



# Marketing How-To Guide

## Marketing How-To Guide:

Your Template for Creative Blog Marketing

◆ Exclusively for Premium members



# MarketingProfs

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### Your Template for Creative Blog Marketing

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## INTRODUCTION

Unless you've been living under a rock, you've heard the words "blog" and "blogging." Blogs have been mentioned in publications as diverse as *People* and *The Economist*. Since entering the mainstream five years ago, blogs have become something of a cultural phenomenon.



In January 2005, *Fortune* listed blogs in its "10 Tech Trends to Watch" and *Harvard Business Review* named blogs as one of the "Breakthrough Ideas for 2005." The May 2, 2005, cover story of *Business Week* was "Blogs Will Change Your Business." *Time* magazine named "You" as its Person of the Year for 2006, giving a nod to the growing influence and popularity of blogs and other forms of social media.

Businesses listened. Many companies have added blogs to their marketing arsenals. Should you?



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#### *Introduction ... continued*

This guide will help you delve beneath the hype and discover what blogging can do for your company's marketing efforts. It will demonstrate that blogging is a tool you can add to your marketing arsenal rather than a cure-all to fix all your marketing challenges.

Our goal is to demystify blogging and help you determine where the tool might be appropriate.



#### **Sources of Information**

This guide would not have been possible without the collective intelligence of the many people who authored articles for our Web site, participated in our online seminars, and wrote thought-provoking books on the topic.

A complete list of reference materials appears in the Appendix at the end of the guide.



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*Introduction ... continued*

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