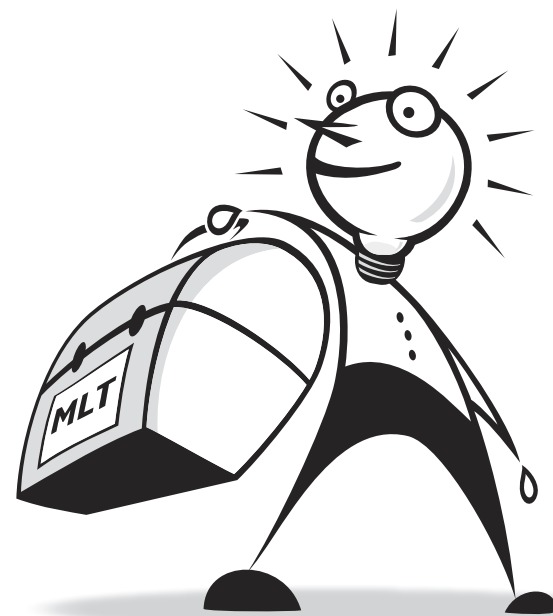


B2B BLOGGING eBook

Basics, Best Practices ... and Blunders

By Mark W. Schaefer



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Why are we blogging?

If you're reading this eBook, you're probably working on a blog for your company, or perhaps considering one.

And it's very likely that at some point in this process you've asked yourself, "Hmm... tell me again why we're doing this!"

There are lots of good reasons – and you've probably heard them all – but we contend it all gets back to one thing...



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Making money.



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Money? Really?

Really.

Here are a couple of ways to do that through a blog.

*Let's start with the ultimate marketing goal of any business.
To stand out. To differentiate yourself by creating insanely
great value for your customers.*

If you understand how to execute a blog well, this is a chance for your voice to be heard above the din of those competitors. And more important, it gives your stakeholders a chance to talk back. To interact, to engage, to actually build an emotional connection with you and your brand. Wow. All that from a blog? You bet. And it gets better.



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How can it **get better?**

Somehow I knew you'd ask that question.

How about getting your company and product found on the Internet? No matter what product or service you're selling, if you're not online, you're invisible.

One of the under-appreciated benefits of having current content on your blog is the boost you get with the search engines. Google, Bing, Yahoo and the rest want to connect people with the freshest, most relevant content. And there's nothing fresher or more relevant than a blog.

Are you spending thousands of dollars on behind the scenes search engine tips and tricks? The search engine benefits of a blog can even exceed the results of an SEO alchemist.



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Many B2B sales cycles are long and the stakes are high. Potential customers want to get to know you, trust you, maybe even fall in love with you.

The days of executive retreats and long days chatting on the golf course are over. How does a customer get to know you? *REALLY* know you?

You might not be able to see your prospects or even talk to them every day but a blog offers one more connection point – and perhaps a **UNIQUE** connection point – to make your case, tell your story, and demonstrate the values of your company.

Studies show visitors spend more than 50% more time on a B2B blog than on a consumer-oriented site. Your customers are hungry for information. This is a great way to deliver.



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Think about it.

Blogging just might be one of the greatest opportunities to nurture B2B sales relationships since the account manager!



Does your company **really need a blog?**

To blog or not to blog is a raging hot topic at many companies today. Blogs in a complex corporate environment can be difficult to manage and politically charged.

Are they worth it?

Does every company even need a blog?



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The many **benefits of blogging**

One thing to consider in today's world of “inbound” marketing: A corporate blog is not just a blog!

You may not need every social media weapon in your arsenal and you should diligently assess your goals and resource limitations, but blogs do play an increasingly important role in the world of corporate communications. While it may not be obvious at first glance, there are lots of potential benefits:

Differentiation. Does your competitor blog? If the answer is no, that may be the best reason to start one! Blogging may create a point of differentiation for your company and an opportunity to establish industry thought leadership.

Help customers find you. A powerful benefit of a content-rich blog is the advantage you receive through optimized search engine results. Search engines such as Google and Yahoo will credit your site for fresh content laden with important keywords – resulting in better search placement for you.

Multi-media broadcast channel. Embed video, photos, audio and slide presentations in your blog. Don't think of it as just words on a page. A blog is your company's private broadcasting network.



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The many **benefits of blogging**

Crisis communication. An established blog can be a crucial way to disseminate information amid chaos, a way to dispense the facts quickly.

The new trade press. With traditional media in decline, blogs fill the void for marketplace news and information. In a recent poll of B2B purchasers, blogs were perceived as having the highest credibility of any information source (ahead of word of mouth).

