Blogging – A Corporate Strategy?

By Nick Rice

Still think the blogosphere is just for early adopter fringe web users?

Think again. Check out some of the recently released stats:

- YouTube traffic doubles monthly
- MySpace is bigger than Yahoo
- Blogs can drive explosive growth or outrage
- Blogs can revolutionize customer service programs
- Senior citizens are the fastest growing blog population

“User generated content” or “free for all communication”; call it what you like but blogging and social media networks have really grown into their own over the last 12 months. Companies are launching new 30 second commercials solely on YouTube instead of paying tens, if not hundreds, of millions for network airtime. Fortune 500 companies use MySpace to launch products to highly influential young adults w/ billions of dollars of purchasing power.

When a customer is happy enough or mad enough to talk about your product or service you should pay attention. In fact, you should encourage the conversation. That’s what web 2.0 is all about. The tables are turned and if you’re not taking the lead you will be left behind. Your audience is too savvy. They demand control over their experience with your brand and the ability to speak out about it - good and bad.

You cannot control your brand. You can only hope to guide its direction by knowing who you are, who your customers are, what they want, what issues they struggle with and how you want to help them. If you think the world is small; the gap from CEO to customer is tiny. You don’t need a million dollar research program; just start a blog and pay attention.

The truth is that they’re already talking. They always have been.

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