

Blogging For Business

Tap Into New Markets &
Reach Buyers One-on-One

Topics

- All About Blogging
- Why Blog?
 - Should YOU Blog for Business?
 - Should Your BUSINESS Blog for Business?
- Integration Into the Marketing Mix
- Risks and Rewards
- Next Steps

All About Blogging

- What is it?
 - **Personal** online journal
 - An e-communications vehicle
 - Popular blogs are authentic, interesting, insightful, useful, irreverent, topical
- Driving **syndication** technologies
 - Instant online publishing tools
 - Syndication is a true opt-in channel to deliver your message to audiences' desktops

“Blog” = web log

- A personal online journal
- Text, photos, audio, video
- Web page or pages

SUB BLOGLINES

RSS 2.0

XML

RDF

All About Blogging

hobbyblog

CASUALLY DOCUMENTING A COLLECTION
(WHERE NOTHING'S FOR SALE)

Monday, April 18, 2005

Billon antoninianus, Valerian, Antioch, Göbl

1602avar...
VICTORIA AVGG



IMP VALERIANVS AVG. Radiate draped cuirassed bust right | VICTORIA VGG. Victoria standing on globe facing left, holding wreath left and transverse palm to right.

Errors aren't especially uncommon on Roman coins, which were produced, sometimes very large quantities, entirely by hand. Göbl attests only a single example of 1602a (like this, with the correct VICTORIA AVGG legend), so it's notable that this die, with error, existed.

Was this issue produced in larger numbers than there's evidence today for and, if so, where'd they go? The short legend argues for a date late in Valerian's reign, and Antioch was the jumping-off point for Valerian's unlucky last campaign. Might many of these gone east with him, with no chance of return?

Well, probably not, but it's fun to speculate.
// posted by Ed @ 5:02 AM Comment (0) | Trackback (0)

Sunday, April 17, 2005

Æ tetradrachm, Alexandria in Egypt, Salonina, Emmett 3852(14)



The Golf Blog

The No. 1 blog for all things golf

SUNDAY, APRIL 17, 2005

ugly

Luckily, I missed it. Third-day leader Darren... the last 13 holes at the MCI Heritage, including 3 double bogeys (even on the 10th where he was tied for the lead) and 4 bogeys. After having a 4-stroke lead today at one point, the rest of the day for Clarke was downright ugly, with a bad case of the hooks. Guess it's time to call Butch Hammon.

Peter Lonard, the guy who won, seemed to shoot just as bad, +4 for the day. Ugly. But...

Said Clarke of his...

posted by mulligan

Golf Links

The Golf Channel

email from Tiger

Tiger sent a very gracious email, recapping his Masters victory. He seems very mature and even somewhat humble. Here's a taste:

Soon after I published the first few 'personal' pages on the web, fellow victims of malt mania from all over the world discovered this site. It wasn't long before our very own E-zine 'MALT MANIACS' saw the light of day. The ARCHIVE gives you an overview of all the 'E-pistles' we've written and I've collected the CREDENTIALS of all 24 malt maniacs. Look at the MATRIX and the AWARDS for our scores; look in the LOONY BIN for everything else.

Malt Madness

by Johannes van den Heuvel

Latest Update: 12/04/2005

Introduction - Sitemap - Help - Contact

Main Page

So, you're interested in single malt Scotch whiskeys, eh? Good for you - that goes for the other malt maniacs and yours truly as well! On the WWW website you

Soon after I published the first few 'personal' pages on the web, fellow victims of malt mania from all over the world discovered this site. It wasn't long before our very own E-zine 'MALT MANIACS' saw the light of day. The ARCHIVE gives you an overview of all the 'E-pistles' we've written and I've collected the CREDENTIALS of all 24 malt maniacs. Look at the MATRIX and the AWARDS for our scores; look in the LOONY BIN for everything else.

WHAT'S NEW ON MALT MANIACS

- 16/04 - [New Name System \(+65000\)](#)
- 16/04 - [The Last Dundee Blog \(5V\)](#)
- 15/04 - [S&S: Reviews Page \(00\)](#)
- 12/04 - [Original Maltiacs - Part II \(UK\)](#)
- 07/04 - [S&S: A Strange Short Story \(00\)](#)
- 06/04 - [Liquor's Whisky Fan 2005 \(PK\)](#)
- 05/04 - [S&S: Reviews - A Liquid Victory \(DK\)](#)
- 04/04 - [S&S: Reviews - In Control! \(LC\)](#)
- 03/04 - [S&S: Celebration Liqueur \(00\)](#)