Ownership. If you're relying on Facebook to tell your company's story, you might consider that according to that company's terms of service, they own your content. The content developed for a blog on your website is yours alone.

Cost-savings. A recent B2B survey showed that the cost of inbound sales leads (driven to you through the web) was 60 percent less expensive than the traditional "push" methods. And blogging is a great way to re-purpose content you've already invested in.



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Are you **built to blog?**

Think you're ready for this? First, let's take a hard look at you, your company and your business goals to make sure you're prepared and organized to do this well.

The biggest predictor of success may surprise you. It's not having great ideas, or a big budget, or even a team of willing and capable writers. It's your company culture.

Before you start a blog at your company... even if it's strategically the right thing to do... even if your competitors are doing it... even if marketing is screaming for it... you have to ask yourself: "Can our company culture support and sustain this?"



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A matter of **culture**

If putting your company out there in an honest, engaging, content-rich platform goes against the natural grain of the company culture, short-term success may not be possible. And a blog is not going to change the culture.

The culture is the culture.

It's easy to come up with plans and ideas for a blog. But making those ideas really stick and make a difference depends on the inherent resistance within a company.



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Warning signs

What are the signs of a highly-resistant culture?

- Hoping for a “grassroots” effort without executive sponsorship
- Top executives unwilling to be personally involved in content planning and reader engagement
- Influential executives actively lobbying against the effort
- All content must go through unwieldy approvals (Legal, HR, etc.)

Admitting failure before you even start seems negative and maybe even un-American, but it's not a forever kind of decision. Priorities change. People retire. Blogs get a second chance.

The key idea is to do a brutally honest assessment before expending political capital on an effort that demands long-terms commitment and active executive involvement.



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Moving Ahead

If you've done an honest assessment and don't think your company's culture will support and sustain a blog, that doesn't mean you can't be successful in other areas of the social web. And it may just be a matter of time and education before your management gets on board with blogging.

But if you think you have what it takes to blog, let's get moving and let's get organized!



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Building Blocks of blogging

Here are some other organizational building blocks you should consider before posting your first blog:

- Determine the goals of the blog, how it relates to the company strategy, and how success will be measured and reported.
- What existing best practices can be adopted?
- How can our customers help create our blog?
- Who will be responsible for content and planning?
- What is the approval process?
- Who handles comments and engagement?
- How do we promote the blog?



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Let's get **blogging**

Now that we've covered some of the fundamentals, let's put ideas into action. We'll cover some of the most common questions from beginner corporate bloggers.



What do I **write** **about?**

Always keep your target audience and business objectives in mind. If you're consistent and interesting, your audience will find you!

Try to have a mix of posts that includes:

- Customer “how-to’s”
- Industry observations
- Trends, issues and events
- Company news
- Commentary on market
- Customer features



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Inspiration points

Re-purpose existing content, videos, whitepapers, PowerPoint presentations, and company speeches. Blogs are a great way to leverage the investment you put into content in other places!

The questions your customer ask through your blog, meetings and service requests are a great indication of their interests and needs!

Go to a relevant LinkedIn forum. What are people asking about? Write an answer. That's your post!

Comment on articles that appear in industry journals, blogs, and trade magazines. A great way to establish your voice of authority on an issue.

Look at possibly including news from internal communication activities on your blog.



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Quality or quantity?

Many blogging advisors suggest a focus on quality over quantity of blog posts.

We think you need BOTH to attract and retain an audience.

For example, posting one excellent article every year, or even every quarter, won't condition your readers to expect content from your company.

To optimize both your ability to build an audience and your search engine capabilities, we recommend a fresh, interesting post at least once a month and preferably once a week.



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And for **good** **measure**

... make it “entertaining.”

Corporate blogging is becoming a crowded space and there are a lot messages out there vying for your customer’s attention. To stand out, you probably need to add a little spice, a little creativity, a little fun to your posts.

This example from GE combines science, art, music, video and customer contributions all in one fantastic post. Something like this can really grab attention!

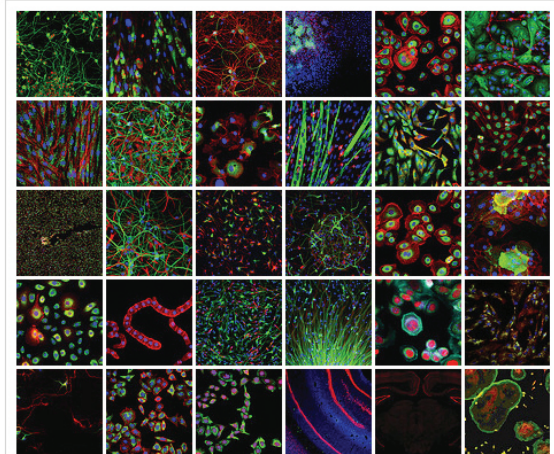
GE reports.

