

Blogs have innate qualities that make them indigenous buzz-marketing tools:

- ✓ **Blog activity is measurable and quantifiable.** Blog postings leave a digital information “trail” that exponentially extends the reach of a given message.
- ✓ **Through the use of built-in comment technology, blogs encourage conversation between blogger and reader.** Very often a conversation that begins on a blog is continued in comments, on other blogs, and via e-mail.
- ✓ **They are excellent tools for obtaining feedback.** For example, if you want to gauge consumer confidence in a particular product, you can ask your customers via a blog post. You can be sure to get honest and candid responses; no bones about it!
- ✓ **Thanks to a companion technology called RSS, blog postings can be spread more instantaneously.** RSS syndicates blog postings to other Web sites and newsreader software, which you find more about in Chapter 13.
- ✓ **Blogs are search engine magnets.** The leading search engine, Google, loves them. The net result is higher rankings in search returns. From an ROI (Return on Investment) perspective, they help the marketer tap into a potentially lucrative pool of traffic.
- ✓ **Blogs are a grass-roots medium that allows direct contact with the consumer.**
- ✓ **The “personal” feel of blogs tends to create trust among readers, which leads to a loyal niche following.** The blogger becomes the virtual center of influence and thought-leader. According to Intelliseek CEO Pete Blackshaw, “Blogs are tailor-made for ‘influencers’ and serve as pace-setting devices to other influencers.”

And the list could go on . . . The fact is, blogs are word-of-mouth marketing taken to a happy extreme.

Bloggers with marketing expertise

If you want to find more about how marketing and blogging can work together, a good place to start is with the blogs of marketing professionals who use blogs. The companion blog to this book, *Buzz Marketing with Blogs* (shown

in the figure), is designed to do just that. Visit www.buzzmarketingwithblogs.com to keep abreast of blog-marketing happenings, blogging awards, opportunities, tips, and tools.