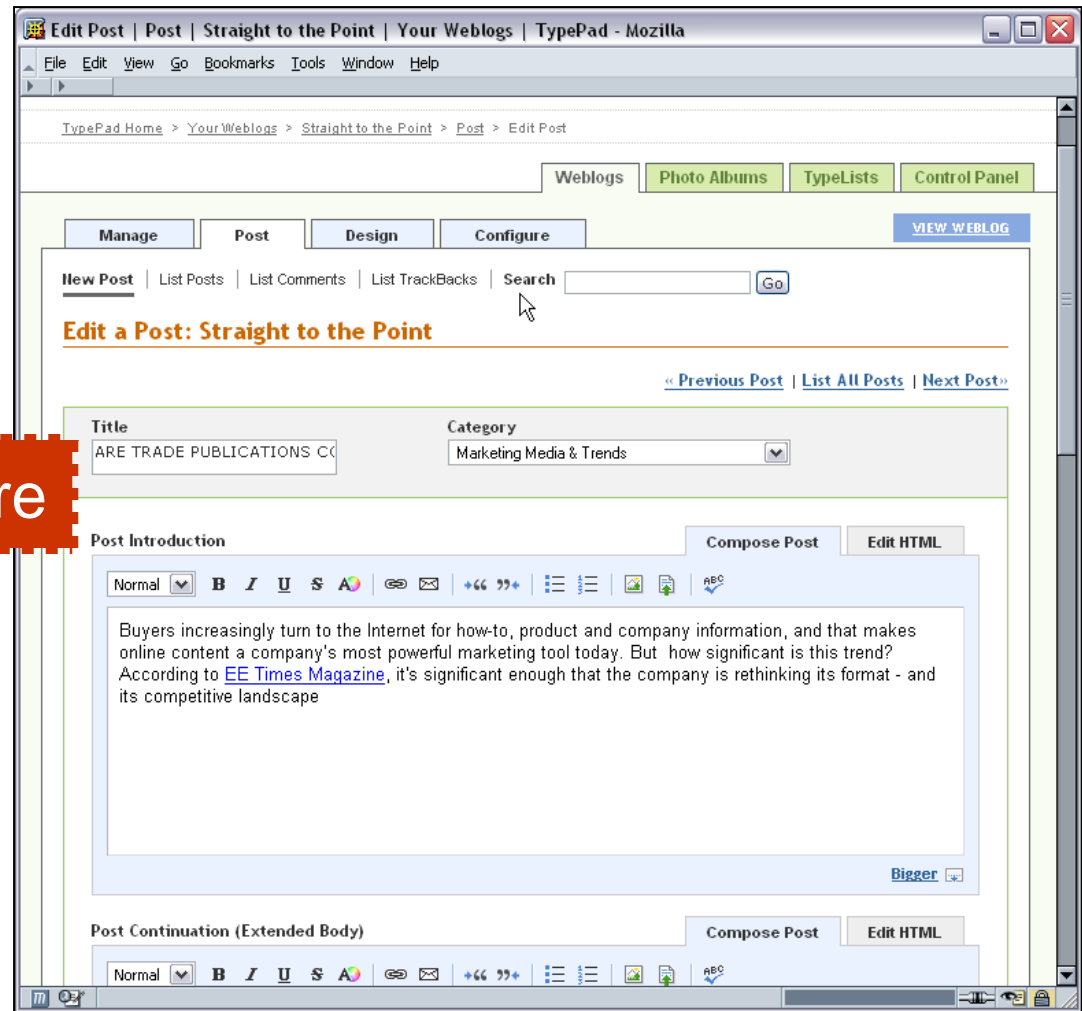
[Click HERE](#) for more recent highlights on Malt Maniacs.

- [maltmaniac](#)
- [Archives](#)
- [Efficacy](#)
- [Catherine Lottier's](#)
- [Connect](#)
- [Digital History](#)
- [Digital History](#)
- [Doug Smith's](#)
- [Ancient Coin Site](#)
- [Warren Eck's site](#)
- [Three Weeks Empires](#)
- [Tabloid Numismatics](#)
- [Amin Emish's ancient 1000s coins](#)
- [Lela's Roman sources](#)

All About Blogging

- Publishing a blog
 - To a website or by using...
 - Instant online publishing tools

Blog publishing software



All About Blogging

- Reading blogs



Blog (RSS) aggregators

All About Blogging

- Bloggers can be powerful
 - Influence purchase decisions, product development
 - Make news or blow it open
- Blogs can become powerful business tools
 - Create “go-to” resource status & thought leadership
 - Increase awareness & SEO
- AUTHENTICITY is key

Rathergate

- The blogosphere blew holes in Dan Rather's story about GWB's military record

BTI's VOIP blog – created and maintained by a PR outsource firm – gained BTI thought leadership and search engine rank in a saturated keyword market.



VoIP Insights Blog

Business Phones Blog

VoIP HotSheet

BTI Communications

- Home Page
- Media Room
- News Releases

VoIP Links

- FierceVoIP Newsletter
- VoIP terms and definitions
- VoIP News
- VoIP for Dummies
- VoIP Review Forums

Search

Search input field with a 'Go' button

Syndication Options



VoIP Insights Blog

The latest news and views about VoIP technology

The BTI Communications Group Weblog about Voice Over Internet Protocol in the business environment

March 08, 2005

Is VoIP just another hyped up bubble?

As the VoIP buzz grows to a roar there are concerns

While VoIP may well be the future of the voice industry, some real concerns are floating in the bubble.

Service reliability is one. Quality of calls is another and security remains an issue.

A business that is dependent on it's communications infrastructure can't afford irate customers who can't reach you or can't hear what you say.

When attendees at the Internet Telephony Conference & Expo held Feb. 22-25 in Miami, Fla., and the VoiceCon conference held Feb. 7-11 in Orlando, Fla.were asked if they had concerns about putting a VOIP phone on their CEO's desk, nearly two out of three said 'yes'.

by sally || top || link to this

March 01, 2005

VOIP tops corporate buying lists

VoIP Weblogs

- Om Malik
- Andy Abramson
- Tom Keating

VoIP Radar

- Business Phone System
- Small Business VoIP
- VoIP Architecture
- VoIP Benefits
- VoIP Training
- VoIP Services
- VoIP Solutions and Solution Providers
- VoIP Telephones, Phones, and Equipment

On This Page

- Another reason to use VoIP for your business phone system
- AT&T not going to miss out on VoIP
- Blue chip companies adopting VoIP
- Business Voip set to mushroom
- Corporate market adopting VoIP to cut

Fraser Beach, a TO real estate agent, says that 70% of traffic to his business site is generated by his online journal.



All About Blogging



- Who blogs?
- 8 million American adults
 - 27% of Internet users
 - Journalists
 - Experts & hobbyists
 - CEOs!

Micro Persuasion
Steve Rubel on how blogs and participatory journalism are impacting the practice of public relations.

