

business communications group
Trust-based marketing to accelerate sales

The New Rules of Corporate Communications
Business ethics and the rise of business blogs

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Agenda

1. Context
2. Bad Business Blogging
3. Good Business Blogging

Discuss online after this event at
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Context – companies in social media

THE ROLE OF COMPANIES WITHIN SOCIAL NETWORKS, ACCORDING TO SOCIAL MEDIA USERS:

- PROBLEM SOLVE (VIRTUAL CUSTOMER SERVICE)
 - TOTAL: 43%
 - MEN: 41%
 - WOMEN: 45%
- SOLICIT FEEDBACK (BLOG PAGES, BRANDED SITES)
 - TOTAL: 41%
 - MEN: 39%
 - WOMEN: 43%
- PROVIDE NEW WAYS TO INTERACT WITH BRAND
 - TOTAL: 37%
 - MEN: 39%
 - WOMEN: 35%

From the Cone 2008 Business in Social Media Study Fact Sheet

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Context – the evolving media landscape

The Evolving Media Landscape

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Context – what execs are saying

What people are saying

Microsoft: "Inherent in the power of Web 2.0, the emergence of online communities, and the transfer of power from big, established, centralized and central structures like corporations to large groups of decentralized individuals, the customer is the one to issue their own instructions to pull information."

WAL-MART: "Online shopping is a great way to get feedback and understand your customers. Just about our best and our biggest opportunity for our business."

Coca-Cola: "A lot of social media tools do a great job of letting you understand what your customer is saying. What we really want to know is what's interesting to the conversation and how does it generate valuable."

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Bad biz blogging

Examples

- 3M
- Gartner

Bad includes...

- Guru-speak (Pick)
- Jargon (Scott)
- Being evil (Brin)

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Bad biz blogging - 7 more sins (Pick)



Bad includes...

- Gluttony
- Greed
- Sloth
- Wrath
- Pride
- Solipsism
- No contact info

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Good Biz Blogging

Examples


- David Meerman Scott (www.webinknow.com)
- Diet Coke + Mentos (<http://www.youtube.com/watch?v=hKoB0MI1VBw>)
- (bonus) CSUS faculty

Good includes...

- Personality (Tom Pick)
- Authentic (DM Scott)
- Transparency (Rebecca Blood)

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6 more Ps of effective biz blogs (Pick)



Persistence
Personality
Passion
Practical
Positive
Peculiar

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