

Types of Blogs

Overview

❖ Blogs can be categorized into the following types:

The Taxi Driver

The Company Professional

The Connector

The Industry Professional

The Announcer

The Talk Show

The Journalist

The Taxi Driver

- ❖ The Taxi Driver blog knows everything that happens.

Engaging as a taxi driver with all sort of people and resources his experience and knowledge are priceless.

- ❖ The Taxi Driver blog is a relatively rare one. It takes time to get the required experience and knowledge to become a Taxi Driver blog.

Years of listening to others, advising and evolving in a professional way while building themselves as a branded Taxi Driver blogs.

The Taxi Driver

- ❖ Taxi Driver bloggers that come from a company will need to be honest about their company and set themselves above many of its interests.

Without being honest the blogger won't be perceived as a Taxi Driver by his readers and people won't trust him.

- ❖ Taxi Drivers cannot pick a side and cannot glorify every success the company has.

Picking a side or glorify every success will damage their honesty image and cease them from being Taxi Drivers.

The Taxi Driver

- ❖ Companies interested in having a Taxi Driver blog serving their interests better avoid financing one.

Hiring a blogger and expect him to become a Taxi Driver one usually cannot work. Such a blogger will never be conceived as a neutral honest blogger.

- ❖ Company that has a Taxi Driver blog in its service benefits both from the visibility he creates and from getting a more personal image. In addition, in many cases the Taxi Driver blogger becomes a thought leader in his market.

Having a thought leader in service of your company assists shaping your customers mind.

The Company Professional

- ❖ A Company Professional blog enjoys the highest professional respect.

People acknowledge the blog being a professional one managed by a talented person. The blogger enjoys their respect.

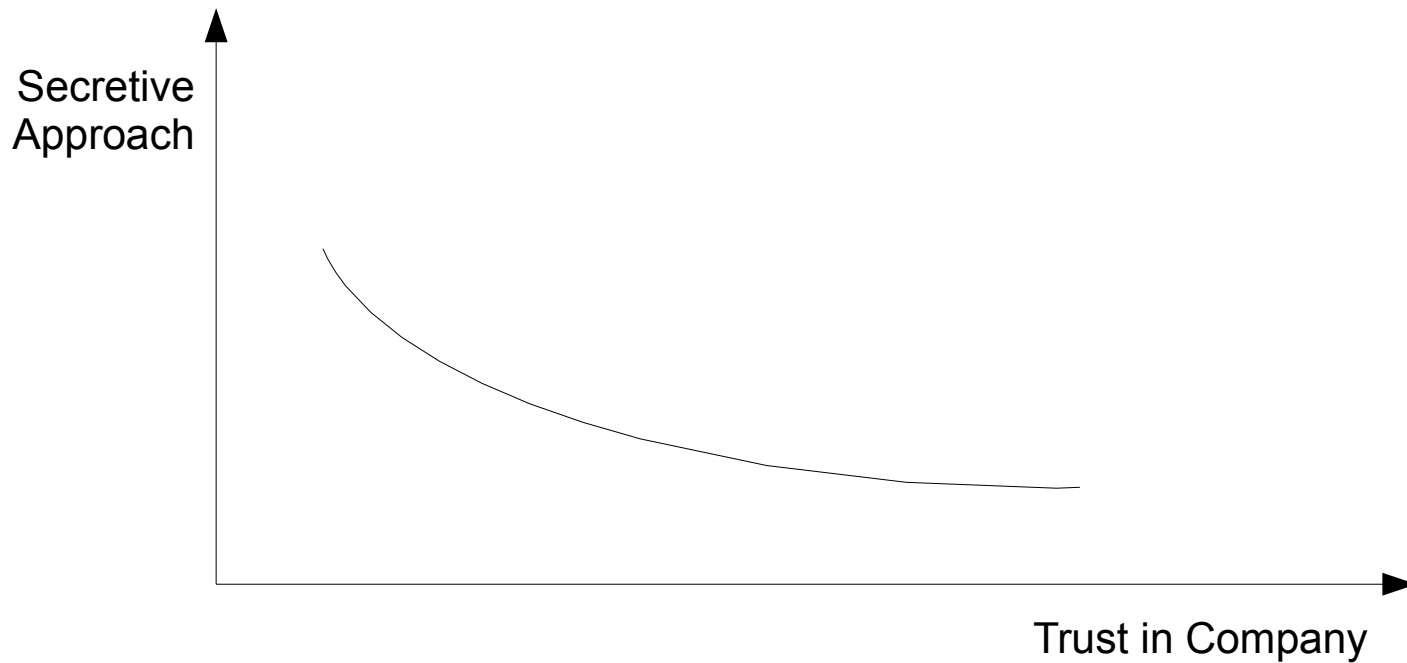
- ❖ A Company Professional blogger is essential for any business looking for gaining trust.