Your source for what’s happening at GE.

Search Results

Broadway boogie: Cell art winners light Times Square

Glittering Broadway marquees and flashing neon are the norm in New York City’s Times Square. But each year, three scientists get to join the dazzling display when their winning entries from GE Healthcare’s IN Cell Image Competition are broadcast on NBC’s giant high-definition TV screen. This year’s competition featured over 80 intricate shots generated by scientists from more than 10 countries using the IN Cell Analyzer system — which combines a microscope, camera and powerful software to take images of fluorescently stained cells and then analyze them. The goal is to better understand diseases and evaluate new drug compounds for treating them. As we [described in our recent story](#) about the competition’s kick-off, the images produced are so vivid and stunning that they could easily be taken for gallery works. In the first two videos below, this year’s winners are seen in New York last week — with their works of art flashing above — and some of GE’s customers describe how critical the technology is to their research.



Night at the museum: Click on the wall of images from the contest to start a slideshow. The images were shortlisted by a scientific panel and the winners were determined through a public vote. The three winning images were featured in Times Square from March 5-7.

Where do I **find** **the time?**



It's important for your company to devote appropriate resources to your blog.

At a minimum, you should aim for one 300-500 word post per week. That doesn't sound too bad does it?

For many companies, blogging is a strategic imperative. That means it should probably take priority over some other marketing initiative, not just be an add-on, right?

Blogging is a new way to connect and communicate with your stakeholders. So this activity cannot simply be an afterthought.

Commitment and consistency are essential to a successful blog! Be realistic about what you can accomplish. Remember to work within the framework of the company culture.

Always allow enough time for necessary corporate approvals.



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Who should blog?

The answer to this question varies from company to company. It might be an executive, a staff marketing/PR person, or a team of people.

Your blogger(s) should:

- Enjoy writing and be able to do it in a personal and entertaining manner
- Know the company and its customers inside and out
- Have the time to do the job properly

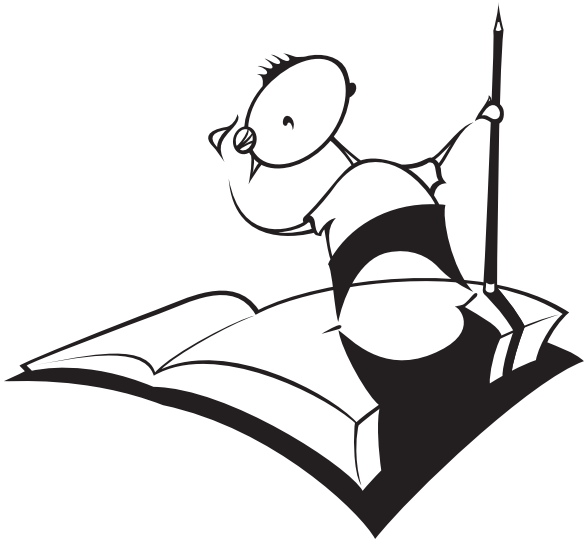
It's best to have one lead person assigned to coordinate the content plan, edit posts and manage the community.



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Should our **blogger** be a team, or a person?



Unless your company has a celebrity-level personality ready to commit to the company blog, it's almost always better to have a team approach if resources permit.

Some of the benefits include:

- More diverse perspectives
- Spread out the workload
- Attract larger, more diverse group of potential readers
- Success not dependent on one resource
- Continuity in the case of attrition

In either case, it's ideal to associate a smiling face with the blog authorship. It's easier for readers to identify and connect with a real person than an anonymous team.



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Can I **outsource** blogging?

Outsourced blogging can be a viable, effective option when a company can't staff a blog properly. However, there are some blog activities that should always be managed internally:

- 1 Content aimed at a personalized connection – such as responses in a blog comment section – should be authored by a company executive, not a ghost writer.
- 2 Content plan should be supervised and approved by the company.
- 3 If ghost-writing for an executive, the executive should provide general ideas for the topic and ideally a few bullet points. Obviously the executive should approve every blog post before publishing under their name.
- 4 Ghost bloggers should be provided with access to company executives and relevant customer information.

Attribution to contributing writers should be provided somewhere on the blog.



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How do I **build** a **community**?

Communities are generally built two ways:

Around a personality – A good example of this is Bill Marriott's personal blog for his hotel brand or Randy Tinseth at Boeing →

Around information sharing – Such as support for technical problems. A great example of this is Caterpillar's technical support center. People form community by helping each other.

So community is not necessarily achievable for every business situation.



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So why is **nobody** commenting?