« Is the New MSN Search News or Vaporware? | Main | PRWeb Newswire Service Launches a Blog »

Friday, November 12, 2004

The Bloggers Should Be TIME's People of the Year



Each year around this time going all the way back to 1927 the editors of *TIME* magazine sit down to debate and select their Person or People of the Year. Last year, if you recall, they selected the American soldier. In prior years they have selected everyone from [Charles Lindbergh](#) (1927) to [The Computer](#) (1982), [Andy Grove](#) (1997), [Jeff Bezos](#) (1999), [George W. Bush](#) (2000), [Rudy Giuliani](#) (2001), the [Whistle Blowers](#) (2002) and many more luminaries.

The Person of the Year is [defined](#) as follows:

"Person of the Year is an annual issue of TIME magazine that



About
Contact Me

Steve Rubel
steverubel@Gmail.com

Jonathan's Blog

MARS ROVER
Java is Everywhere

Friday March 04, 2005

Freedom is More Powerful than a Budget

9 years, Sun has run Executive Advisors Councils (EACs). At these events, we host CEOs and CIOs from the largest corporations in the world for a day and a half's worth of conversation - about strategy, strategy and technology. This week, I hosted the first ever EAC targeting IT architects and developers. It's who leads, manage those that do or are known as thought leaders or architecture setters. The attendees were from a really diverse group, and from around the world (starfish) - some flew 24 hrs. to Australia. They were also from every industry imaginable: global financial services, gaming, sports, media, systems integration, telecommunications even a large postal service.

Obviously, I love these events - I always learn from the experience, but they're normally reserved for CIOs, a pattern we decided to change this year. Why? Read this and join for a discussion on the staffing power issue, and the value of understanding constituencies (vs. traditional hierarchies). The world is changing, and these are some of the folks doing the changing.

New takeaways from the event:

Free and Open Source Software is more alive than ever.
That was probably the biggest takeaway - and speaks to why CIOs are taking some measure of influence over IT decisions. In the means of enforcing organizational influence is budget, and technology goes to live, then budget isn't as powerful a weapon. Exactly why CIOs don't just search engines - they consider if they wanted to.

Almost universally, no one in the room felt that giving access to source code presented a risk (of distraction) to their developers. All felt giving access was really helpful. Under which license? Most folks

Archives

March 2005

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Today

Download today!
MBA STUDIO CREATOR

In Category: []

Search: []

Blog:

- Blog
- Blog Feed Archive
- Blog Title

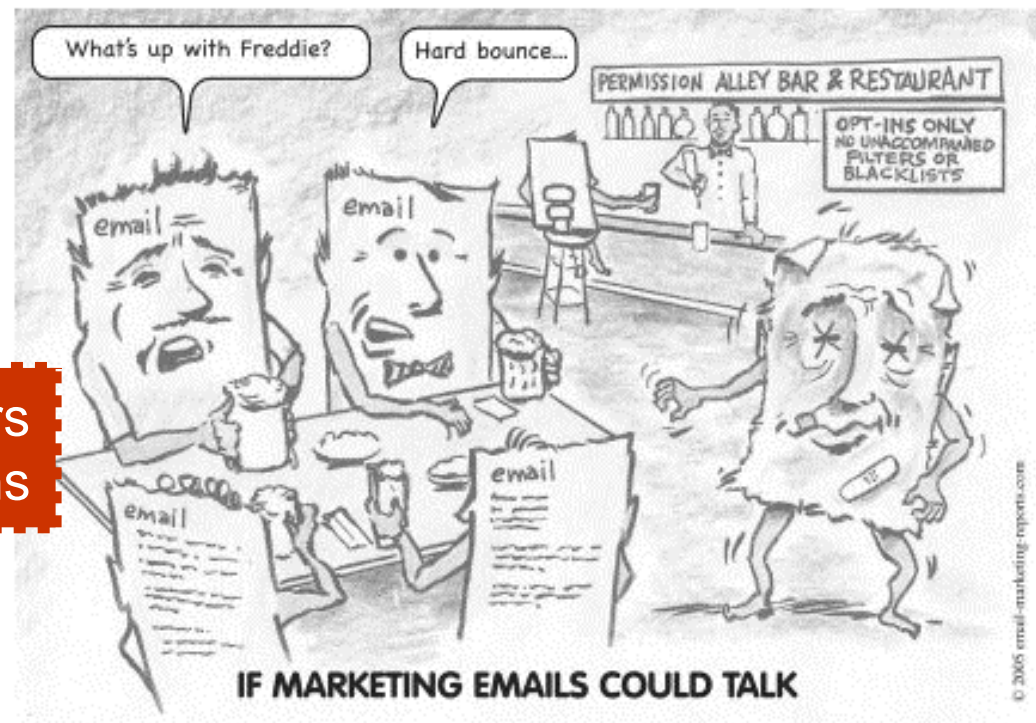
Why Blog for Business?

- Opt-in marketing
- Connect & share ideas, solicit feedback
- Create greater transparency
- Enhance the marcoms mix
 - Extend reach and awareness
 - Search engine optimization (SEO)
 - Influence ideas, opinions
 - Create communities (retention & loyalty)
- Add a new, more personal dimension to a brand

Why: Truly Opt-In

- Blogs are searched for, read and aggregated **by choice** of the audience

No spam/virus filters
No privacy concerns



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Why: Connect With Individuals

- Most successful blogs are **personal**, written by an individual
- Can be embedded within a corporate brand to augment it

Sun Microsystems, HP, MicroSoft: just a few companies with employee blogs now complementing their corporate brands.

HP employee blogs

» Sign-in with HP Passport | » Register United States-English

» HP Home » Products & Services » Support & Drivers » Solutions » How to Buy

» Contact HP Search: »

Large Enterprise Business All of HP US

[Blogs index](#) > [Rich Marcello's blog](#)



Rich Marcello's blog

About HP's flagship business critical server products -- HP-UX Integrity servers, Windows Integrity servers, Linux Integrity servers, and OpenVMS Integrity servers, and the great virtualization products for all of these platforms that are key components of the Adaptive Enterprise -- what's going on in the industry and how our products fit into the overall server ecosystem.



