

customers, a link to a Web site that covers technical horror stories, news about the company's *a cappella* music groups, and articles from other publications pertinent to the Fast Company audience.



The effect of the blog is an open, informal interaction between Fast Company and its readers — achieving something that is more free-form, frequent, and organic than the rigid format of a print publication can deliver.



Figure 1-1:
FC Now uses its blog to further dialogue with its readers.

© 2005 Gruner and Jahr USA Publishing

Establishing expertise

The law firm of Stark & Stark is promoting the expertise of its lawyers through the Traumatic Brain Injury Law Blog. Lawyer Bruce H. Stern posts regularly to the blog on topics intended to keep his readers fully informed on new case law, news, events, and courtroom strategies. Posts often include information on new medical treatments and research that Stern's clients may find useful.

Postings from October 2004 included information about accident reconstruction experts, pediatric brain injury treatment research, a new online medical journal, and a recent court ruling on the admissibility of computer simulations of car accidents.

The blog is actually part of a larger package of information pertinent to brain injuries that includes articles about brain injury cases, FAQs, and a bulletin board. This strategic positioning is a service for existing clients and makes a strong case to potential clients that Stark & Stark has a great deal of expertise in this area. It's a win-win for the law firm and for Stern, both of which get great exposure and provide a genuine service to clients. Find the blog at www.braininjurylawblog.com and in Figure 1-2.