While comments can easily exceed the length of a blog post on political, entertainment and news sites, commenting is usually not a good measure of engagement on B2B company blogs for a number of reasons.

Statistics show that more than 80 percent of blog traffic is represented by new visitors every day. This indicates that most people are coming for specific information, not necessarily to be part of a “community.”

Research also demonstrates that many people feel “engaged” but never actively comment. In fact, you can only expect about 2 percent or less of your readers to comment.

The commenting could be taking place on professional sites, Twitter and email beyond the orbit of the blog.

Many companies limit participation in social media sites.

Competitive considerations may also inhibit public conversation.



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How do I measure success?



The good news is that compared to traditional media, there are so many opportunities for measurement!

If you started blogging to support an overall marketing strategy (and you DO have one, don't you?) then you should be able to answer this question:

What behavior am I trying to influence?

Perhaps you want your audience to perceive you as a market leader, or you want them to buy (or sell), register, enroll, download, upload, place a call, donate, comment, recommend, or any other behavior that is important to your organization.

Start there. Then match the metric to the behavioral change you're trying to elicit.



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Can I **measure ROI?**

We feel strongly that any marketing activity should be tied to measurable goals that contribute to shareholder value.

You can absolutely track new sales or sales leads from blogging and other social media activities with the right inbound marketing tools.*

Without these tools, it can be difficult calculate absolute return numbers you can attribute exclusively to your blog.

If you set specific goals for leads and sales for a period of time, you can directly measure your return on blogging results against those goals. According to a recent HubSpot study (<http://bit.ly/9GhbsT>), companies that blog have far better marketing results. Data showed that blogging regularly yielded 55% more website visitors, 97% more inbound links and 434% more indexed pages, which further enhance SEO results.

Steady, relevant blogging can lead to increased visitors to your site creating more opportunities for lead conversion, which directly results in increased ROI.

*MLT Creative uses HubSpot.

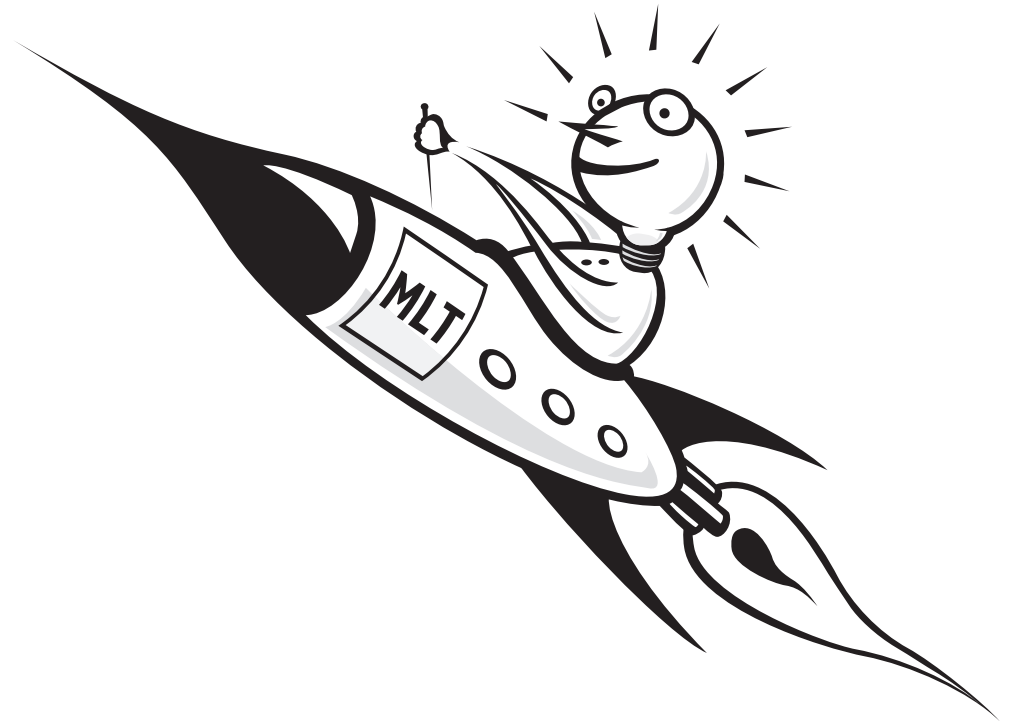


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Ok, let's look at elevating your blog by focusing on

- **Content**
- **Conversions**
- **Conversations**



How does **corporate blogging** differ from **personal blogging**?