Blog categories: All

The Red Thread

I'm on a plane tonight flying back from India. It's the first time I've had to myself in weeks and I'm actually thankful for the time. I like a lot by Lucy Kaplansky called "The Red Thread".

[Read the full content](#)

Posted by Rich Marcello on [February 22, 2005](#) [Permalink](#)

We are all Michelangelos

Last week was a good week and it reminded me of Michelangelos. Sometimes we don't like to compare ourselves or our work or our teams to Michelangelos and what we believe as it is about the actual work.

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DRC All of HP US

[Blogs index](#) > [Mark Potts's blog](#)



Mark Potts's blog

So, I got asked to do a Blog here at HP -- why well probably because, as anyone that knows me will testify, its hard to get me to shut up or find a topic that I don't have an opinion on! I have no preconceived rules as to what I'll cover but much of it will surround topics that pertain to our vision of enterprise IT at HP, the Adaptive Enterprise, and new technologies surrounding that vision and whatever topics others find interesting and want to talk, debate, or rant about.

Blog categories: All | [Adaptive Enterprise](#) | [Automation](#) | [Books and Articles](#) | [Other Bloggers](#) | [Service-Oriented Architecture](#) | [Standards](#) | [Web services](#) | [XML](#)

Bill and Interoperability

Bill Gates recently published a statement on interoperability and its importance, he's right but there is even more to interoperability than even Bill suggests.

[Read the full content](#)

Posted by Mark Potts on [February 13, 2005 8:20:03 PM PST](#) [Permalink](#) | [TrackBacks \(0\)](#) | [Comments \(0\)](#)

[Back to Australia](#)

Moving to Australia



March 2005

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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28	29	30	31			

[Feb](#) | [Today](#) | [Apr](#)

[XML FEEDS](#)

Recent blog entries

- » Bill and Interoperability
- » Back to Australia
- » Madrid, Automation and Technology vs. Process
- » Busy couple of months, but back online at last

» Sign-in with HP Passport | » Register United States-English

» Products & Services » Support & Drivers » Solutions » How to Buy

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Large Enterprise Business All of HP US

[Blogs index](#) > [Yale Tankus' Weblog](#)

Yale Tankus' Weblog

per, integrator, ISV, or technology partner, getting results from partnerships of the business opportunity, underlying technologies, and an understanding you perspectives on what's going on in the market. Partnering to get the most out of your third-party technology relationships with HP and how to develop strategies for leveraging HP's Adaptive Enterprise for your solutions and add customer value.



March 2005

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	1	2	3	4	5	6
7	8	9	10	11	12	13
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21	22	23	24	25	26	27
28	29	30	31			

[Feb](#) | [Today](#) | [Apr](#)

[XML FEEDS](#)

Recent blog entries

- » It's true, we have leaping technology
- » Grid computing for the masses
- » Check out our new demos
- » WYS opportunities for partners: ROS, MaaS, and so on

Microsoft.com Home | Site Map

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Microsoft

Communities

- Communities Home
- Find a Community
- Blogs**
- Microsoft MVP Awardees
- Newsgroups
- Technical Chats
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- Webcasts

User Guide
Communities and Privacy
Rules of Conduct

Protect Your PC
3 steps to help ensure your PC is protected

Microsoft Community Blogs

Blogs are Web pages which are updated frequently, written from the point of view of an individual, written in an informal tone, and usually expose an RSS feed for syndication. Use the directory below to find blogs about Microsoft technologies written by Microsoft employees. These blogs will provide you insights and opinions about using Microsoft technologies and software. Take advantage of the RSS [RSS](#) ([what's this?](#)) and OPML feeds offered via this portal. Each search will create either an RSS or OPML feed that you can use to get the latest information.

Search Microsoft Community Blogs

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Category:

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- Personal Computer Games
- PowerPoint
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- Real-time Collaboration
- SharePoint Portal Server
- Site Server
- Smart Clients
- Smart Personal Objects Technologies
- Software Architecture
- Software Development
- Software Engineering
- Software Testing
- Software Update Services
- Solution For Windows-based Hosting
- Solutions
- Speech Technologies
- SQL Server

Read blogs authored by Microsoft Employees!

Microsoft Blogs

- [Dave Massy's WebLog](#)
Dave Massy, Mar 23, 2005
- [Other](#)
Raymond Chen, Mar 20, 2005

Microsoft blogs: no better way to uncover all the hidden features and nits in Microsoft products ...

Microsoft
Communities

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Thursday, February 17, 2005

Multi select list boxes in Infopath

I hadn't realized till this morning that creating a multi select list box in Infopath wasn't exactly trivial. I found the article in the [Infopath team blog](#) useful to get started. The idea essentially is to add a checkbox and text box field into a Scrolling Region. I tweaked this in my solution to add a third field that captures the value of the second field when the checkbox is selected. If any of you have better ideas or pointers for multi select list boxes, let me know. Of course, this solution is a NO CODE option, I'm sure there's a lot we can do with code.

posted @ 2:35 PM | [Feedback \(0\)](#)

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All Categories

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Go

Watch short videos recorded by Microsoft Employees about Microsoft technologies!

Blogcasts [RSS](#)

[Global Organisation Seeking Good People](#)
frankarr - an aussie microsoft blogger, Mar 25, 2005

[Sounding Off Interview is Posted](#)

Read blogs authored by Microsoft Employees!

Microsoft Blogs

[Dave Massy's WebLog](#)
Dave Massy, Mar 23, 2005

[Other](#)
Raymond Chen, Mar 20, 2005

... the employees agree!

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Keywords (Optional):

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Raymond Chen, Mar 20, 2005

[Global Organisation Seeking Good People](#)
frankarr - an aussie microsoft blogger, Mar 25, 2005

[Sounding Off Interview is Posted](#)

They're blogcasting, too.

