqui’s World ([blog.marqui.com](http://blog.marqui.com)).

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## INTRODUCTION

What experiences have you had with doctors? Do some treat you like patient # 28, while others know your name and listen to your concerns? Doctors falling into the latter situation typically earn more trust and respect from their patients – and consequently more business. Similarly, blogging can be used to engage customers, partners, investors and other key constituents with a more personal style of communicating. Blogging can help humanize an organization, giving it the warm, friendly feel of a confidant rather than the cold, clinical demeanor that can so quickly turn off “patients.”

It is for this reason that a growing number of organizations are now taking a closer look at blogs, and evaluating whether blogging should play some role in their business initiatives. Many companies – or high profile business executives – have already gotten directly involved. Boeing vice president, [Randy Baseler](#); Sun Microsystems president [Jonathan Schwartz](#); the vice president of engineering at Disney’s ABC Cable Networks Group, [Michael Pusateri](#); [Bob Lutz](#), GM vice chairman, [Tim O’Reilly](#), president of O’Reilly and Associates, a book publishing company; [Mark Cuban](#), owner of the Dallas Mavericks; and [Alan Meckler](#), CEO of Jupitermedia Corp. are all among those who take a daily “dose” of blogging.

Indeed, blogs are becoming so pervasive that a recent survey by the Pew Internet and American Life Project revealed that 27 percent of adults who go online in the United States read blogs. That same survey showed that 40,000 new blogs appear each day. If only 0.01 percent of those are relevant to your business, that means there are 40 new blogs popping up **each day** that could be covering your market trends, talking about you and your competitors, and/or engaging existing or potential customers.

In addition, more than 28% of journalists now rely on blogs for reporting and research, according to a survey by EURO RSCG Magnet and Columbia University, with 53% of surveyed journalists revealing they gleaned story ideas from blogs and 36% saying they used blogs to locate sources. The study concluded that because of their appeal to and readership among journalists, blogs have "enormous potential" as a media relations tool.

Perhaps this is why a recent [HP Small Business Survey](#) showed that 10 percent of small businesses already include blogs in their marketing activities and why another 81 percent plan to spend more money on technology for Web sites, blogs, and online services in the next two to three years.

If you are interested in learning how to get started on a corporate blogging regimen of your very own, then this white paper is definitely worth reading.

## LAB 1: BASIC BLOGGING ANATOMY

Merriam-Webster named “blog” the word of the year in 2004, and provided the following definition: “a Web site that contains an online personal journal with reflections, comments and often hyperlinks.” While this is a great place to start, let’s take a closer look at what makes a blog tick.

### Blog Body Parts

What a blog can do will depend (to some extent) on the software behind it, but some features and functions are fairly consistent. In general, blogs will include the following:

- **Post/entry** are terms used to refer to a blogger’s commentary or article written in the blog.



Figure 1. Screenshot shows two blog entries (A.K.A. two posts).

- **Permalink** is the blog entry’s link. It helps bloggers and others who want to link to a specific entry. Maybe you have an email newsletter and you want to refer your readers to a blog entry, use the permalink so they go right to it when clicking on it instead of searching for it.

## Spam Analyzer Scores

In an earlier [post](#), I mentioned the value of running e-mail copy through a spam analyzer prior to any large e-mail campaign. By doing this, marketers can determine the likelihood that e-mails will be flagged as spam and adjust the content accordingly.

Since Marqui has been doing some e-mail promotions around our upcoming [Web seminar with AMI-Partners](#), we asked our list broker, Ann McMullen of [MediaShark](#), to do this for us. Our score on the spam test: 1.2. According to Ann, anything over 5.0 would be cause for concern. (Note: The rating system varies depending on the tool you use.)

For those interested in reading more on this topic, Ann recommends the following two sites:

- 1) [Email Marketing Best Practices](#)
- 2) [Email Marketing Strategy Tutorials](#)

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Posted by Tara at [10:24 AM](#) [Comments \(0\)](#) [TrackBack \(0\)](#)

[http://blog.marqui.com/archives/2005/06/spam\\_analyzer\\_s.html](http://blog.marqui.com/archives/2005/06/spam_analyzer_s.html)

Permalink

Comments

Trackback




Figure 2. The time link is the permalink as shown in the status bar.

