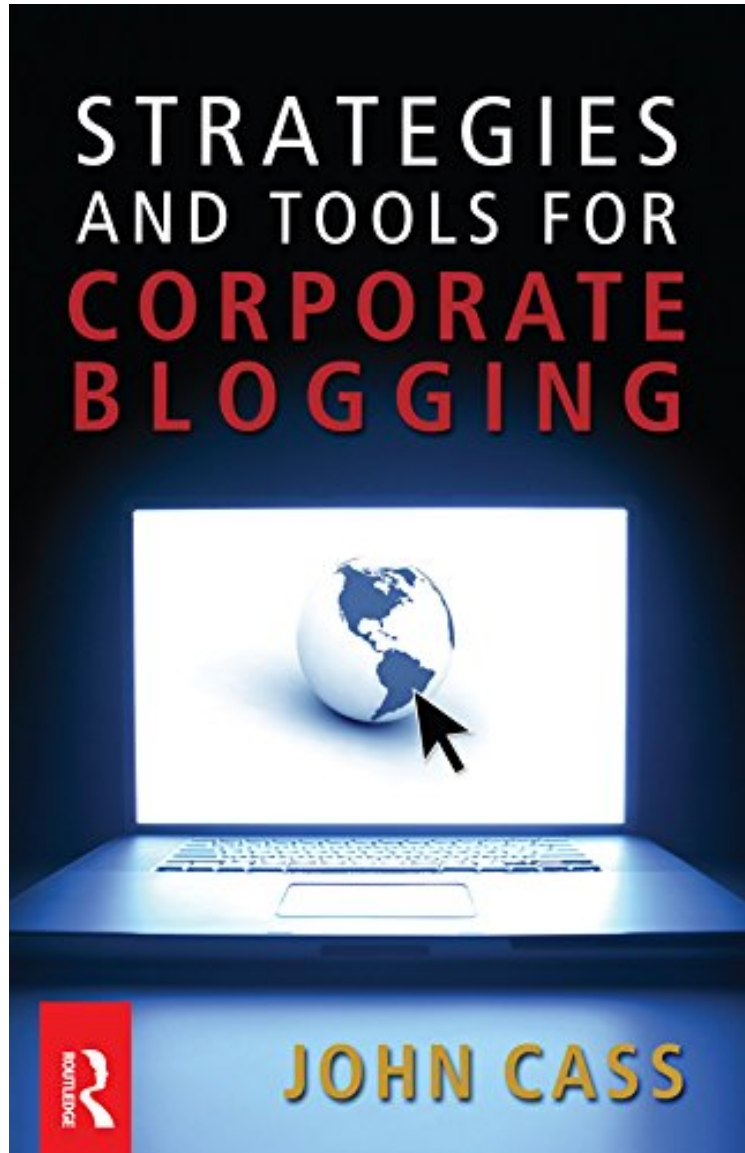


[Free] Strategies and Tools for Corporate Blogging

## Strategies and Tools for Corporate Blogging

*John Cass*

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**John Cass : Strategies and Tools for Corporate Blogging** before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategies and Tools for Corporate Blogging:

0 of 0 people found the following review helpful. Excellent book on corporate bloggingBy Claire A. CelsiJohn Cass combines traditional wisdom about corporate blogs and adds his own instructions on "how to" accomplish building and maintaining an excellent corporate social media and blogging strategy. John's book manages to be both engaging and methodical at the same time. I would highly recommend this book as a desk-side bible for PR pros, corporate communicators and anyone who speaks on the subject of corporate blogs.3 of 4 people found the following review

helpful. Blogging is about listening. By Paul A. Baker. John Cass blogs at PR Communications where he writes knowledgeably about industry. He's also a fellow at the Society for New Communications Research (SNCR) and is past president of AMA Boston. *Strategies and Tools for Corporate Blogging* is an informative and useful book that aims to give the reader the tools and strategies to develop expertise in how to build a successful corporate blog and to enable the reader to conduct effective corporate blogger relations. He makes several important points along the way. \* rather than blogging exclusively about products and services, the better strategy is to create a forum for discussing customer issues and concerns. \* blogging is about listening, and involves customer service and product development. \* PR professionals have many of the skills and strategies needed in today's new media world, but they still have much to learn from other professions if they are to succeed in blogging. The book's only major drawback is an apparent lack of professional editing. Nevertheless, I would recommend this book, along with a couple others I've reviewed: *Blogging for Business* by Shel Holtz and Ted Demopoulous (Kaplan, 2006), and *Naked Conversations* by Robert Scoble and Shel Israel (Wiley, 2006).

If advertising and public relations were the best ways to connect with a company's audience through traditional media, and blogs are the best way to connect with millions of customers through the medium of online consumer generated media, then how can companies best use blogs to connect with their audience through the medium of consumer-generated media? The answer is through blogger relations, the process of interacting with bloggers and blog readers to get a company's message to an audience. This book targets business people, marketing professionals, public relations firms, search engine optimization and online marketing agency staff with a primer on the importance of corporate blogging and how to conduct a successful blogger relations ongoing campaign.

Ok, we finally figured out why blog, now John Cass tells us how to do it---successfully! This comprehensive approach to developing a corporate blog program covers everything from A- 6 Apart to Y - YouTube. I particularly found the blog audit section (chapter 2) for sizing the market particularly helpful. By following John's strategies, you are sure to have a high ranking blog that resonates with your customers. I wish I had the benefit of this book when I started a corporate blog last year.-- Warren Sukerne, Vice President of Marketing and Sales, Cruise West John Cass provides a great wake up call for corporations. He highlights not only how blogging can improve a company's relationship with its customers, but also 'the recipe for success,' such as the mechanics of blogging, how it fits into the marketing mix, how to develop guidelines for employees, and more. He describes real examples of what companies have done in the past and what they can do moving forward to get on the blogging bandwagon. This is a must-read for anyone who is thinking about implementing blogs. --Scott K. Wilder, Group Manager, Intuit Small Business Online Communities In the old days, you only had two ways to reach audiences: Buy expensive advertising or convince the media to write about you. Today, the Web allows any organization to be just in time and just right publishers. John Cass delivers everything you need to know to harness the amazing power of blogs and blogger relations to reach your buyers directly.--David Meerman Scott, Author, *The New Rules of Marketing and PR* About the Author Fellow of the Society for New Communications Research (SNCR), President of the AMA Boston 2005-2006. He blogs at PR Communications: [pr.typepad.com](http://pr.typepad.com).