Watch short videos recorded by Microsoft Employees about Microsoft technologies!

Blogcasts **RSS**

Sun's employee blog page



Welcome to Blogs.sun.com! This space is accessible to any Sun employee to write about anything.

Most recent posts on site | Most recent posts on planet XML

Myth #7 - IT depts., are you feeling lucky?
 The 118n G.A.L. (118ngal) | General | Mar 31, 2005 9:15:37 AM
 In this, the next installment (or instalment, if you prefer) of the myths series, we explore something nearer to our...

Another slider J2ME Cell Phone!
 Hinkmond Wong's Weblog (hinkmond) | General | Mar 31, 2005 9:04:12 AM | Link
 Here's yet another slide-out keypad Java cell phone. The Samsung SGH-D500. Winner of best mobile handset in 2005 at th...

Geek Challenge
 Bill Walker's Blahg (mrbill) | General | Mar 31, 2005 9:01:45 AM
 Yesterday a friend of mine asked a question that seemed rather simple, but definitely made me dust off my braincells a ...

Ken Gibson's Storage Networking Blog
 Ken Gibson's Weblog (kgibson) | General | Mar 31, 2005 8:35:33 AM
 Weblog for Ken Gibson, Director of Storage Network Engineering in Sun's Network Storage division.

Badass Bunny
 Superpatterns (superpat) | General | Mar 31, 2005 8:23:46 AM
 Tom, my 3 year old little boy (you can see a little pic of him above, in the baseball cap) made an Easter Bunny puppet. ...

It's not you, it's me.
 NonStick World (nonstick) | General | Mar 31, 2005 7:58:29 AM
 My sister has been hunting me down the last couple of days for some help. She applied to some Clinical Pharmacist positi...

Napoleon Dynamite
 DiTucci's Blog (ditucci) | Silliness | Mar 31, 2005 7:42:39 AM
 To those of you who only watch oscar-nominated movies, this blog does not apply to you. I'm proud to say I watch movies ...

"Can Solaris 10 Shipments Continue Upwards?"
 Erwin Tenhumberg's Weblog (dancer) | OpenSolaris | Mar 31, 2005 7:35:31 AM
 Just found this : "But stranger things have happened, and no matter what, Sun is way ahead of its own and the in...

Search

Hot blogs on site

- MaryMaryQuiteContrary : 709 hits
- Rich Burrige's Weblog : 426 hits
- On The Margins : 347 hits
- Jim Grisanz...
- The Clingar...
- Paul Humph...
- The Sect of...
- /dev/null/ke...
- Hinkmond W...
- GonzoMoFo...
- Duke Listen...
- The dot in ...
- Scotty's Eng...
- Blogoslovi...
- Alan Hargre...
- Brandon E T...
- Bistro! : 119...
- Dan's Blog...
- Hide's Web...
- Free Sky ??
- Colm Smyth...
- Tim Foster's...
- A VM Thing...
- Calum's Sun...
- Dave Brillha...

2 most popular blogs:

- A marketing employee who has "Free-Stuff Fridays" and posts employee feel-good stuff
- An open-source guy who posts about open source, movies, books & family

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Why: Receive Feedback

- Blogs can be designed to accept feedback
- Receive input and ideas from readers
 - New product development
 - Product launches
 - Float new service offering ideas

Macromedia Blogs

Macromedia blogs contain the daily thoughts and comments of the folks behind the scenes at Macromedia. Read, manage, and use the daily information from the Macromedia blogs as your personal communication tool.



Mike Downey
Macromedia Flash Product Manager



Amy Brooks
Community Support Manager



Christophe Coenraet
Macromedia Flex Product Evangelist



John Dowdell
Macromedia Community Manager



Waldo Smeets
Sales Engineer

Send us feedback about the Macromedia Blogs

Macromedia blogs contain the daily thoughts and comments of the folks behind the scenes at Macromedia. Read, manage, and use the daily information from the Macromedia blogs as your personal communication tool.

Waldo Smeets .com - Macromedia Benelux Blog - Mozilla

WaldoSmeets.com: Macromedia Benelux Blog

certified macromedia COLDFUSION DEVELOPER certified macromedia FLASH FUSION DEVELOPER certified macromedia DREAMWEAVER MX DEVELOPER certified macromedia FLASH FUSION DESIGNER certified macromedia COLDFUSION DEVELOPER certified macromedia FLASH FUSION DEVELOPER certified macromedia DREAMWEAVER MX DEVELOPER

April 2005

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February 2005

Blogging Macromedians

- Macromedia Weblogs Aggregator
- John Dowdell Macromedia MX 2004
- Mike Chambers Flash MX 2004
- Christian Cantrell Macromedia Servers
- Sean Corfield ColdFusion MX
- Waldo Smeets Macromedia Benelux
- Tech Sales Macromedia Tech Sales
- Peldi Guilizzoni Flash Communication Server
- Ben Forta

About this weblog

I am Rich Internet Application Consultant at [Macromedia Benelux](#). At this blog I will write about creating Rich Internet Applications using Macromedia Flex, ColdFusion, Flash, Flash Remoting and Dreamweaver. For more information about Macromedia Benelux visit www.macromedia.com/nl.

Flash technology will be embedded into the Nokia Series 60 Platform

See the [press release](#). I never expected this potential mass penetration to happen so fast. This is great news for both the Flash world as well as for all mobile users. My only wish is that the manufactures will make the phones even faster anytime soon, so Macromedia can ship a Flash Player 7 based engine ;-)

Posted by: Waldo Smeets on Friday 11 February 2005 at 13:15

Ben Forta introduces ColdFusion MX 7 (aka BlackStone) in Netherlands and Belgium

Come and see [Ben Forta](#) introduce the latest version of ColdFusion in Belgium on 22 February and Netherlands 23 February. More information on the linked events pages.