What's this?

- **Comments** are one of the most vital elements of a blog since they open the door to an interactive discussion between the blogger(s) and readers. Comments are typically found at the end of the entry. Readers usually just click on the link to add a response.
- **Trackbacks** connect another blogger's entry to an entry you wrote. Instead of leaving a comment on your blog, the blogger leaves a comment on his blog and links back to yours as the source.
- **Blogrolls** are lists of other blogs that cover the same topic as your blog or lists of blogs you read and recommend. Some blogging applications come with the blogroll feature built-in and others you add it with help from a third-party tool like [Blogrolling](#) or [Blo.gs](#). Blogrolls are simple lists of blog names with links to the actual blogs.
- **Categories** provide an easy way to archive your past blog entries. If a reader wants to find entries related to a specific category, she can see a list of entries for that category and read them. Some readers may only have an interest in one category you might cover, and categories make it easier to identify such entries.
- **RSS / XML** gives your readers another way to read your blog and other Web content. Instead of coming to your Web site to check out your blog, readers can subscribe to get your posts as you publish them. Your blog can be set up to feed an excerpt (called an RSS / XML link) into

a “feed reader.” The feed reader can be accessed on your PC using *FeedException* or similar applications, by logging into a website like *Bloglines*, built-in or an add-in to your browser like *Sage* for *Firefox* or delivered right into your email like *Newsgator* or *You Subscribe*.



Figure 3. Syndication icon and link to feed.

### Establishing Your Blogging “Practice”

A good way to start learning about blogging is simply to use the free service from [Blogger](#). Once you sign up for an account, Blogger takes you through a wizard to create your blog. There is no complex designing involved – just fill in the blanks with your name, your blog’s name and pick a design you like (trust us, that will be the hardest part). This will help you become more familiar with how blogging works and will also make it easier to decide how you want to use blogging within your organization.

Once you decide to move beyond Blogger, you will need to:

1. Figure out what you need at a technical level
  - Decide what features you want (e.g., do you want blogroll capabilities, RSS, etc.).
  - Find out what server your company uses – for instance, do you use UNIX or Windows? (It might be best to ask your technical staff for this information.)
  - Find out what programming language your company uses for its Web site (again, ask technical personnel) – for example, is it PHP, PERL, or ASP.NET?
2. Research blog applications for the one that best fits your requirements. Keep in mind that there are a number of different options, ranging from open source to “hosted” to enterprise-level applications. Movable Type, WordPress and TypePad are all popular options.
3. Set up the application. Some require little or no set up while others are more involved – it’s best to work with in-house technical personnel or outsource this task.
4. Establish basic information such as the blog’s name, tagline, and the names/credentials of the contributing bloggers immediately. It’s also a good idea to sort out any additional process issues relating to comment moderation, crisis communications or legal concerns in advance. (We’ll discuss this in more detail in the next section.)
5. Start writing an entry whenever something strikes your fancy. Aim for at least two to three entries per week.

## LAB 2: MAPPING YOUR BLOG IDENTITY

Before surgery, doctors study lab work, x-rays, CT scans, MRI scans, and anything else to help them prepare for success. The information ensures they do exactly what they need to do and know exactly what to expect. Organizations that decide to start blogging should use a similar approach and determine in advance what they want to accomplish through blogging and how they will achieve those objectives.

### **Purpose**

A blog is most effective when its purpose is clear from the beginning. Whether you decide you want to provide product or service information, talk about your market, explore the vision of your management or leadership team, or all of the above, it's best to establish your blog's focus up front. Then, be sure to include this information somewhere in the blog. One of the easiest ways to do this is to set up an "About" page and/or develop a tagline for the blog. It's also always a good idea to include bios for all of the individuals contributing to the blog – this will help reinforce the blog's purpose and also go a long way in establishing your blog's credibility.

