

word of mouth

Northeastern UNIVERSITY
COMMUNICATION STUDIES

Blogging & Communities

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CMNU914: WOM, Buzz, and Viral Marketing Communication

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Overview

- Three (and a ½) approaches to blog marketing
- Objectives that can be achieved with blogs
- Levels of company involvement
- Customer insight and advocacy through branded communities

Content adapted from Corcoran et al. (2006)

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Three (and a ½) Approaches

- Blogvertorials
- Corporate blogs
- Faux blogs
- Sponsored/paid blogger programs

Content adapted from Corcoran et al. (2006)

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Blogvertorials

- [Nokia's N90 Camera Phone](#)
 - [Official blog](#)
- [Dr. Pepper's Raging Cow](#)

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Corporate Blogs

- GM's [Fastlane Blog](#)
- [Stonyfield Farms](#)
 - [Baby Babble](#)
 - [Bovine Bugle](#)

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Faux Blogs

- Sega's [Beta 7](#)
- McDonald's [Lincoln Fry](#)

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Sponsored/Paid Blogger Programs

- Marqui
 - [Payblogger Program](#)
- Coca-Cola
 - [Torino Conversations](#)

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Blogging Objectives

- Generating interest
 - [Stonfield Farms](#)
- Drive action/sales
 - [Treonauts.com](#)
- Create goodwill
 - [Scobleizer](#)
- Establish expertise
 - [English Cut](#)
- Customer dialogue
 - [FastCompany](#)
- Employee dialogue
 - [Variety](#)

Content adapted from Corcoran et al. (2006)

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Levels of Involvement

- Oblivious
- Monitoring
- Listening
- Responding
- Joining In

Laurent Flores' [Customer Listening Blog](#)

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