

THE BIGGEST INFLUENCERS YOU DON'T KNOW

Meet Columbus Bloggers:

- WALKER EVANS | ColumbusUnderground.com
- ALAINA SHEER | MsSingleMama.com
- LEIGH HOUSEHOLDER | Advergirl.com

7 WAYS TO BUILD BLOG READERSHIP

1. Make a plan

- Define your audience
- Choose your specialty
- Select a “repeatable” URL

2. Prioritize content

- Invest in memorable pieces
- Share new ideas
- Involve others

3. Write the way people like to read

- Have a big voice
- Use lists and bullets
- Integrate multimedia

4. Build networks

- Link, link, link
- Read and interact
- Respond to comments and ideas

5. Make it easy

- Prioritize subscription options
- Tweet the latest
- Work in series

6. Tell people about it

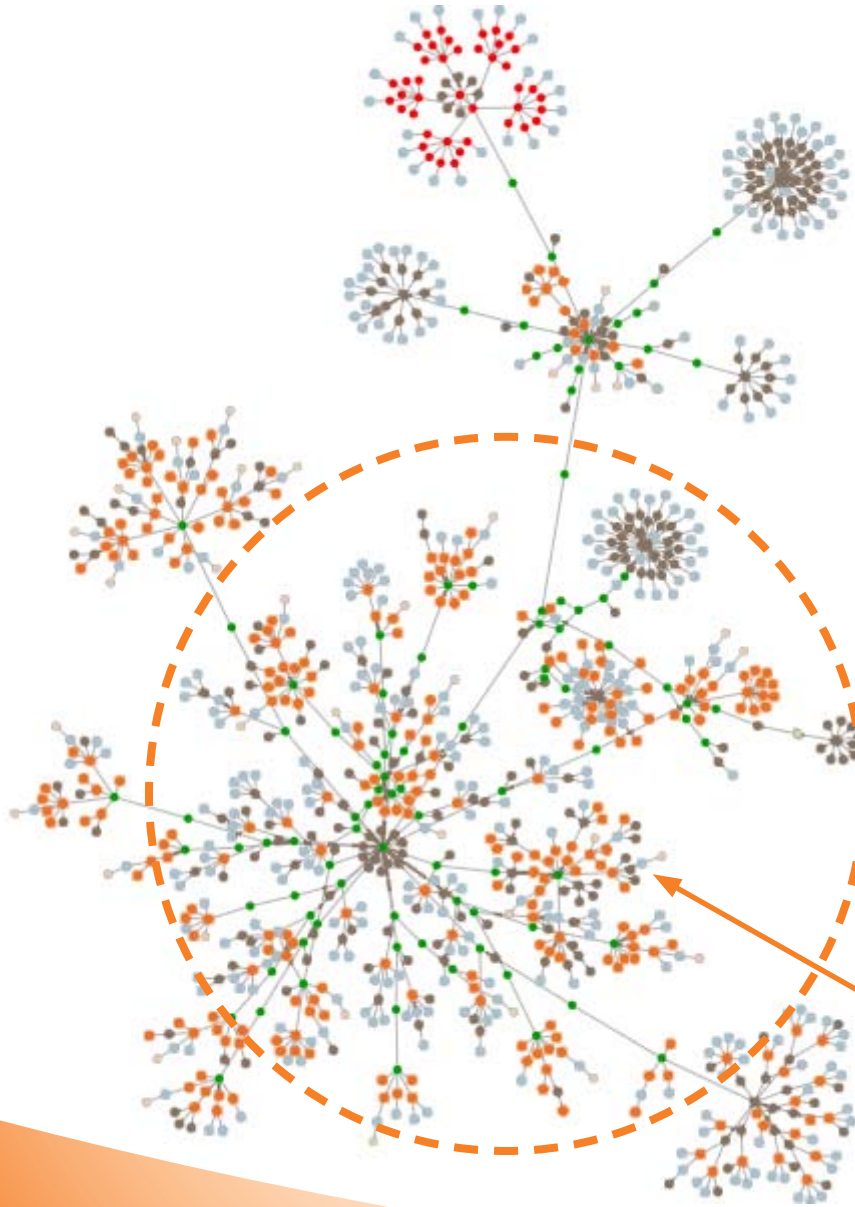
- Create anticipation
- Get podiums, bylines
- Add it to your email signature

