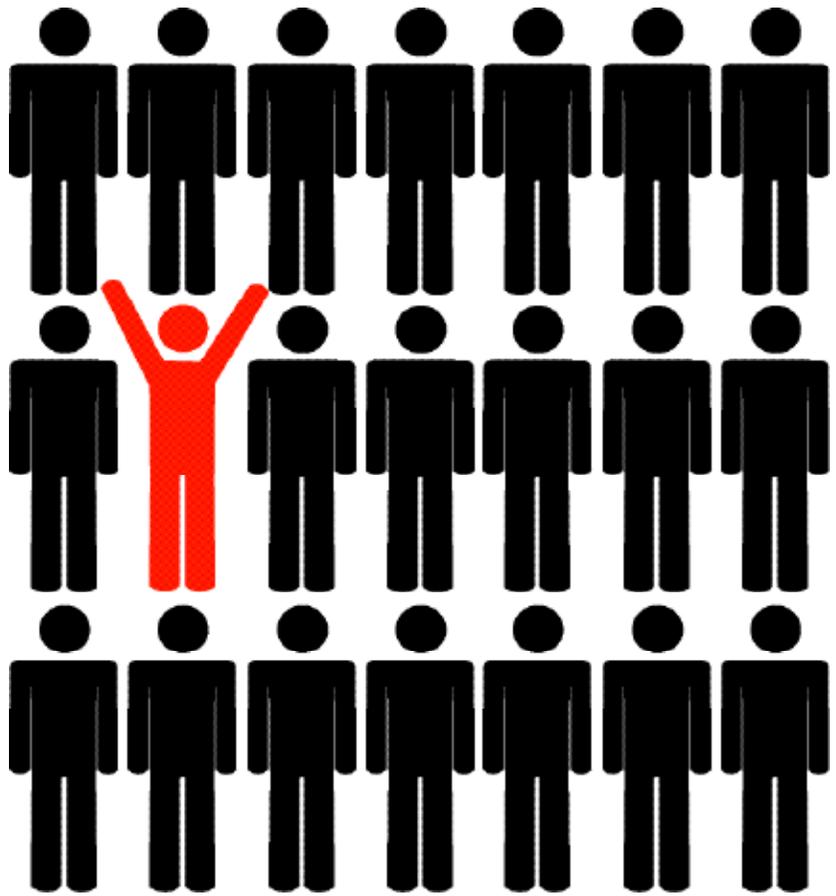


Blog Your Way to Higher Visibility



A business blog, one that targets a niche audience and focuses on a topic in your subject matter expertise, is an easy and sure way to increase your visibility and influence among opinion leaders in your field. It can also earn free PR for your organization.

A well-executed blog strategy includes links to other relevant blogs and offers an easy-to-use “comment” button that allows readers to post their comments. The results include meaningful “conversations” between bloggers and their audience that, over time, lead to enhanced business relationships and that open the door to professional opportunities for recognition and increased brand visibility.

In order to gain this higher visibility, develop a blog strategy that addresses the 3 C’s: Content, Communication and Conversation.

1. Content Creation

Make your blog content relevant and timely. The easiest way to do this is to focus your entries on ideas that address the challenges and passions of your readers. Your ability to continuously blog about topics of interest will establish your leadership as a provider and as an industry expert.

2. Communication with Readers

Communicate with direct and easy-to-understand messages. Use a tone in your writing style that allows your audience to identify with you and to appreciate your ideas. You may also want to address audience learning preferences through the addition of multi-media to your blog posts.

3. Conversation with Commentators

Encourage dialogue by responding to posts. Regular responses include readers in your growth and development process, especially when you respond to specific suggestions, and they generate buy-in and earn goodwill as well. Your readers, many of whom are thought leaders, will, in turn, use their platform of influence to comment about your blog and your organization.

If you implement these 3 C's in your blog strategy, your organization's blog will become a source for industry insights, a go-to place for timely analysis of relevant news and a community of regular readers and commentators. Because blogs allow for the timely distribution of content, they become a good way to promote your thought leadership and to establish your expertise. Over time, your valuable content will earn you free links and free traffic from other Web sites.



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Other Bloggers Can Boost Your Visibility



A strategy that includes the establishment, the maintenance and the growth of relationships with other bloggers is crucial if your blogging strategy is to gain visibility for your organization and your brand. Other bloggers will further raise your brand visibility and influence when they:

1. Link to your blog content in their blog posts.

When you comment on other bloggers' sites, you get noticed by those bloggers and their audiences. Since the practice of linking to and from quality content is common to blogging culture, your comments and your blog content will be linked, at some point, to other blogs. These links will generate traffic and will ensure that your blog and your Web site get noticed.

2. Encourage their core audience to visit your blog.

The more involved you get in other bloggers' blogs by being a regular commentator, the more you will become part of the dialogue. Over time, the relationships you build with other bloggers, and with their commentators, will send traffic to your blog and Web site when they make online references to your ideas, your expertise and your organization's value and benefits.

3. Invite you to participate in online and offline events.

Other bloggers – influential professionals, customers and colleagues who seek your expertise – will raise your visibility when they a) refer clients, b) invite you to speak, c) offer to quote you in their published content and d) issue invitations to VIP events.

For additional marketing resources, including *Marketing Mindset*, a FREE monthly e-zine covering marketing trends, please visit www.koreaccess.com