



Precise Thoughts Aug07: How to live with Blogs | ROI

You may recall our Christmas predictions for [2007 World of Change](#); well even our optimistic outlook underestimated the speed at which Blogs and other Consumer Generated Media (CGM) have pervaded the marketing domain.

One measure of that growth is the passing of \$1B in online advertising spend.

As advertisers slowly realise the size and value profile of the online audience, we wonder how many truly understand the important role of PR in that audience.

We encourage your opinion on anything about online Media or measurement more generally at <http://michael.zivblog.com>.

Yours,
Michael Ziviani
CEO

In this edition

1. Blogs: Don't get blogged down by this new interactivity

- Precise Blog Tips
- Blog Measurement

1. ROI

Business benefits from analysis

1. Blogs: Don't get blogged down by this new interactivity

With a total of some 100 million bloggers, the blog avalanche is happening. Gartner speculates that the snow ball of Consumer Generated Media will reach its max in early 2007. The world of MySpace has raised this

previously nerd-oriented media into an easily accessible, high exposure, very influential market place.

According to a new report from Gartner, less than 2 percent of all Internet users are frequent content contributors. Between 10 percent and 15 percent contribute occasionally but here's the clincher: more than 50 percent are reading or watching what the communities are discussing. Visit www.itnews.com.au for more research.

This type of landscape is actually similar to mainstream media with a few important differences....

- Two-way communication streams bring out differences of opinions and allows themes to grow fast.
- Issues or buzz can start in the blog realm before being picked up by mainstream media. Some of these can grow to a major force as they quickly gain reach e.g. [Carlton's Big Ad](#).
- It is not just the one blog that needs focus. Most Blogs include links somewhere else so an intertwined network expands in a virus-like way.
- Whilst Bloggers may be professional journos or amateurs, the believability generated from this word-of-mouth-like concept does shift reader attitudes. See www.womma.org/research/009154.php for research.





- RSS feeders 'push' new content to your desktop 'readers' or portal homepage so it is always fresh.

MySpace, YouTube and Second Life are reshaping marketers' ability to influence specific target markets in either advertising or PR. The great thing about the CGM (Consumer Generated Media) landscape is that much of it can still be split into defined user segments such as; Information Technology (e.g. www.engadget.com) Gen Y Trends (e.g. www.myspace.com), Business Strategy (e.g. www.marketingprofs.com), Product and Service reviews (e.g. www.notgoodenough.org).

It's a new, free, interactive environment to launch products – a space that many bands, authors and amateur filmmakers have embraced to build a following. With so much potential it will soon be a case of take notice or be left behind – You snooze, you lose!.

1a. Blogs: Precise Tips

Precise tips to engaging Blogs...

- Watch, listen and learn FIRST.
- Always be open and honest about who you are and what your reasoning is. Avoid masquerading the corporate line – Fakers get found out fast and the brand damage could be inestimable.
- Once you check in with an opinion you need to stay in.
- Research the issue and the person well so you know what you're talking about. Remember you will be similarly researched by others.

- Ensure your style matches the context.
- Consider evaluation and analysis as an investment in the future.

1b. Blogs: Blog Measurement

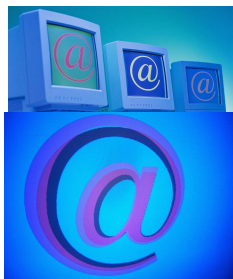
Blog Measurement:

There are many blog measurement tools that can help you get a feel for the volume of buzz around your brand. However, in order to gain insight into the good and bad buzz and why it occurred, a solid measurement approach is required. This should take account of three things:



The Blogosphere: A holistic view of volume and theme trends from period to period - follow message lifecycle or seek an overall snapshot of campaign success.

Key Bloggers: Determine how effective your chain of influence has been on promoting discussion amongst "pro-actively engaged" vs "un-engaged" bloggers.



The Blog: A micro analysis of each blog's text and graphic tone with brand attributes, discussion context or key mentions.

As a logical extension to our PREnhance® offering, we have prototyped our own '[Blog Analytics](#)' analysis system over the Christmas/ New Year period.





Results have been excellent so if you are actively seeking some analysis in this area we can customise research to your specific requirements.

ROI: Business Benefits from Analysis

More and more, companies are understanding and asking 'how has this activity contributed to the company ROI?' Communications is becoming a 'science'. The notion of integrated communications is gaining traction at senior management levels. But how do communications professionals prove these activities created value? And exactly how much value?

This is a key question to us at Precise and an ever increasing effort is directed to R&D to find simpler, better techniques. There are several parts to the answer:

Structured frameworks – Structure brings order and the key here is capturing the relevant information in the right way for your requirements.

Your personal history lesson – Just as lessons in history often repeat, information collected properly over time holds many secrets which can be unlocked through analysis.

Defining the key business outcomes – What are the challenges and what is going on to solve them? Ensure the desired outcomes are clear before starting work!

Systematic Discipline – A business functions as a series of related systems. Something happening in one part will generally see something happen in another. A systems view

of collecting and analysing information multiplies the value of resulting insights.

Whereas poor analysis is like a hollow tree trunk that won't support future growth, good analysis is like plasticine – you can mould it around the problem. Taking this approach establishes ROI as a process and not just a metric.

And on that note – what a great topic for a discussion! Great benefits of discussion will come from sharing ideas around how to realise the true value of PR. There are a range of potential angles to this theme and here are some thought starters:

- What do you see as the role of blogs in your industry?
- What business benefits do you gain from PR?
- How does analysis help you support your PR effort?

It would be great to get your thoughts, experiences and ramblings in our new virtual 'commune of thought'. You can post thoughts at: <http://michael.zivblog.com>.

Thanks for taking the time to read our newsletter. If you would like to receive our newsletters as they are published please forward your details to contact@precise-value.com.au

About Precise

Established in 2001, Precise specializes in premium quality communications analysis services for Blue Chip clients. We apply best-practice techniques to profile opportunities and quantify results in concrete business outcomes.

