

The Blogging Advantage

An active, effective blog will drive value for your company or organization in the same ways that traditional public relations and advertising activities do: increase brand awareness and equity, enhance reputation, shape opinion and influence consumer behavior.

Blogs differ from traditional marketing media, however, because they allow you to make **high-trust impressions** with a **valuable demographic** at a **low cost**.

Advantage 1 :: Make high-trust impressions with consumers

Consumers have historically placed their trust in personal, **word-of-mouth conversations** over traditional forms of media and marketing when making purchase decisions. Weblogs (“blogs”) are the rapidly growing online medium-of-choice for consumers to converse about your products, your company and your industry. The 2005 Pew Internet and American Life Project found that more than 32.4 million Americans read blogs and that number is growing at 23,000 per day.

Advantage 2 :: Reach a sizable, affluent and opinion-leading consumer base

The core demographic of blog readers is attractive not only for their purchasing power but also for their influence over other people’s opinions and purchasing decisions. The average income of a blog reader is \$57,900, and a majority of these readers (56%) are males in their mid-thirties. These readers also consider themselves to be natural opinion leaders, compared with those who are online but do not actively read blogs.

Advantage 3 :: Leverage marketing/advertising dollars

Your marketing efforts aspire to make regular, high-trust impressions with the largest possible audience of target consumers at the lowest possible cost. Consumers, generally, do not trust advertising campaigns delivered through traditional forms of media, such as television, radio and print. Moreover, these are the most expensive media through which to advertise. Blogs offer a high trust, low cost way to reach your target audience. Plus, current technology provides real-time tracking of consumer behavior in key ways that traditional media cannot.

Blogs = High Trust, Moderate Reach and High Measurability at a Low Cost

	Trust	Reach	Measurability	Cost
Blog	● ● ● ● ●	● ● ●	● ● ●	\$ \$
E-mail Newsletter	● ●	●	● ●	\$
Press Release	● ●	● ●	● ●	\$ \$
Television Ad	●	● ● ● ● ●	●	\$ \$ \$ \$ \$
Radio Ad	●	● ● ● ●	●	\$ \$ \$ \$
Newspaper Ad	● ●	● ● ● ●	●	\$ \$ \$ \$

Source: Edelman Trust Barometer Report, AdWeek