Posted by: Waldo Smeets on Friday 11 February 2005 at 11:14

Search



Categories

- Archived
- Breeze
- Central
- ColdFusion
- Director
- Dreamweaver
- Events
- Flash
- Flash Communication Server
- Flash Remoting
- Flex
- Macromedia News
- MAX
- Rich Internet Applications
- Site Seeing
- Video Posts
- Weblog
- ALL

Boy oh boy, do I ever agree with Josh!

The Torana's "Beta" architecture, could transform the next gen BLS from an "also ran" to a "gotta have!" "Gotta have" is what we want GM to build...right?

This architecture, IMO, would be a perfect fit for a Caddy 3 series/ C class fighter, and would also elegantly tie up alot of loose ends in GM's product portfolio...namely, one very special ponycar, which a lot of us are waiting for.

-Charlie

Posted by: [Charles Philippou, O.D.](#) at March 10, 2005 09:39 AM

Thanks for the update Mr. Lutz.

When the BLS was originally shown, I contacted GM's media contact for the story to ask about BLS being available in AWD...I was told that this was being considered for the second generation (Epsilon 2 as was referenced by Josh, above)...

This would certainly help Josh's concern about a FWD Cadillac. Bring an AWD-only BLS to the states, preferably in turbo V-6 form, and you'd have a hit. Just do it quick.

Posted by: [CaddyEdge](#) at March 10, 2005 09:41 AM

Bob Lutz receives numerous comments on most of his blog entries. He gets useful buyer feedback AND GM benefits from keyword optimization!

Why: Create Communities

- User communities
- Beta test communities
- Employees
- Partners
- Board members ...

Community: a unified group of individuals connected by shared interests or activities.

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Windows Marketplace

Search Microsoft.com for:

Communities Home > Blogs

Microsoft Community Blogs Search Results

697 Blogs found for: Category: All Categories

Results 1-10 of 697

Title and Description
Loosely Coupled Think Author: John Evdemon Getting Vertical with SOA
IDan Vallejo's WebLog! Author: Dan Vallejo Visual Studio .NET Develop
.NET Author: Jonathan Hardwick Coding in .NET
.NET Author: Stephen T .NET
.NET Banana Author: Geoff Snowman Developer Happenings in Ma
.NET Compact Framework Author: Roman Batoukov .NET Compact Framework

Corporate blog communities:
Microsoft & Stonyfield Farms

Address: http://www.stonyfield.com/weblog/

Stonyfield Farm
FOR A HEALTHY PLANET

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About Us Our Products Wellness Earth Actions About Organic What's "Moo"? Recipes Daily Blog
Strong Women Menu For Change Have-A-Cow Get Coupons & Moosletters Tours & Gift Shop Contact Us

Blogs

WHAT IS A BLOG? A chance for you to look inside Stonyfield and get to know us, and us to know you. Click one of the links below to view the daily BLOG for that topic.

- NEW BLOG! Baby Babble** A daily web log, or blog, where parents can meet up, rant, offer and seek advice, or just tell us their trials and triumphs.
- Strong Women Daily News**
The latest news and insights from our Strong Women partners
- The Bovine Bugle**
Daily moos from the Howmarns Organic Dairy Farm
- The Daily Scoop**
Daily life at the yogurt works, and daily ways we try to nurture and sustain the environment
- Creating Healthy Kids**
Daily updates from our Menu for Change healthy food in schools program



Why: Reach New Audiences

- Reach some online audiences that do not subscribe to opt-in/e-mail
- Reach early adopters and technical audiences
- Reach younger audiences

Blogger demographics:

- 57% men (changing fast)
- 48% <30 years old
- 39% college/university educated
- 40% >\$50K (US) annual incomes

Why: Influence Opinions

- Over time, respected bloggers come to influence opinions
 - Journalists search blogs for information and ideas
 - Journalists themselves blog
 - User communities use blogs to trade recommendations & tips

mightygoods
hooray for stuff!

SEARCH

WELCOME
Mighty Goods is a shopping weblog. We look for things we really like, and then we put them here, right where you can find them.
Send tips and product suggestions to tips@mightygoods.com

RECENT ITEMS

Towelling Beach Dress
I'd like one of these for myself, but there's a sharply limited period in which we don't look insane in rainbow outfits. Help your kids enjoy their moment to the fullest.
After she's pulled off her wet suit, tuck your tiny beach dress. She'll be much cozier in the car.
\$40 at [Boden](#)
posted: 7 mar 2005 in [kids](#)

Connector Pens
QUICK PICK
Coloring pens that click together art.
\$10 at [Plastica_Shop](#)
posted: 7 mar 2005 in [novelties](#) in [novelties](#)

CATEGORIES

- body
- fashion for men
- fashion for women
- food and drink
- gadgets
- home
- kids
- media
- novelties

LOOKING FOR A GIFT?
View by [occasion](#)
View by [recipient](#)

SPONSOR

Ads by Goooooogle

[Sylvac Pottery Sale](#)
Start or Complete Your Collection

Mighty Goods & Gizmodo blogs influence purchase decisions

Doc Searls Weblog

Saturday, September 18, 2004

[Home](#)
[Bio](#)
[Discussions](#)

2005 Events
[CES](#)
[Macworld](#)
[Enterprise](#)
[Linux Summit](#)
[Desktop S'mit](#)
[eCom Expo](#)
[Expo](#)

Old advice never dies. As long as you can keep linking to it. ☺
[Rich Burrige](#) has [some kind words](#) about the talk I gave at [Sun](#) the other day. My own credits go to my mentors, Larry Gottlieb and Jerry Weissman. [Here's where I pass along](#) their good advice.