*If you're an experienced blogger moving into the corporate world for the first time, you may be in for a **SHOCK!** Let's look at the important differences:*

- Despite whatever your main line of business is, when you blog, you become a publisher. Your blog is a permanent and searchable record that can be used by competitors, litigants, regulators and other people who would wish to do you harm. Your public record is a big deal in the corporate world.



How does **corporate blogging** differ from **personal blogging**?

- The number of new blogs at large corporations has flat-lined while blogs have had double-digit growth at small companies. One reason for sluggish blogging at large corporations is a perception that they fail to meet results as measured by typical corporate standards. Blog efforts may be difficult to track back to traditional measures such as ROI.
- While personal blogging is passionate, personal and friendly, it's more challenging for many B2B marketers to capture that attitude in a business or technical organization.
- Because B2B marketers aren't trained to write for blogs, many blogs read like press releases. And let's face it, that's no way to start a conversation!
- Turf battles between legal, PR and marketing are not helping the situation either.

***So while the advantages of blogging are undeniable, it may not always be easy.
Let's look at some ways to elevate the effort!***

How do I take the **politics** out of **company blogging**?

- Everything starts with strategy. The blog must be aligned to strategy or you are doomed.
- You must have executive sponsorship... not necessarily involvement, but at least understanding and commitment. There is no such thing as a grassroots blogging effort.
- Manage expectations around realistic results. Build quick, measurable wins into the effort.
- If lawyers are raising legal issues, listen to them. Develop a robust framework everybody can live with. With that plan, lawyers should be able to step out of the daily blog life and not require approval of every post.



How do I take the **politics** out of **company blogging**?

- Create a social media policy. This is essential, especially in large companies with many people involved in content development. There are many resources and examples on the web to help you craft a policy that fits the culture of your company.
- Regarding “ownership” of company social media/blogging efforts within a company, there should be a clear accountability, just like there would be for any marketing effort. Basically, whoever “owns” the social media policy “owns” the social effort. That should end turf wars.
- Have a well-understood approval process, especially as new bloggers are just starting out.



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How do I set a **strategy** for my blog?

OK, so it all starts with strategy. Where do we begin? Well... you DO have a strategy don't you?

For most large companies, a well-defined and tested marketing strategy is at the heart of the company's business plan. Smaller companies may struggle in this regard, especially in a rapidly-changing market. At a minimum, you should be able to answer:

- Who are my customers ? (demographics, buying patterns, geography, etc.)
- What are their unmet, or under-served wants and needs? (This is different than “what do I sell”)
- Who are my competitors and what is the nature of competition?
- What are my points of differentiation? (Why customers buy from us)
- How, and where, do I communicate these points?
- What internal and external factors will be affecting our ability to compete and what counter measures are we implementing?

If you can answer these questions, the goals for your blog should also unfold!



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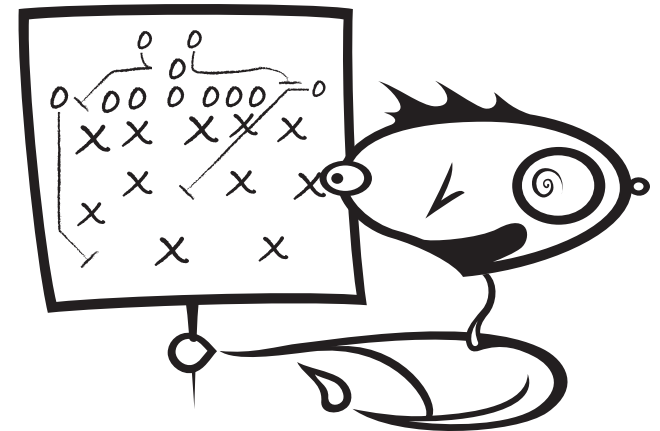
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Corporate strategy and blogging

It's essential that your blogging approach is consistent with business objectives. One of the biggest blogging downfalls occurs when content begins to take on a life of its own or strays from marketing realities.

So in the context of your overall strategy, think about the role of your blog as just another marketing communications channel:

- Should we have multiple blogs to support multiple customer bases?
 - How can we use our blog to educate, inform, and encourage more consumption of our product?
- Lots of ideas on this subject were covered in our MLT Creative blogging webinar. The recording of this podcast is available on our website.