7. Understand the tools

- Pick a powerful engine
- Use titles for search terms
- Track readership

68% of Americans Most Value the Opinion of
"Someone Like Me"

BLOGGER IMPACT

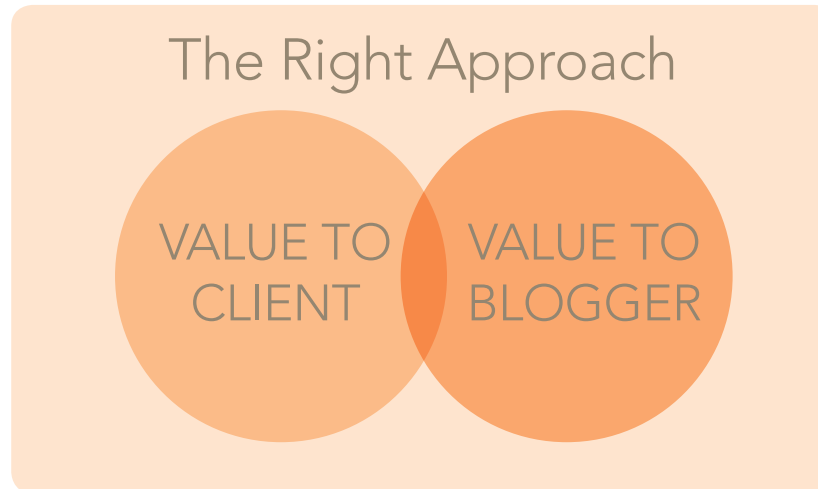


- Go deep on favorite subjects
- Most trusted amateur voice on the Web
- Boomerang to traditional media

Traditional Media

Blogs

HOW TO APPROACH A BLOGGER: THEORY



- What do we need to accomplish?
- How will a blogger **ENGAGE** with what we do?
Why will they be interested enough to participate?

Folklore at Crispin, Porter & Bogusky:

Alex Bogusky doesn't want to see scripts anymore.

"Don't show me a script, show me the press release."

HOW TO APPROACH A BLOGGER: EXAMPLES

STELLA



- unexpected
- exclusive
- rewarding

BULLSEYE

meet
DRAFTFCB

*"I'm proud of this work.
And I'm trying to get it out there.
Will you post it?"*

- personal
- direct
- approachable

NEW ROLE:

Create an
engagement
strategy

Tell an
authentic
story

Empower
social
spokespeople

HOW TO APPROACH A BLOGGER: DOs

- 1 Get to know your target
- 2 Be relevant or unexpected
- 3 Deconstruct content
- 4 Create fresh kinds of access
- 5 Provide exclusives

HOW TO APPROACH A BLOGGER: DON'Ts

STONE-DEAF SUBJECT LINES

“Sizzle It! Launches New Go-To Source for PR, marketing and advertising professionals”

NEWS: Fotolia Announces Partnership with Microsoft

IRRELEVANT CONTENT



MASS EMAILS AND PRESS RELEASES

“Bango mobile news – Embargo”

“FOR IMMEDIATE RELEASE:

Life’s Good for LG Electronics as Mindshare Connects Search & Display

New York, New York (September 29, 2008)—Eyeblander today announced ”

HOW TO APPROACH A BLOGGER: MAKING THE INTRODUCTION

READ ME & FOLLOW ME

- Know WHAT I write about
- Know HOW I interact

CONTRIBUTE

- Comment or question
- Get me to read you

ASK MY OPINION

- Let me help you
- Respect my ideas

SHARE AN IDEA

- Offer exclusives
- Create relevance

WHAT ELSE? THINK ABOUT HOW WE COMMUNICATE.



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