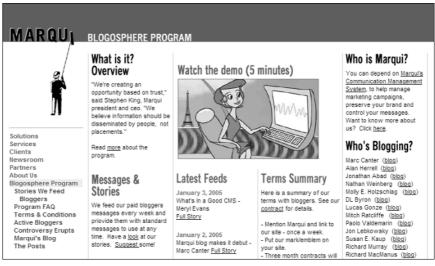
Figure 2-3:
Marqui, a communications company, has instituted a blogosphere program designed to pay bloggers for promoting the company.



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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.

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/artof speed), 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.