Rather, not ☺
There isn't a smoking gun on the Dan Rather/CBS case. It's more like a firing squad of machine guns that barely stop to re-load. Dan Rather's career death is starting to look like Sonny Corleone's.
The first shots I heard were from talk radio, whose entire left wing is comprised of a few hosts on the likes of [KGO](#), and the tiny, barely audible [Air America](#) (which, predictably, has nothing about the CBS Matter on its prose-packed Web site).
Then I began to read around the [right-led](#) blogosphere that the documents on which CBS based its offending report (regarding George W. Bush's service

XML

Archive:
September 2004

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Aug Oct

Technorati Search

this blog
 all blogs

Search

Blogroll

[Technorati](#)
[PageRank](#)

Doc Searls influences technology adoption and even product development

Why: Improve SEO

- Each blog entry is a unique web page with its own URL
- The 'blogosphere' is created through cross-linking
- When implemented properly, blogs are crawled by search engines
- SEO best-practices apply

Blog SEO:
content is king

Should You/Your Business Blog?

- Do you have:
 - A reason
 - Content
 - Time

Content

- Article-style
- Links
- Tips

Time

Minimum once/week

Should You/Your Business Blog?

- Reasons:
 - E-mail marketing isn't working
 - Brand suffers from depersonalization
 - SEO advantage
 - Stakeholders who need fresh information
 - Subject matter expertise to share
 - Create communities, both internal and external
- Alternative ways to reach the audience...

Other Angles ...

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

Reports Presentations Data **Press** Links About Us

NAVIGATION

- [Home](#)
- [Mission](#)
- [Staff](#)
- [Advisory Board](#)
- [Find an Expert](#)
- [Jobs & Internships](#)
- [Privacy/Use Policies](#)
- [RSS Feeds](#)
- [Corrections](#)
- [Contact Us](#)

SEARCH

Entire Site

GO ▶

REPORT TOPICS

Online Activities & Pursuits

GO ▶

RSS FEEDS

Welcome to the Pew Internet Project's RSS Feed Page. Basic information about our available RSS feeds and how to use them.

WHAT IS RSS?

RSS stands for Really Simple Syndication (among other things), and it is a content format which, when used with an RSS aggregator, updates users whenever anything on a specific Web page is updated. Commonly used on weblogs (blogs), news Web sites and other places with frequently freshened content, RSS feeds allow the user to collect feeds from sites that interests them in one place, then have the feed "push" content to them everytime a page is updated. RSS Feeds are often indicated by links that say "RSS," "Syndicate this site" or a square orange button with the text XML within it. Like this: **XML**

RSS feeds are collected by the user in an RSS aggregator, either a desktop or web-based utility that shows the reader all recently updated links. Some examples of aggregators include [Bloglines](#), [Feedreader](#), [NetNewsWire](#) (for mac) and [Newsqator](#), among many others.

AVAILABLE RSS FEEDS

Pew Internet Project offers the following feeds:

- XML All:** This feed notifies the user when ever anything on the website is updated. For serious Pew Internet junkies only.
- XML Front Page:** Any time anything on our front page changes. A good way to keep up with the work of the Project.

Syndicate existing rich content:
newsletters, glossaries, reports,
papers, resources ...

Other Angles ...

Syndicate frequently updated content: news, events, updates, patches, software versions

iTunes Music Store RSS Feed Generator

Music Store: USA | Feed Type: New Releases | Feed Size: 10 | Show Explicit Content: Yes No

✓ All Genre

- Alternative
- Audiobooks
- Blues
- Children's Music
- Classical
- Comedy
- Country
- Dance
- Disney
- Electronic
- Folk
- French Pop
- German Folk
- German Pop
- Hip Hop/Rap
- Holiday
- Inspirational
- Jazz
- Latin
- New Age
- Opera

iTunes Music Store RSS Feed Generator

Music Store: Canada | Feed Type: Just Added | Feed Size: 10 | Show Explicit Content: Yes No

RSS Feed Url:
`http://ax.phobos.apple.com.edgesuite.net/WebObjects/MZStore.woa/wpa/MRSS/justad`


✓ All Genre

- Alternative
- Audiobooks
- Blues
- Children's Music
- Classical
- Comedy
- Country
- Dance
- Disney
- Electronic
- Folk
- French Pop
- German Folk
- German Pop
- Hip Hop/Rap

Other Angles...

Buy blog ad space

Science Blog
home | reader blogs | forums | topics | login

Pre-order


Navigation
 • home
 • about
 • topics
 • directory
 • forums
 • feedback
 • news feeds
 • reader blogs
 • science gifts
 • science jobs
 • site map/RSS hub

BlogAds


Visit
 Doc Search
 Quark Soap
 Slashdot

Roots Engage in Underground Chemical Warfare
 In addition to providing physical support and taking in nutrients, plant roots secrete a wide variety of compounds that affect other nearby roots, as well as insects and microbes. But because it goes on unseen, bactericidal root activity has not been extensively investigated—until now. Using the model plant *Arabidopsis thaliana*, a relative of garden-variety cabbage, Jorge Vivanco and co-workers at Colorado State University, together with Frederick Ausubel at Harvard Medical School, demonstrated that "root exudates" contain antimicrobial agents that ward off the continual attacks by soil pathogens.
 By BJS at 03/09/2005 - 13:01 | energy & environment | login or register to post comments | read more

Artificial Muscles Get a Grip on Human Hand
 Six years ago a scientist at NASA's Jet Propulsion Laboratory in Pasadena, Calif., issued a unique challenge: build a robotic arm using artificial muscles that could arm wrestle a human. The results of that challenge will be determined today (Tuesday, March 8), when three such robotic arms will "step into the ring" to compete against a 17-year-old high school wrestler. The challenge is being presented by the...
 By BJS at 03/09/2005 - 12:39 | security & defense | login or register to post comments | read more

Search

AdSense
 Ads for Opportunities
The Theory Of Everything
 Heard it all before? The time it's for real in best-selling new book! That's not theory...
Secrets of The Matrix
 Unplug from mass consciousness: The Key to the One...
You Like Quantum physics?
 Learn Einstein's Wonders and Success By Manifesting Your Own Reality!
Parabolic creating
 Parabolic creating...
Shared Dreams
 ...
User login
 Username:
 Password:

< BlogAds.com
 Post banner-type ads on participating blogs

Tech Knowledge
 MIKE WENDLAND'S E-JOURNAL | NBC-TV stories | Blogroll | Apple news | PC news | Resources

Quick Links
 Home
 About Me
 Email Me
 XML Feed
 RSS Feed
 Blogroll Me

March 09, 2005
 → Being sick puts tech in perspective

Thanks to those who sent get well messages since I came down with the flu, I'm still only a blinger. I'm still only over a week. But during the time the Net can be put on hold and the world won't come to an end. I also learned that the best way to get through an illness while flat on your back on the couch is with cable TV's On Demand. I caught up on every episode of HBO's Carivale from the second season and watched a gazillion movies. On Demand is the greatest invention since NyQuil.