Corporate strategy and blogging

- How do we link to key internal customer, PR, marketing, advertising and executive functions to create interesting, relevant and entertaining content?
- What are the competitive implications of a blog? How can we effectively position this as a point of differentiation? What are the topics we do NOT want to cover for competitive reasons?
- And most important, what are the appropriate success measures for our blog and how do they precisely align with our overall marketing goals

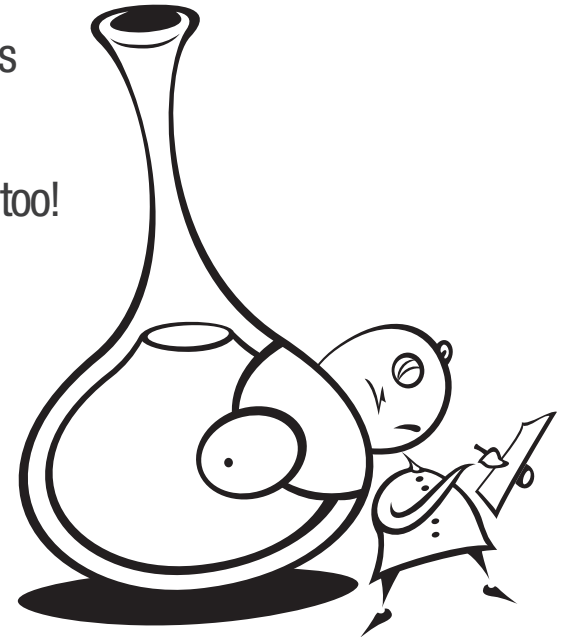
The **care and nurturing** of your company blog

With a strategy in place, looks like you're set to blog. Great! Now who is going to read this thing?

Remember that readership may not be the most critical objective of a blog when you consider the search engine, marketing, and crisis communication benefits.

Still, you undoubtedly want to build readership... and the relevant readers, too!

- Promote your blog anywhere you place an email address or phone number, including correspondence, business cards, newsletters, advertisements and other social web platforms like LinkedIn profiles.
- The best long-term strategy is to feature great content, varied topics, and compelling statistics, photos and graphics.



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The **care and nurturing** of your company blog

- Don't forget to promote your blog internally, too. Ask for co-workers to promote posts through their LinkedIn updates and Twitter stream.
- Engage with your readers as real people, not a company phantom.
- Make it easy to share your post through eMail, RSS feed, Digg, Stumbleupon, etc.
- Provide links to related blog posts to keep first-time visitors on the blog longer and allow them more time to get to know you.
- Make your blog accessible from your home page.
- "How to" posts often get a lot of traffic from search engines and can go viral. Don't assume everyone visiting your blog is at the same level. These types of posts often draw a lot of new visitors.
- To the extent possible, engage in other people's blogs. They will normally reciprocate. Engaging with a customer blog, for example, might be a great strategy!



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The **humanized** blog

A blog, like any marketing effort, is about making human connections.

It's a lot more effective making that connection when customers know there is an actual human behind it. While difficult in a potentially complex and matrixed organization, make it a priority to present a human side to your company.

Feature the soft side of your company and the people who are writing the blogs. Show their faces, tell their stories.

Use your blog as an opportunity to show the heart of your company and its employees.



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How do we get our company **engaged in our blog?**

First let's define "engagement." Most people think of this as written customer comments and discussion but when it comes to B2B blogs, that may not be a realistic goal.

Remember, there are probably only two scenarios that will drive comments:

- 1 When the blog is authored by an unquestioned authority with near-celebrity status, or
- 2 When the blog serves as a hub for community problem-solving.

So driving comments is usually not a realistic goal for a company blog.

But that doesn't mean there isn't **engagement!**

There are many people who may be engaged but don't necessarily comment...

- Key stakeholders like customers, suppliers, and even employees might feel uncomfortable leaving a public comment.
- Studies show that more than half of company employees any employees aren't even allowed to access the social web from their computers at work and even if they can, they may not be allowed, or enabled, to comment. Companies block employees from commenting or even accessing parts of the Internet during work hours.



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But that doesn't mean there isn't **engagement!**

- And even in the best case, only about 2 percent of the people who visit blogs leave comments.
- General Electric has this position on blog comments: “We don’t have an expectation that people will comment daily or even routinely, but we do make the option to comment available every day. We also do not look at GE Reports as just one site but more as a news and information “system” with key extensions on Twitter, YouTube, Flickr, email and RSS. So the commenting, interacting, downloading and sharing extends beyond the orbit of GE.com and out into this constellation of sites from GE.”

So before you commit to “comments” as a measurement of engagement, consider other indicators...



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The **meaning** of customer engagement

*While your blog may not necessarily be generating comments, you do want **ENGAGEMENT**.*

Whether you're just starting a B2B blog or have been blogging for a long time, you should be hungry to see results. Engagement can be demonstrated through

page views
tweets
RSS subscriptions

sales leads
downloads
registrations

time on site
unique visitors
returning visitors

... and other metrics commonly available through Google Analytics.

And don't forget the power of stories that won't make a chart. Having your blog mentioned positively in a customer meeting is worth 1,000 page views!

