


**Figure 2-3:** Marqui, a communications company, has instituted a blogosphere program designed to pay bloggers for promoting the company.

**MARQUI BLOGOSPHERE PROGRAM**

**What is it? Overview**  
 "We're creating an opportunity based on trust," said Stephen King, Marqui president and ceo. "We believe information should be disseminated by people, not placements."  
 Read [more](#) about the program.

**Watch the demo (5 minutes)**  


**Who is Marqui?**  
 You can depend on [Marqui's Communication Management System](#), to help manage marketing campaigns, preserve your brand and control your messages. Want to know more about us? [Click here.](#)

**Who's Blogging?**  
 Marc Canter ([blog](#))  
 Alan Herrell ([blog](#))  
 Jonathan Abad ([blog](#))  
 Nathan Weinberg ([blog](#))  
 Molly E. Holzschlag ([blog](#))  
 DL Byron ([blog](#))  
 Lucas Gonze ([blog](#))  
 Mitch Ratcliffe ([blog](#))  
 Paolo Valdemarin ([blog](#))  
 Jon Lebkowsky ([blog](#))  
 Susan E. Kaup ([blog](#))  
 Richard Murray ([blog](#))  
 Richard MacManus ([blog](#))

**Messages & Stories**  
 We feed our paid bloggers messages every week and provide them with standard messages to use at any time. [Have a look](#) at our stories. [Suggest some!](#)

**Latest Feeds**  
 January 3, 2005  
 What's In a Good CMS - Meryl Evans ([Full Story](#))  
 January 2, 2005  
 Marqui blog makes it debut - Marc Canter ([Full Story](#))

**Terms Summary**  
 Here is a summary of our terms with bloggers. See our [contract](#) for details.  
 - Mention Marqui and link to our site - once a week.  
 - Put our mark/emblem on your site.  
 - Three month contracts will

**Navigation:**  
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The company made it clear that the bloggers are under no obligation to be positive about companies or their products. Marqui's goal was to use the feedback, along with any comments from readers, to improve the product. You can read the agreement Marqui puts in place with each blogger at [www.marqui.com/Paybloggers/Terms.aspx](http://www.marqui.com/Paybloggers/Terms.aspx).

### *Nike Art of Speed*

Athletic shoe manufacturer Nike contracted with leading blog publisher Gawker Media to launch the Art of Speed blog ([www.gawker.com/artofspeed](http://www.gawker.com/artofspeed)), a short-term exploration of independent filmmaking. The campaign was run on a microsite and was composed of 15 short films made by up-and-coming filmmakers and artists, commissioned and selected by Nike. The blog ran for a month, and postings covered films, their creators, and the state of contemporary filmmaking and its technology.

The idea behind the campaign was that blogs allow marketers to participate in the blogosphere, rather than merely observe it as a passive sponsor.

### *Keeping it real*

Using blogs as buzz-marketing tools can have its dark side. Blogs, in the hands of those who use the technology unscrupulously or in "stealth" mode, are a double-edged sword, as likely to generate bad publicity as they are good.