A review of other corporate blogs might be helpful, since it will provide insight into the direction that other companies are going with their blogs and their relative success. When you find blogs you like, check out how well they're doing by looking them up in [Technorati](#). For example, Mark Cuban has 2120 links from 1648 sources. Compare Cuban's numbers with Bob Lutz who has 467 links from 292 sources. Lutz, though his numbers are lower than Cuban's, still has impressive readership. The more links and sources to a blog, the more the blog is being referenced or discussed in the "blogosphere."

One caveat here: successful blogs earn a reader's trust. This means they shouldn't seem too self-serving or sound like a sales person. It is critical to keep this in mind when defining your blog's purpose.

### **Name That Blog**

Some blogs use simple names like the company's name with "blog" added to it, some have a name based on the company's theme, and others are called something completely unique and (hopefully) unforgettable. A company using its name or their product name works well for best search engine results and extending the company's brand. If you have a name that isn't well-known, you might consider using industry-related or focus-related terms.

For example, a company called John Doe and Associates in the legal industry could use words such as "law," "legal," "sue," or "court" in its blog name. Consider the search words your potential customers would be looking for without knowing you're blogging yet. Here are some names of corporate blogs—can you figure out how the name relates to the company?

- [FastLane Blog](#): Bob Lutz of GM
- [Rich Marcello's Blog](#): HP's senior vice president and general manager, Rich Marcello
- [Moving Experiences](#): Christian Lindholm, direct of multimedia applications at Nokia Ventures Organization
- [Greg Matter](#): Greg Papadopoulos, CTO at Sun Microsystems

- [Baby Babble!](#): Stonyfield Farm

Many blogs also have taglines, slogans describing the blog's purpose. Not all are creative, but many simply state the purpose. The following are slogans from corporate blogs:

- [Red Herring](#): "The business of technology."
- [Google](#): "Insight into the news, technology, and culture of Google."
- [Media Culpa](#): "Two Swedish eyes on media and public relations."

## Logistics

Unlike a personal blog, a company needs to think about who is responsible for posting and monitoring their corporate blog. It also needs to consider whether or not an approval process is needed before posts can be published. An approval process could be as simple as getting sign-off from a manager or as complex as requiring approvals from lawyers and publicists. As blogging solutions continue to evolve, they are even making it possible for companies to route posts through an approval-based workflow process that has full audit capabilities. Take advantage of those capabilities.

On a somewhat similar note, organizations must also decide how they want to handle comments. Since comments provide readers with an opportunity to respond to a blog entry, they open the door to the possibility of negative or even offensive information getting posted. This is why some blogs (both personal and corporate) require registration before readers can comment and also why some blogging solutions enable comment "moderation." With comment moderation, organizations can screen responses before they are posted. (This is definitely something you should consider before you select a blogging solution.)

A company may also decide to develop official blogging guidelines or establish a corporate blogging policy. For an example of well written blogging guidelines, see [Thomas Nelson Blogging Guidelines](#). IBM encourages its employees to blog, but with a warning. The company posted draft rules on their intranet for employees for when they write about IBM.

In general, all of this will vary widely depending on your company, the nature of your blog and the person who is writing it, so be sure to spend some time thinking about these issues **before** you get started.

## Prepare for Emergencies

As we've discussed, doctors often go through extensive preparations prior to performing procedures and they usually have a plan in place to deal with unexpected complications. Similarly, any business starting a blog should be prepared for "emergencies."

Boeing's Randy Baseler faced this exact situation. When the company expelled its CEO Harry Stonecipher for his affair with Boeing's vice president Debra Peabody, blog readers anxiously awaited Baseler's response to the news. Instead, Baseler didn't post for two weeks and then his first entry after the incident said, "We've had an interesting couple of weeks as a company, that's for sure. But none of that has made a bit of difference down here on the ground. The focus at Commercial Airplanes is, as always, on our customers and on the future."