Having a Company Professional blogger is highly typical for high tech companies.

The Company Professional

- ❖ In many cases, a Company Professional blogger uses its knowledge to assist customers to solve simple issues. Good example can be a lawyers firm that has one (or more) Company Professional blogger(s) that answer questions asked by customers and potential ones. Doing so the customers enjoy a positive experience that strength their relationship with the company.

The Company Professional



The Company Professional

- ❖ Being known for their highly professional skills they are capable of spreading important news to other professionals, who are also the company customers. Spreading news via Company Professional bloggers enjoys the trust the customers have, strength it and set new professional relationships.

The Connector

- ❖ Everyone know the Connector Blog. Accessible to everyone and capable of connecting between different people according to their needs.
- ❖ The Connector Blog is updated with all news and capable of answering others' questions putting them in touch with the one that can assist them.

The Connector

- ❖ The Connector Blogger build relationships with others and make connections with various parts of the company and its market.

Doing so, new business opportunities emerge and new customers are created. Doing so, the Connector Blogger acts as a sales person.

- ❖ The Connector Blogger can also assist in building relationships within the company.

Having the HR manager running an internal company blog can assist putting in touch different people from the company while having the right things done for the right people.

The Industry Professional

- ❖ The Industry Professional Blog is kind of a Company Professional Blog located outside of the company that covers both directions.

Unlike the Professional Blogger, being an industry one he can give a good perspective both on the company to the outside market and on the outside market to the company.

- ❖ Having both directions covered in his blog he enjoys a growing respect and treated as an honest blogger.

Being so, the blog serves a valued accurate window for the company.

The Industry Professional

- ❖ The Industry Professional Blog is well suited for handling customers complaints and for providing inner look into the company.

Providing the inner look it can be used to deliver scoops outside to the world while enjoying the credit it has as an honest blog.

The Announcer

- ❖ The Announcer Blog points out at other resources.

Pointing out at important restaurants, great songs, excellent receipts or any other stuff.

- ❖ The Announcer Blog serves as a trusted source for information.

In many cases it can also be perceived as one that filters the less important stuff or the garbage ones.

The Talk Show

- ❖ The Talk Show Blog creates communities by allowing others to interact.

In order to succeed the Talk Show Blog should treat all participants with a sense of equality allowing everyone to be heard, be fair with all participants and work towards the creation of a community.

The Journalist

❖ The Journalist Blog tells the world what happens in a newspaper format.

Its purpose is to successfully transmit the news.

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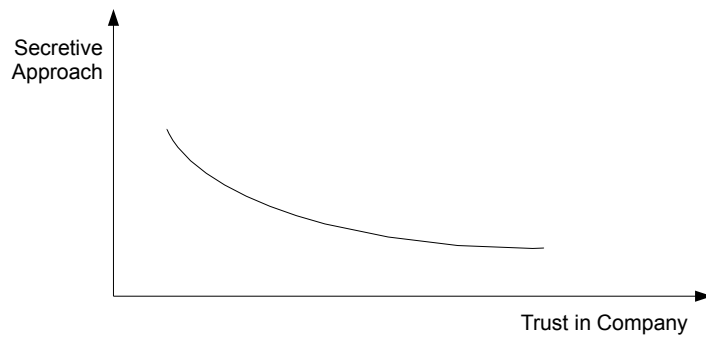
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