



HOW TO MANAGE A COMPANY BLOG

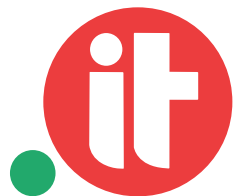
Advice for effective communication



TIPS&TRICKS BY RICCARDO SCANDELLARI

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Introduction



Introduction

Riccardo Scandellari and what he is talking to us about

I have been dealing with the Internet since 2000, when I dedicated myself to Internet sites, being involved in programming and graphics. In recent years, thanks to my shift towards Rudy Bandiera, I have approached the world of personal branding by opening my own personal blog. From that moment on I became an all-round communicator. Then, since writing my first book, for me a new world has exploded, all thanks to my blog.



Company blog: what it's for and why



Company blog: what it's for and why

Why should an SME open a blog on its site?

The blog today is the meeting point between a Google search and awareness. So at least for the next 5 years it will be a solid strategic point. In particular, small and medium-sized businesses must make the most of it by making a greater effort online than larger companies. This is above all because it is essential for clients to perceive the quality and the background of what happens in the company. The key to doing this is the content, which can be a photo or a video. A blog within the company website is functional to this. Of course it is necessary, before starting to write, to understand through an analysis of the most searched keywords in Google, which are the most interesting topics for the target audience being addressed.



Blogs and social media: why one or the other, and how can they coexist?

Social networks and blogs should be used according to their product and audience.

It is on these factors that the choice of the place to communicate must be based: not all companies need a blog, nor must they be part of a social medium at all costs.

To those who want to manage both media, the blog can be useful to intercept a very wide demand and enable the sharing of content on other platforms. This is certainly the point of intersection between the two media: the corporate blog that gathers all the company's communication and the social networks that amplify the echo.

The blog as further channel of customer care

To manage a customer care service I recommend using traditional channels, such as the telephone (toll-free), where you can manage the problem of the user privately. If, on the other hand, it is a question of managing frequent problems in which one can meet more customers, it makes sense to build ad hoc content for your blog. This so as to offer a better service which, at the same time, helps the company in managing the caring. Finally, I recommend treating the content by attempting not only to interest those who need it at that time, but also thinking of intercepting other people, lightening the content and inserting elements that involve others.



How to use the blog effectively



How to use the blog effectively

In what way should I speak in my company blog?

The most effective way to have a successful blog is to make it as “human” as possible, so that it has a face and a signature of the writer of the posts. Talking in first person helps to do this. In general, corporate blogs are often cold and present posts almost as if they were press releases. This must absolutely be avoided if you want to use it in the best way possible. Regarding the tone of voice, no company knows its customers better than itself and therefore it knows the best way to interact with them, remembering that seriousness is necessary, solemnity not.

Then, depending on the product sector, the topics to be discussed are decided.

For a bank it will be unthinkable to speak only of interest rates, but on the contrary it will have to try to associate its image and communication with other factors such as family and security, which are part of a more value-based dimension.

If, instead, it is a company that manages screws and bolts, speaking to a very narrow and very technical target, there will be no need to resort to collateral themes that accompany the technical specifications, as in the example above. For sectors such as food or textiles, it is preferable to use the blog as an aggregator of visual content, which better explains the characteristics of the products.



How often do I publish?

A year ago I would have said post once a day, but today I prefer to advise not to focus so much on frequency, but on quality. The more you publish the better, but they must be quality posts.



Is it better to publish spontaneous content or entrust communication professionals?

Homemade content will always be better than that purchased at dedicated marketplaces, which allow you to have content with little cost, but which will be of low quality. If you have the opportunity to invest large amounts of money then you can turn to professional bloggers, gaining a double type of visibility, both on your blog and on their channels. Another solution could be to use consultants within agencies.



How to promote the blog



How to promote the blog

Promoting the company blog

In my opinion, banners are a legacy of the past. Now it is the posts sponsored on social media that are interesting, where in the face of an average budget you can ensure reaching a certain number of views. In this way, the user will not see simple advertising banners but integrated communications within their newsfeed, mingling with friends' posts. The newsletter, for example, is another very effective means of communication when the target audience is made up of people who are really interested in the content proposed. For this reason I do not recommend purchasing generic email address packages.



5 rules for coordinating and fully exploiting blogs and social media

1. Favor images and video, which are worth more than a thousand words;
2. Write and communicate in a simple way, trying to let it show through that behind every post there is a person, not a company. This is because the public, even if very technically inclined, is made up of persons;
3. Distribute your content by promoting it in collaboration with bloggers or using paid advertising;
4. Segment the distribution according to your target (don't shoot into the crowd), so as not to disperse resources.
5. Arrange your blog vertically: out of 5 posts, one can be different from usual, though still remaining within the context of your sector.