In general, businesses with a crisis communications plan are better equipped to quickly respond to a negative situation. This could be as simple as designating one person (with the authority and the expertise) to monitor and quickly respond to potentially damaging comments or references to the company in Web forums, Web sites, [search engines](#) and chats. Depending on the exact nature of your organization, it would be worthwhile to consult with PR, IR or legal experts to determine what level of plan might be appropriate.

### LAB 3: TAKING THE FIRST CUT!

Got your blog set up and ready to meet the world? Now what to write about? Remember your blog's purpose when thinking about topics. A good place to start is with an introduction and an explanation of the blog's purpose and/or why your business decided to start a blog.

With that first entry out of the way, what should you blog about next? Consider some of the following ideas or sources:

- industry updates and news
- research reports or industry surveys
- industry-related events
- tips related to a topic
- lessons learned from customer service, organization or decisions
- product reviews (not of your product, obviously!)
- comments from customers and bloggers
- elaborate on other bloggers' posts (don't forget to use [trackback!](#))

Any of these should help you get started on your next post. And remember, some of the best corporate blogs revolve around the thoughts and personal experiences of the contributing bloggers, so don't be afraid to give this a try.

#### **Ensuring the Health and Well Being of Your Blog**

One of the best things about blogging is that it does facilitate a two-way conversation with an audience. However, it shouldn't come as a surprise that spammers have already found a way to infiltrate the blogosphere. "Comment Spam" typically involves a message such as "I like your blog" followed by a link to the commenter's Web site. Fortunately, most blogging solutions provide a means to delete such spam, so be sure to check comments frequently to make sure they are legitimate. (This is another argument for using a solution that enables comment moderation or filtration.)

But what do you do when you get negative feedback? If it's related to the entry, it depends on the content. In general, it's best not to delete the comment. Readers notice this sort of thing and it could result in lowered trust. The best option is usually to write a professional, well-worded response. That crisis management plan could come in handy here.

## Driving Blog Traffic

To ensure that you are attracting a steady stream of readers to your blog, it's important to promote it. Constantly. First and foremost, consider issuing some level of announcement. This might not necessitate a formal press release, but perhaps an e-mail notification to customers, partners, or the appropriate audience might be in order. Then, be sure to include your blog's URL wherever you can: on your business cards, corporate collateral and so forth. Depending on the nature of your business and the focus of your blog, it might also be worthwhile to include a link to it from your Web site's home page.

Trackbacks (and comments) are another great way to drive more traffic to your blog, since someone might read the comment or trackback and decide to check out your blog through the link you provided. To use trackback, find a blog entry you want to comment on in detail on your own blog (rather than simply commenting on the original entry). Once you have finished drafting your post, publish it in your blog along with the trackback link to the blog that spurred your thoughts. This ties your entry with the blogger's entry.

There are two ways to find the trackback link. The first example is found at the end of the entry, it might say "*Trackback URL: <http://www.whatever.com/trackback1.cgi/123>*" (see figure 4) — copy and paste the link into your blogging application's trackback area, or include it within your entry if your blogging application doesn't have a trackback feature. The second example will simply be the word "Trackback" as a link. Click on the link to grab the trackback URL.



Figure 4. Example of a Trackback URL.

Doing this regularly (and genuinely, of course!) increases your blog's visibility by getting your link and name out there. On a very important, somewhat similar note, *always* reference and/or link to the source when writing an entry based on information received from another blog, article or other external resource. The resource might find out that you referenced it and appreciate it. It could earn another reader, a link back or maybe a mention from that source in the future.

Adding your blog to tools like [Technorati](#) provide another way to increase awareness of your blog. Technorati can tell you what other blogs are linking to yours and what people say about your blog, your company, or your products. Enter your keywords related to your business and Technorati sums up the hottest conversations and blogs on those keywords. Check it out and see what it can do.

