



Marketing Mindset

Today's Trends With Analysis

A Kore Access Publication

www.koreaccess.com

July 2008

Print this E-zine and use checklists as points of discussion and as tools for your marketing planning.

In This Issue

Dear Reader,

This issue looks into the recent debate on business bloggers who post anonymously on company-related business topics. We identify discussion questions that will help you increase awareness of the potential risks you and your employees face if you post under a pseudonym.

As in previous issues of **Marketing Mindset**, the analysis is structured to be comprehensive yet simple to implement in the planning and the evaluation of your marketing strategies. This format allows for note taking and assists with tracking action items.

We welcome all feedback and comments. We look forward to any critique that will help make this E-zine a better tool for you.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
Contact Us



Today's Trends – Anonymity is No Shield in Business Blogging

Business blogging – the online journaling of opinions about business ideas, events and personal observations – has recently been under a spotlight due to the U.S. Securities and Exchange Commission (SEC) investigations into the blogging activities of John Mackey, CEO of Whole Foods Market, Inc. Under a pseudonym (rahodeb), John Mackey had made comments which included critical statements about a corporate competitor, Wild Oats. When Whole Foods later acquired Wild Oats at a discounted price, his online posts were scrutinized to determine whether or not he had attempted to manipulate Wild Oats' stock price.



Routine reviews of your online blogging activities and policies will improve the effective use of blogging by both corporate leaders and employees, as well as reduce any misuse of the practice.



Qualifying Question

Are the words and the acts of your company bloggers influential?

Yes No

If Yes,

Relevance to your Marketing Strategy: High Medium Low

Priority for your Planning: Short-Term Mid-term Long-Term

After being shut out of the blogging world in July of 2007, CEO John Mackey returned to blogging on his corporate blog in May of 2008, with a post titled [Back to Blogging](#). Through this blog entry, Mackey makes observations your company may wish to consider in the establishment of its blogging best practices:

“My mistake here was one of judgment—not ethics. I didn’t realize posting under a screen name in an online community such as Yahoo! would be so controversial...”

What is your company’s view on the ethics of posting anonymously when the subject directly relates to your business and industry?



Checklist

“The primary lesson I’ve learned is that because of Whole Foods Market’s success, I have become a public figure. My personal and work lives are now closely connected—and impact one another.” **How is the line between personal expressions of opinion and professional viewpoints distinguished at your company?**



“I don’t believe that I ever crossed the line of fair but vigorous debate in these postings. It is also important to understand that I did not single out Wild Oats as the only competitor I discussed. From time to time I also discussed and debated the virtues of food co-ops, specialty grocers and national and regional grocers.” **What risks exist in maintaining anonymity when making comments that relate to competitors and industry organizations?**





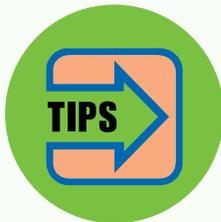
Recommended Resource

Are You Blogging Your Way to Higher Profits?

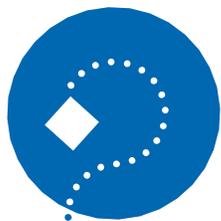
Blogging can be an effective tool to promote your brand and to communicate information about your services and products. Are you and your company taking the opportunities that blogging provides to create and to engage customers and prospects?

Does your content strategy optimize for search engines? Is your blog providing you free PR? Learn more by sharing the tips and tools our clients, colleagues and business partners find effective with **"Business Blogging,"** Issue 1 of **Café Knowledge,** Kore Access's collection of "coffee break" discussions. To read, [click here.](#)

(A printable PDF will be provided for your convenience.)



- * To learn more about developing a blog strategy that will influence opinion leaders and earn you free PR, read the Kore Access marketing resources article, **"Blog Your Way to Higher Visibility."** For the full article, [click here.](#) (A printable PDF will be provided for your convenience.)
- * To learn more about corporate blogging, you may want to find out what Debbie Weil, a blogging and social media expert, has to say. You will find her blog on her Web site at www.debbieweil.com.



Kore Access

www.koreaccess.com • info@koreaccess.com • (850) 341-9075