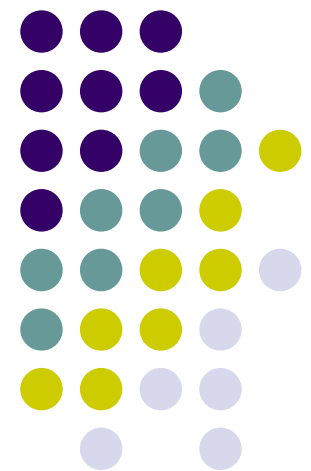


# PRNews

---

**Blog Measurement Webinar:  
High-Return Tactics for Measuring &  
Maximizing ROI in the Blogosphere**

**October 21, 2008**



[www.prnewsonline.com](http://www.prnewsonline.com)



# Understanding blog culture

## **Familiar format:**

- ⑩ Less “conversational” than other social media (forums, social networking sites, news commentary sites)

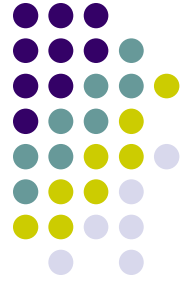
## **Different tactics:**

- ⑩ “No spin zone”
- ⑩ People organize faster
- ⑩ Cannot control message

## **Different culture:**

- ⑩ Less regulation
- ⑩ Value opinion over objectivity
- ⑩ Popularity less defined by reputation, more by writing style
- ⑩ News is viral

**FACT: 77% of all internet users read blogs**



# Immersing in blogs

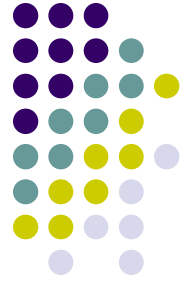
## Resources to find popular, relevant blogs:

- ⑩ <http://topsites.blogflux.com/>
- ⑩ <http://blogs.botw.org/>
- ⑩ Media Source and other research modules
- ⑩ Google and search engines
- ⑩ Print media

## Examples of blogs in action:

- ⑩ [Huffington Post](#) – Mike Smith provides commentary on the DNC
- ⑩ [Reuters](#) – Mike captures DNC moments through video-blogging
- ⑩ [The Hill](#) – Craig Newmark comments on issues that might otherwise be ignored during the election season

**FACT: Almost half (45%) of all internet users have started their own blogs.**



# Targeting bloggers

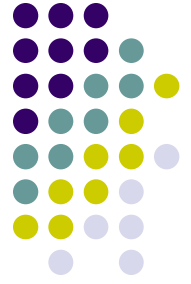
## Who to target:

- ⑩ News
- ⑩ Industry-specific
- ⑩ Geography-specific

## Determining the popularity of a blog:

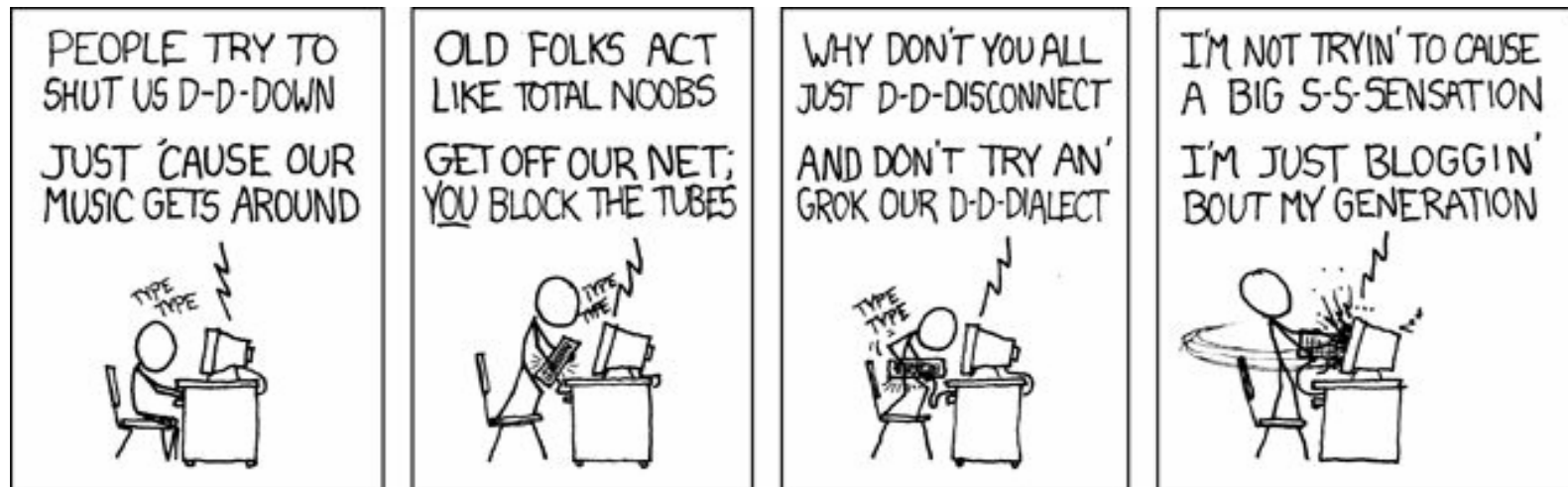
- ⑩ Number of comments per post
- ⑩ Quality of comments per post
- ⑩ Number of posts and regular updates
- ⑩ Reputation from other blogs – (example: [Weblog awards](#))