Similar sites include [Blogdex](#), [blo.gs](#) and [Blogwise](#). [Yahoo](#) has a list of these resources and portals. Listing your blog in as many of them as possible will increase your blog's visibility. Some of these sites also allow you to enter a keyword or topic, and in return, you get a list of blogs covering the topic or related conversations. This provides a way to monitor discussions about your industry, company and competitors.

Finally, keeping an eye on trends will make sure you stay top of mind with readers. For example, say you post a new entry on a Thursday and see a spike in readership (through monitoring the number of hits you get, or the number of RSS subscribers you get) for the month on that Thursday and Friday. Make a note of the blog entry topic. Compare your blog hits with your blog topics and see if there's a trend - what works well and what doesn't?

### **RSS Rx**

Really Simple Syndication (RSS) is a way to quickly syndicate Web content and make it more accessible to readers. For example, a blog with RSS feeds helps it reach a wider audience than a blog (or an email newsletter, for instance) would do alone. Adding RSS feeds to a blog involves little cost or time, if any, as most applications come with the capability.

With RSS, you can list your blog in many portals and directories. The following is an abridged list. For a detailed list and instructions on how to submit, check out [Robin Good's list](#) (this link is a permalink so you can jump right to the list without searching his blog for it):

- [Bloglines](#)
- [Feedster](#)
- [Moreover](#)
- [NewsIsFree](#)
- [Syndic8](#)
- [Yahoo Directory](#)

RSS also makes it possible for other sites to syndicate your content, which increases your link popularity. [Google News](#) and [Yahoo News](#) rely on syndication for updated news content. All the stories listed come from other resources. Imagine what it would do to your traffic to be listed on news portals like these.

```

<?xml version="1.0" encoding="utf-8" ?>
- <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#" xmlns:dc="http://purl.org/dc/elements/1.1/"
  xmlns:sy="http://purl.org/rss/1.0/modules/syndication/" xmlns:admin="http://webns.net/mvcb/"
  xmlns:cc="http://web.resource.org/cc/" xmlns="http://purl.org/rss/1.0/" ?>
- <channel rdf:about="http://blog.marqui.com/" ?>
  <title>Marqui's world</title>
  <link>http://blog.marqui.com/</link>
  <description>SHOWCASING OUR IMAGINATION</description>
  <dc:creator />
  <dc:date>2005-06-07T12:46:20-08:00</dc:date>
  <admin:generatorAgent rdf:resource="http://www.movabletype.org/?v=3.121" />
- <items>
- <rdf:Seq>
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/06/marqui_is_ubiqu.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/06/spam_analyzer_s.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/wanted_entrylev.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/i_lost_my_blog.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/the_allpowerful.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/rss_blogs_podca.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/blogging_easy_a_1.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/debate_on_corpo_1.html" />
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  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/perfect_that_um.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/does_the_mainst.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/live_ps_of_acti.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/technorati_blog.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/time_for_monday.html" />
  <rdf:li rdf:resource="http://blog.marqui.com/archives/2005/05/syndicate_this.html" />
</rdf:Seq>
</items>
</channel>

```

Figure 5. An RSS feed looks like gibberish without a feed reader.

More and more readers are also starting to use “feed readers” (see examples below), because it brings all their favorite sites’ content to them in one place. You want to have this group covered, too. Having a combination of a blog, an RSS feed and even an email newsletter raises your chances of reaching readers who have different preferences on how they receive information.

