

Figure 10-5:
Robert Scoble, Microsoft's technical evangelist, writes the blog Scobleizer mainly about Microsoft's activities.



If you go this route, you can't censor your blogger's style and opinions about your products. Remember that criticism is most likely based in knowledge — and respond accordingly.

Replacing a Blogger

Staffs change and so do companies; the day may come when your blogger departs for another job or retires. When that happens, you're faced with a crisis — and perhaps a new opportunity.

The biggest problem you should plan for is what to do with those readers whose interest in your blogger means they won't accept a replacement. If the blog has been successful, people know and respect the blogger. The solution: Give them something better.

Customers, as you may already know, are interested in value. Give them that, and they'll continue to appreciate what you're doing. Sure, you have customers who resist change — all those folks who write nostalgic letters about the very first version of your best-selling product — but most folks welcome change if it brings something new and useful to them.