**FACT: Almost 30% of blog readers spend most of their time reading news/current affairs blogs**



# Catering the pitch to bloggers

- ⑩ Personal approach – wary of spam
- ⑩ Casual email, professional press release
- ⑩ Alternatives to press releases: links



**FACT: Almost 25% of blog readers spend most of their time reading opinions on products and brands**

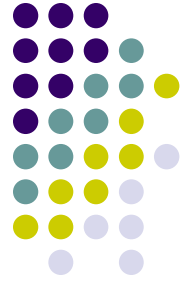
# Linking social media analysis to business objectives



- ⑩ **Create problem-focused content** – provide answers to common client questions or information that your prospects want and can use to solve a problem or meet a need.
- ⑩ **Focus on your customer** – it's not new media if you simply broadcast information. New media is about networked information, audience contribution, and communication

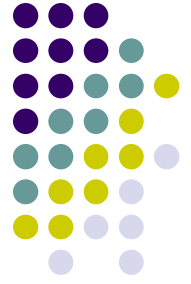
**FACT: 36% of internet users think more positively about companies that have blogs**

# Linking social media analysis to business objectives (cont'd)



- ⑩ “Over 75% of Fortune 1000 companies with websites will create online social-networking initiatives for marketing or customer relations purposes. But... **50% of those campaigns will be classified as failures,**”-Adam Sarner, an analyst with Gartner
- ⑩ “(Businesses) will rush to the community and try to connect, but essentially they **won’t have a mutual purpose,** and they’ll fail.” – Adam Sarner
- ⑩ **Mutual purpose** – to “serve both the company putting out the campaign and the audience interacting with it.”

**FACT: 32% of internet users trust bloggers’ opinions on products and services**



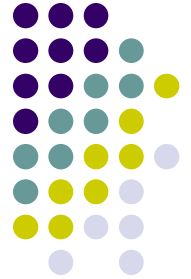
# The transition to new media

## Case Study: Craig Newmark

- ⑩ The Hill – regular pundit
- ⑩ Huffington Post – occasional editorials
- ⑩ cnewmark.com – the role of the personal blog
- ⑩ Google Question and Answer session – attended by bloggers

## Traditional media drives new media

- ⑩ Politico
- ⑩ PRSA speech this weekend (10/26)
- ⑩ Editorial boards – Washington Post, NY Times, LA Times, Columbus Dispatch



# Questions and Answers

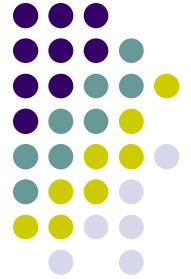
**GROK:** Taken from the book *Stranger in a Strange Land*, literally meaning “to drink” but taken to mean “understanding”. Often used by programmers and other assorted geeks.

*It took me a long time to **grok** Perl, but now I can read it without going blind!*

**NOOB:** A person who is new or inexperienced in a subject, usually an online game. Noobs are annoying and excessively stupid. Do not confuse “noobs” with “newbs”, who are inexperienced players that tend to be more mature and strive to become better.

*My colleague is such a noob – she says she can’t figure out how to blog even though it is so easy to learn.*

**Statistics provided by Universal McCann, March 2008**  
**Comic by XKCD, [xkcd.com](http://xkcd.com)**



## Thank You for Attending!

**Blog Measurement Webinar:  
High-Return Tactics for Measuring & Maximizing ROI in the Blogosphere**

**October 21, 2008**

### **Presenters:**

**Paula Berg**, Manager of Emerging Media, Southwest Airlines; [paula.berg@wnco.com](mailto:paula.berg@wnco.com)

**David Phillips**, CEO, Internet Reputation Services; [david.g.h.phillips@gmail.com](mailto:david.g.h.phillips@gmail.com)

**Michael Smith**, President, Michael Smith Business Development, Inc. [mike@michaelsmith.biz](mailto:mike@michaelsmith.biz)

### Moderator:

Norman Clements, International Operations Director, Cision, [norman.clements@cision.com](mailto:norman.clements@cision.com)

### **About PR News**

Published weekly, PR News is the knowledge resource for professional communicators building the bridge between public relations and the business bottom line. Now in its 65th year. PR News family of products includes PR News, the Platinum PR Awards, PR People Awards, the Nonprofit PR Awards and CSR Awards, Going Green Guidebook, The 100 Best Case Studies Book, Guidebook to Best Practices in CSR; Guidebook to Best Practices in Measurement, Crisis Management and Media Training Guidebooks and PR News Webinars.

**Visit us at  
[www.prnewsonline.com](http://www.prnewsonline.com).**