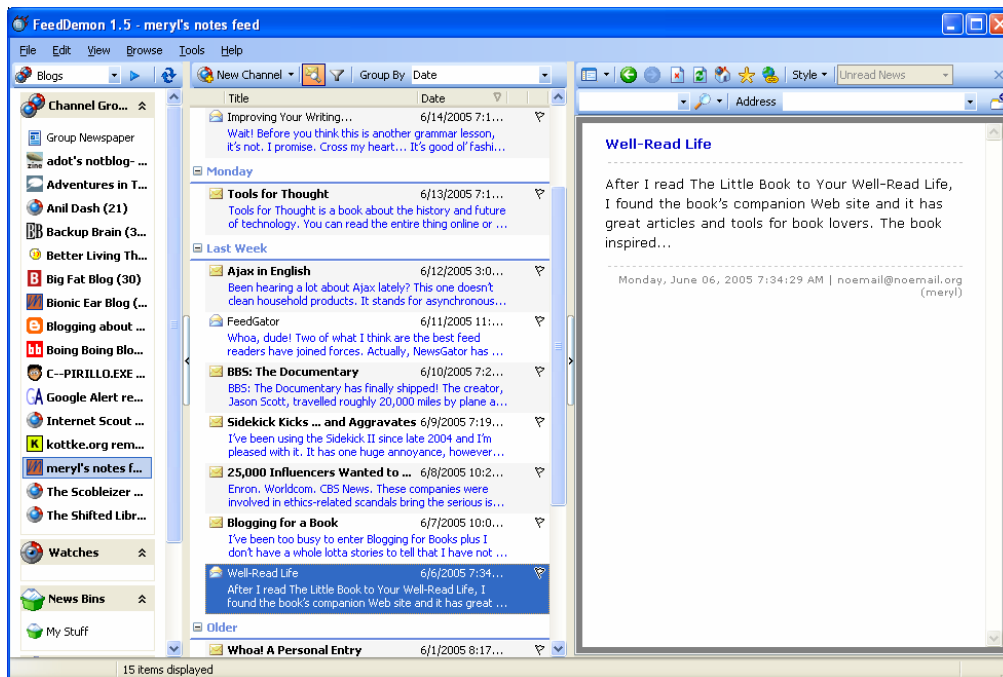


Figure 6. FeedDemon, a stand-alone feed reader application.

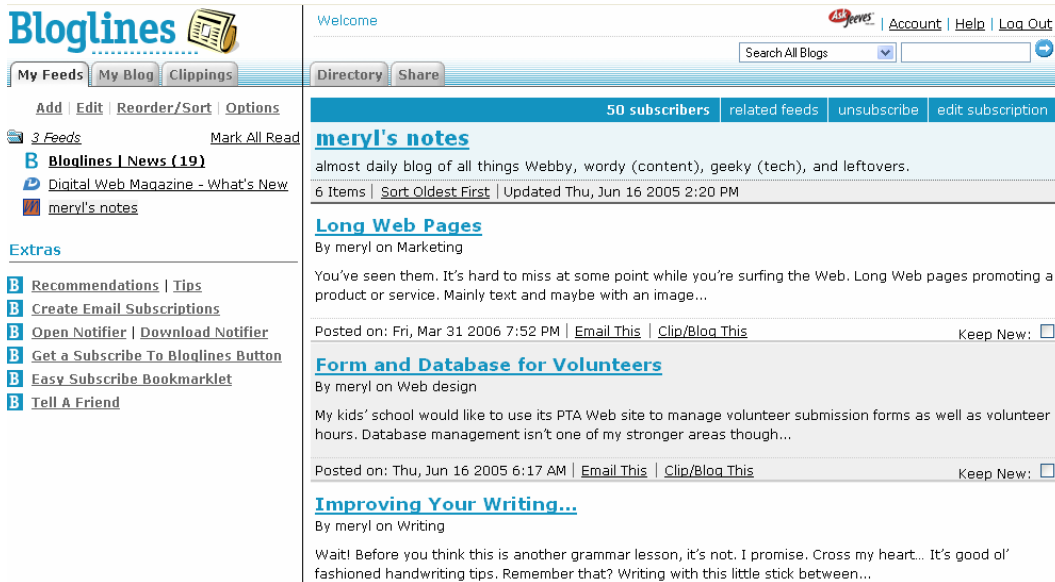


Figure 7. BlogLines, an online feed reader.

