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**Sinopsis**

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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.

- \* Provides tools for companies to interact with customers through blogging communities
- \* Shows how to transform public relations and search marketing through consumer-generated media, RSS feeds and comment interaction strategies
- \* Describes how to optimize blog articles for blog search engines and provides content strategies
- \* Provides companies the planning tools to evaluate its blogging community and company resources for effective blogging