Google AdWords > Syndicate your AdWords

in | **Comments (0)** | **TrackBack (0)** Mike Wendland

Top Technology News
 → A 7 Megapixel Picture phone

Ultra Portable PC Is A Real Computer
 wrnbc.com - Wed, 9 Mar 2005 21:09:10 GMT

Now here's a picture phone that really takes pictures. Samsung has announced a 7 Meganpixel camera in a

Ads by Goooooogle
Redmond Real Estate
 Set-up your own search and receive daily updates on newly listed homes
www.RedmondPowerSearch.com

Cingular Blackberry
 Handhelds, Accessories, & More. Check Out Our Affordable Prices!
www.eAccess.com

Redmond Luxury Homes
 All luxury homes in Redmond Quick and effective home searches.
www.seattleluxury.com

Cold & Flu Treatment
 Treat cold & flu symptoms safely with Coricidin II Cold and Flu

Other Angles...

Start a blogversation:
Proactively seek bloggers
who'll blog about you

welcome
to the blogosphere.
we've been expecting you.

blogversations

[home](#) | [about](#) | [examples](#) | [advertisers register](#) | [bloggers register](#) | [contact us](#)

**Blogversations are a new,
Here's how it works:**

- 1) We match advertisers with
- 2) Advertisers propose a topic
- 3) Bloggers accept or reject the
- 4) If they accept, bloggers discuss the topic or question, and link to the discussion on their blog's front page
- 5) Advertisers truly engage audiences without doing evil; bloggers get paid for doing what they do best - blogging!

- 1) We match advertisers with bloggers
- 2) Advertisers propose a topic or question (not an advertorial)
- 3) Bloggers accept or reject the proposal
- 4) If they accept, bloggers discuss the topic or question, and link to the discussion on their blog's front page
- 5) Advertisers truly engage audiences without doing evil; bloggers get paid for doing what they do best - blogging!

Advantages for advertisers:

Instantly build real engagement with tuned-out audiences. Leverage engagement to build credibility, authority, and authenticity for your brands. Provide consumers advertising that creates benefits - not that imposes costs and annoys.

Advantages for bloggers:

Other Angles ...



- Sponsor a blogger
 - Siemens sponsored Gizmodo blog editor Joel Johnson with a free flight & accommodation to this year's CeBIT show in Germany.

“We’ve got no agreement to treat [Siemens] with kid gloves, so I’ll be as objectively off-the-cuff and misguided as usual.” - Joel Johnson, Gizmodo

Integration Into the Marcom Mix

- Blogging & syndication are no different from any other communications tool:

If you blog it, will they come?
Not if they don't know about it.

- No silver bullets
- Little value on their own
- Must be promoted and integrated
- Depend on rich & timely content

Risks and Rewards

- Blogs require time and commitment
- Blogs carry all the same risks as any act of transparency
- Rewards:
 - Immediate feedback and access to what others are really thinking & saying
 - You can learn quickly how best to speak to your audience
 - Reach new audiences in new ways - a multi-dimensional brand
 - Encourage return visits, forwards, etc.

GM FastLane Blog **GM Blogs**

March 10, 2005

What I Meant To Say Was...

By Bob Lutz
GM Vice Chairman

Thanks for all the terrific responses to the new Cadillac BLS that we showed last week in Geneva, I appreciate all the positive feedback. I like to see the ve

"I have to correct one thing that I wrote."

But... I have to correct one thing that I wrote. The following sentence from my previous entry is a good example of the velocity of on-
one's intent: "It was developed for European roads and drivers, and, as such, it does not meet American needs or tastes."

"Many of you called me out on this, and rightly reacted..."

Many of you called me out on this, and rightly reacted, and I'll paraphrase: "Audis and Mercedes-Benzes and BMWs and most of the cars that we know and love — that's exactly the reason we buy them... because they're engineered for unique European requirements and tastes."

"I take that back..." Bob Lutz addresses the risk of screwing up

Categories

- Cars & Trucks
- Design

Archives

15	17	18	19	20	21
20	21	22	23	24	25
27	28	29	30	31	

Next Steps

- For yourself
 - Read some blogs & post some comments
 - Try blogging (family & friends)
 - Discuss how blogs and/or content syndication could fit into your marketing mix
- <http://kaszas.typepad.com/ceosblog>

Next Steps

- For your business
 - Most of say you are dissatisfied with your brand's ability to connect meaningfully with individual buyers/users
 - Consider syndication, consider blogs
 - Survey audiences, comms audit, content creation & delivery
- <http://kaszas.typepad.com/ceosblog>

Next Steps

- For your marketing managers

Content Syndication Workshop for Marketers

- Tuesday May 10, 2005 (and subsequent dates)
- The **Why?**, the **When?** the **How?** and the **Should we?**

Info at:

<http://www.contentsyndication.ca>

About Kaszas

- Marketing communications for private business
 - Messaging & positioning strategies, communications audits
 - Branding Bundles
 - Marketing and sales tool development
 - Marketing writing, copywriting



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