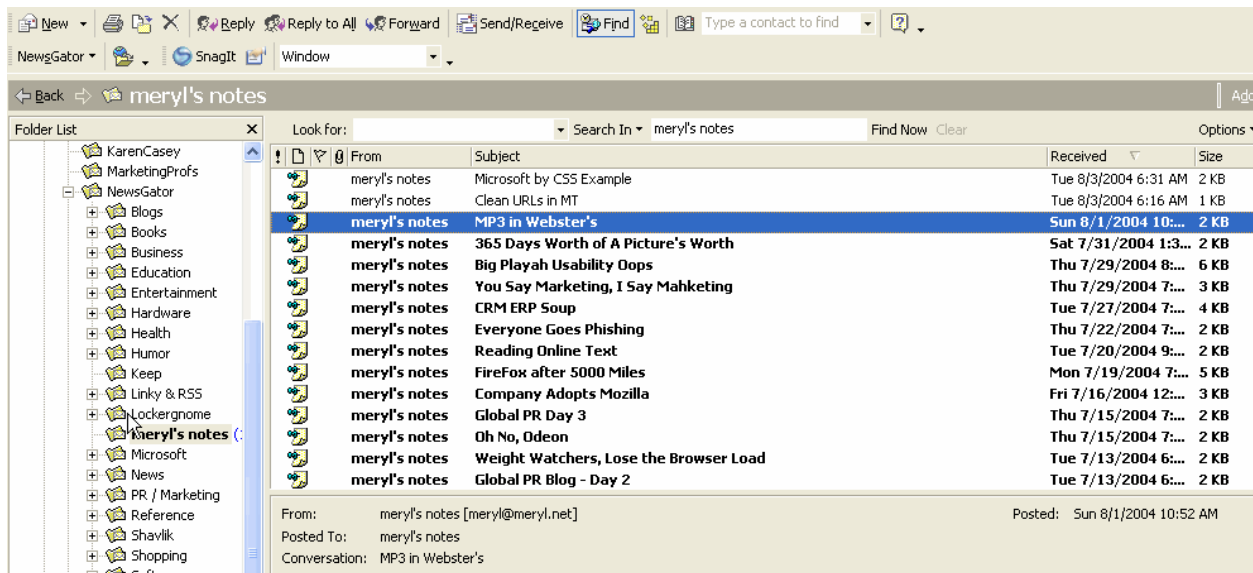


Figure 8. NewsGator, an email-based feed reader.

**LAB 4: GRAFTING BLOGS TO YOUR MARKETING MIX**

Blogs have already proven to be beneficial for many businesses. In an [interview with Naked Conversations](#), Jonathan Schwartz says, "Blogging hasn't just moved the needle for Sun Microsystems, it's moved the whole damned compass." Indeed, evidence shows blogs are an excellent complement to other marketing activities and offer a powerful new way to market products and services.

## Tracking a Blog's Success

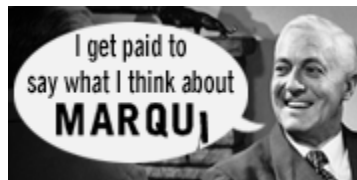
Measuring a blog's success is similar to tracking Web site metrics. Logs can be created behind-the-scenes to provide details such as "hits per day", hits per month, and Web sites that referred readers to the blog. Tracking "hits" will depend on the tracking application you use. You can't depend that for every "hit" a person came to your site. As with any web site, if you have two images on your blog, then one person coming to your blog would equal three hits. If that person has trouble loading your blog, she might reload the page. That's another three more hits for a total of six from one visitor. If you can track unique visitors, that's a better metric for tracking the readership of your blog.

Web sites such as Technorati can also provide an estimate of the number (and nature) of other sites that are linking to your blog, so it's a good idea to monitor this on a regular basis. Sites similar to Technorati include [Bloogz](#), [Popdex](#), and [BlogPulse](#), and MyDensity.com provides a unique graphical representation of who is linking to you.

Of course, one of the best ways to measure the overall success of your blog is to benchmark progress against a starting point...which means you need to know where you started. Thus, before you start blogging, be sure to take a look at current metrics, such as coverage and number of links on Technorati, Web traffic, unique visitors, Google results and so forth.

