



- ✔ **Advertise.** You can also advertise in newspapers, magazines, radio spots, Web sites, and (of course) other blogs. But you don't have to spend a massive advertising budget on your blog. If you choose your advertising space carefully, you can isolate your target audience or aim for the blogosphere at large. Reaching people when they're away from their computer can be less than efficient if you want them to visit you while they're online.

Some blog-specific advertising services can ensure that your advertising ends up on blogs, where it's seen by bloggers and their readers. I mention some blog-specific ad services in the "Advertising your blog" sidebar of this chapter.

- ✔ **Hold a physical gathering.** Bring your readers and blogger(s) together for an informal meal and discussion in a local coffee house or diner. The event can encourage readers to connect with each other, perhaps by having a focused topic for discussion. Your readers will appreciate the chance to meet you and each other, and of course, everyone likes free food.

You might also want to try hosting a pay-as-you-go event, where you negotiate a group rate at a venue and then ask people to buy their own tickets.

- ✔ **Enter contests.** You can enter your blog in a number of blog award contests. Clearly, these aren't for the brand-new blog! I recommend that you spend at least six months building up a solid archive of content and comments before you submit your site to this kind of scrutiny. Winning an award, however, definitely brings your blog prominence and a traffic boost — and possibly some press attention!

The most prominent of these award contests is the Bloggies, which is judged in January each year. Visit www.bloggies.com for information (see Figure 11-4) on the latest contest, categories, and nomination procedures, as well as past winners. For a list of other awards, see the "Blog award contests" sidebar.

Advertising your blog

Advertising specific to blogs is still in its infancy, but some early adopters are reporting great successes — both from the publisher's point of view and the advertiser's.

- ✔ **Blogads** (www.blogads.com): The Blogads service lets you advertise on an impressive number and range of blogs, including Instapundit, Eschaton, and Little Green Footballs. (Advertisers need not be blogs, but sites carrying ads must.) You can see some ads from Blogads on Instapundit.
- ✔ **Pheedo** (www.pheedo.com): Pheedo is an RSS advertising service. Sign up for an account, provide some keywords, and Pheedo places your creative element in appropriate blogs.
- ✔ **Textad Exchange** (kalsey.com/textad): As the name suggests, members of Textad Exchange place micro text ads on their blogs. Sign up for an account, and your blog is added to the pool.