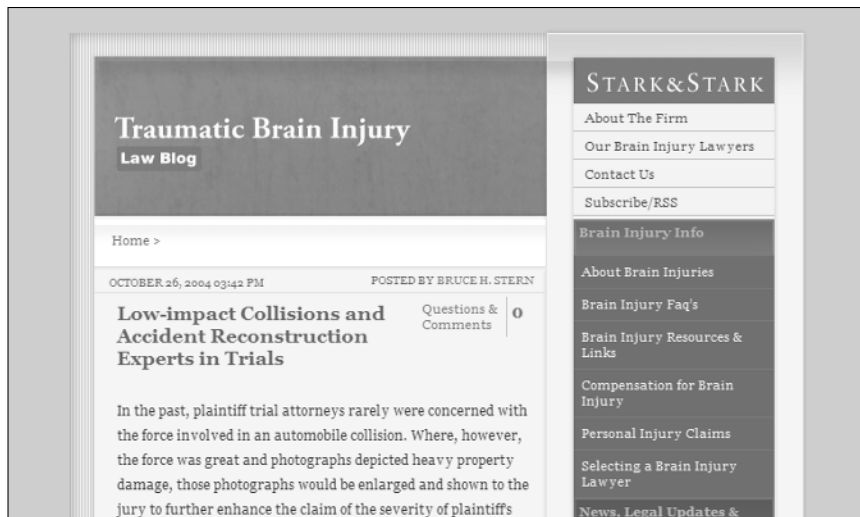


Figure 1-2:
The
Traumatic
Brain Injury
Law Blog.



Generating interest

A deliberately short-lived June 2004 blog called the Art of Speed showcased the work of 15 filmmakers in a 20-day blog collaboration between Gawker Media and Nike. The blog was an experiment in brand blogging, designed to bring together an established and successful brand with a format that reaches the online market.

Posts covered everything from the background of the filmmakers to a speed hiking record, and visitors watched videos of each film online in high or lowresolution. The point? Get the Nike logo in front of an audience that's interested in content, not advertising, while demonstrating Nike's unique company ethos of encouragement and challenge. The blog, which you can still view at www.gawker.com/artofspeed, is shown in Figure 1-3.

Driving action and sales

Buzz Bruggeman, one of the founders of ActiveWords, is a firm believer in the power of blogs — because he experiences their effectiveness every day. ActiveWords (shown in Figure 1-4) is a small company, the maker of software that lets you set keyword shortcuts to any file, folder, or application on your Windows computer. Its target audience is the constant computer user looking for ways to do common tasks faster and with less effort. Buzz says more than 50 percent of the company's trial software downloads are the result of someone blogging about ActiveWords and sending readers to www.activewords.com. A review of ActiveWords on a blog with 500 or 600 readers garners the company more software downloads than a four-star writeup in *USA Today*, which sells more than 2.3 million copies a day.