## Case Study: Marqui PayBloggers Program

To provide an example of what Marqui has been able to achieve through the blogosphere, the company took a bold step when it started the PayBloggers Program. The program involved paying bloggers to post about Marqui, link to the Marqui site and openly state Marqui paid them to talk about Marqui. The company signed three-month contracts with 20 bloggers, and published their posts, no matter what they said.



In addition to developing a thick skin, Marqui achieved the following results through its program:

- Marqui's Google results went from only 2,040 (as of November 2004) to 278,000 in two weeks.
- The number of unique visitors to Marqui's Web site jumped to 150,000 in December.
- Marqui received more than 100 pieces of press coverage in everything from *Business Week* and *Forbes* to *Associated Press* on the blogging program alone.
- Marqui's CEO was named a nominee for *Fast Company's* Fast 50 for 2004.
- Marqui is mentioned in *Buzz Marketing with Blogs For Dummies*.
- Marqui won the 2005 Innotech Innovation Award and was also recognized by the Portland, Oregon chapter of the American Marketing Association for excellence in marketing.
- There has been a notable increase in the number of inbound leads and customer wins. Marqui's customer acquisition rate has grown by 43 percent per quarter.

### **What's this Gonna Cost Me?**

The price tag varies and depends on the tools you choose and your staff's time. Blogging solutions range from costing nothing to having a monthly charge to requiring a one-time fee. Maintaining a corporate blog, responding to comments and coverage, and reading related blogs for finding discussions to respond to and topic ideas can take hours each week. So plan accordingly. If you're going to do it, do it well. Indeed, *The Wall Street Journal* recently reported that companies have hired professional bloggers for \$40K to \$70K per year.

### **Integrating Blogs with Other Technologies**

Many blog applications exist solely for the purpose of blogging and nothing more. However, given the natural synergy between blogging and other marketing functions, such as news releases, e-mail campaigns and Web content management, many companies are interested in implementing a more robust solution.

This is why companies like Marqui are starting to combine blogging with other essential functionality, such as e-mail campaign management, document management, analytics and more. By adding blogging into this mix, it further reduces the number of applications users have to learn and allows for more fully integrated marketing initiatives. As a result, businesses will be able to post press releases, update news, enter blog entries, send email newsletters, edit Web content, and more with one user-friendly interface.

## **ADDITIONAL RESOURCES**

Those interested in learning more about corporate blogging or blogging from a marketing perspective, might find it worthwhile to visit a few of the following marketing-related blogs and publications.

#### [Adrants](http://www.adrants.com/)

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

#### [B2B Lead Generation](http://blog.startwithalead.com/)

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

#### [Brand Autopsy](http://brandautopsy.typepad.com/brandautopsy/)

<http://brandautopsy.typepad.com/brandautopsy/>

#### [BzzAgent BeeLog](http://blog.bzzagent.com)

<http://blog.bzzagent.com>

#### [Confessions of a Brand Evangelist](http://brandplay.typepad.com/confessions_of_a_brand_ev/)

[http://brandplay.typepad.com/confessions\\_of\\_a\\_brand\\_ev/](http://brandplay.typepad.com/confessions_of_a_brand_ev/)

#### [MarketingVOX](http://www.marketingvox.com/)

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

#### [Marqui](http://blog.marqui.com/)

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

[Online Marketing Blog](#)

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

[PR Machine](#)

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

[Seth Godin's Blog](#)

<http://sethgodin.typepad.com/>

[Touch Points](#)

[http://wizardofadscanada.typepad.com/touch\\_points/](http://wizardofadscanada.typepad.com/touch_points/)

[What's Your Brand Mantra?](#)

<http://brand.blogs.com/mantra/>

[WonderBranding: Marketing to women](#)

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

And of course, you can find more on [Del.icio.us](#) by using "[marketing](#)" as a tag or your business' industry.

In a [Knowledge@Wharton article](#), Wharton legal studies professor Dan Hunter says, "This is not a fad." Hunter believes blogging belongs right next to the printing press in terms of explosive growth in sharing ideas and information. Now, go forth and blog!

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