Engagement simply shows you're connecting with your audience in ways meaningful to your business.

Ideas to **create engagement** beyond comments

Here some ways to stir engagement:

Involve customers. Ask them what they want to read. Feature their ideas... maybe even invite them to do a guest post. Mention people and companies by name in your post. That's a sure-fire way to have them visit your blog!

Be controversial. Well... Maybe! After all, we are working for a company and usually controversy is *NOT* what we're after! But is there an opportunity to be appropriately provocative about a regulation or a development in your industry?

Pose Questions. People love to talk about themselves.



Ideas to **create engagement** beyond comments

Acknowledge every interaction. If people respond through comments, emails or a tweet, thank them and encourage them. Remember that “engaging” implies two-way communication! Consider it an honor when people connect with you.

Build momentum. If you see two restaurant parking lots and one is always full and the other is always empty, which would seem to have the best food? There is something to be said for “social validation.” If you’re not getting a lot of comments, including Tweetmeme (a simple counter to show how many times your post has been tweeted) or the number of page views at the top of your post.

If you’re just starting out, consider generating some initial action yourself. Have employees, business partners and others close to the company leave comments, tweet and promote your posts to show that interest exists for your ideas.



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Driving engagement to sales conversions

Building a relevant audience for your blog and connecting with them is important, but the ultimate goal is to move customers and sales leads to the bottom line. How do we convert blog visitors to sales?

- “Keywords” are the phrases your customers are using to find you. Look at Google Analytics to find common words people are using to find your company and products. Another free tool is SEMRush (don’t forget to hunt for competitor keywords too!). Do these phrases match your content subject matter? Be sure to make this a continuous and dynamic process.



Driving engagement to sales conversions

- Understand the buying cycle and the keywords used at various points in that cycle. Help customers find useful content based on where they are in that cycle.
- After developing your keyword list, be methodical about creating keyword-laden content. Your content writers should know about the basics of Search Engine Optimization and how to leverage it throughout their work. Remember to use the keywords your customers use, not internal buzzwords.
- Consider your blog as just one piece of an information eco-system constantly pointing sales leads to your products and services. Your blog posts can feed Twitter, LinkedIn and Facebook updates. YouTube videos and Slideshare properties can be featured on your blog. All should eventually point back to a call to action on your website.

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The future of the B2B Blog

In the rapid-fire world of the social web, blogging will surely evolve. What might the future hold and how should companies prepare for inevitable change?

Will blogging die? It was trendy to predict that micro-blogging (like Twitter) would kill blogging. But Twitter NEEDS blogging. Twitter is like the movie trailer but you still want to watch the movie. About 70 percent of all tweets link back to a blog. Content publishing through blogs is not going anywhere but it will evolve.

Make me laugh. Blogs won't die, but boring blogs will. The pressure to produce entertaining content will be keen as the roar of the social web becomes deafening.

Consolidation. There are too many blogs and it's becoming difficult for individual bloggers to compete against companies with a staff of paid bloggers. Look for consortiums to emerge – a group of individual bloggers contributing to the content of one themed-site.

This approach creates diversity of thought, consistency of quality content, regularity in publishing, and a greater opportunity to get the critical mass needed to monetize. For corporate blogging, this might mean deputizing many people in your company to blog (IBM is a best practice), or joining others in your industry to contribute online “trade” content.

The future of the B2B Blog

Aggregation. Sites that aggregate vertical themed content are becoming popular time-savers. For example, aggregating top industry headlines can make your blog more attractive as a customer stopping point.

Integration. If you're working the web well, you probably have content in a number of places like YouTube, Twitter and Slideshare. Provide a mechanism on your blog for readers to find your content wherever it might be. Look to integrate features like video, podcasts, forums, job boards, classifieds, chat features, and voting tools to increase value for readers.

Mobile. Today, consumption and creation of content happen not just on traditional computing systems like a laptop, but also on highly mobile devices. Imagine the volume of information we're going to create and consume when we have ubiquitous broadband speeds on our on-the-go devices. This trend is making creation even more immediate and collaborative. Platforms such as Posterous and Tumblr are trying to tap into in-the-moment blogging but who knows where it will lead? How about instantaneous video blog comments?

The **future** of the B2B Blog

New journalism. Blogging is already filling legitimate journalism niches left vacant by the decline in traditional media. The edges of what is, and isn't, blogging continue to blur. What does this mean to the corporate blogger? Blogs will increasingly be an important source of news stories, leads and product placement. How does your industry traditionally get information? If it is through dying institutions such as trade shows and publications, can your blog help fill the gap?

Facebook. No discussion of any aspect of the social web can exclude a mention of Facebook. This platform has leveraged partnerships, momentum, and an intuitive interface to become the web's most important social networking property. For millions of people, this is their ONLY home on the web. How its ubiquity and growing power will affect blogging remains to be seen... but it probably will. A presence on Facebook has augmented — and sometimes replaced — traditional websites. Probably the only thing keeping Facebook from being a dominant blogging platform is the issue of ownership — Facebook's terms of service dictate that they would own the content.



CREATIVE

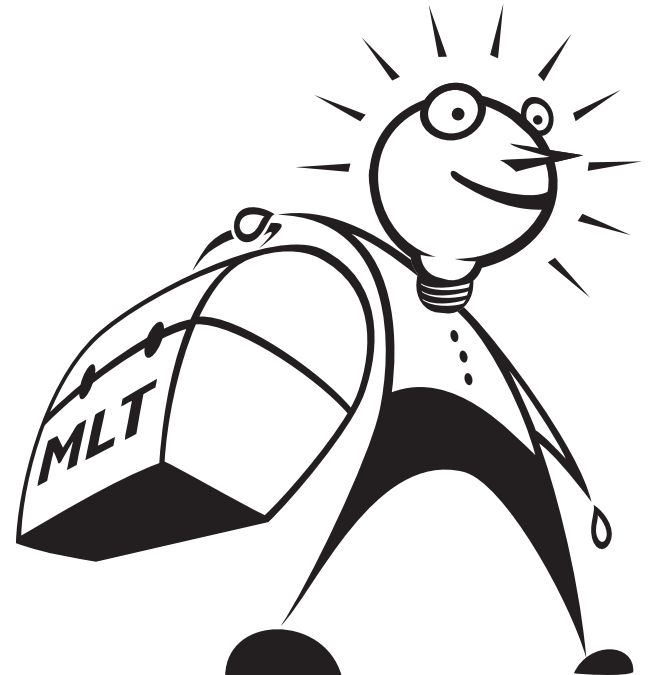
We make **ideas** work.

And finally....

Thank you for spending this time with us.

MLT Creative is proud to serve its blogging and non-blogging B2B customers with world-class marketing and creative support. The MLT Creative “Launchpad Process” inspires efficient teamwork and lays the groundwork for generating creative solutions and big ideas. It’s a framework based on maximizing the key moments in the course of a project when account teams get together to plan, brainstorm, create and execute.

We make ideas work. It's more than our motto, it's our mission.



But **don't stop now!**

You can't ever learn enough when it comes to blogging and the social web. So let's keep it going! Here are resources to help you continue your journey.

Some blogs that we adore: **B2B Bloggers:** www.b2bloggers.com

– *Jeremy Victor assembles info on all things B2B*

BtoB Marketing Magazine: www.btobonline.com

– *The industry standard for news in the field*

B2B Marketing Zone: www.b2bmarketingzone.com

– *Dr. Ben Hanna often provides original research*

{grow}: www.businessesgrow.com/blog/

– *Mark Schaefer applies practical B2B experience to the social web*

B2B Ideas@Work Blog: www.mltcreative.com/blog/

– *B2B marketing musings from our award-winning creative firm*

Savvy B2B Marketing: www.savvyb2bmarketing.com

– *A consortium of writers focus on social applications to B2B marketing and selling*



This B2B Blogging eBook has been provided to you by MLT Creative and prepared with the help of Mark Schaefer.



About MLT Creative:

MLT Creative, based on the east side of Atlanta, with a Northeast office in Rhode Island, was founded in 1984 by partners Billy Mitchell, Craig Lindberg and Glenn Taylor. Known as the Idea Launch Pad for B-to-B Marketers, MLT Creative's services include strategic planning, positioning, brand

development, advertising, direct marketing, inbound marketing and sales promotions.

Our tight-knit team may have taken different paths to get here, but the resulting blend is nothing short of seamless. At MLT Creative you'll find a seasoned staff of experts with decades in the business working alongside recent college grads with an eye for the future. This balance of perspectives converges in a collaborative environment that enables us to approach any project from multiple angles more effectively.

With our focus on business-to-business marketing, we bring an entrepreneurial edge, creative energy and strategic perspective to every project.

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About Mark Schaefer:

Mark Schaefer is a consultant and educator with more than 28 years experience in global sales and marketing. He has worked with companies ranging from small businesses and start-ups to brands such as Coca-Cola,

Heineken, Scripps Networks and Alcoa. Mark has advanced degrees in marketing and organizational development, has seven patents and is an internationally-recognized authoritative voice on social media marketing.

Mark has a very engaged community of professional marketers, communicators and social media enthusiasts that subscribe daily to his blog {grow}.

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