

# Develop a Blog That Reaches Audiences Beyond the Mom



## A Workshop on Corporate Blogging



### The Setup

Designed for anyone who currently blogs or aspires to blog on behalf of a company

Workshop for up to four participants

Participants complete short form prior to the workshop

Each participant attends with a computer and Internet access

Workshop held at participants' office or offsite  
— Session runs three hours

The Hoffman Agency advises companies on applying communications to build brands, fortify reputations and sell products. With a heritage in the tech sector, the firm today focuses on markets of complexity: telecommunications, energy, water, and financial services as well as technology.

For clients with global needs, The Hoffman Agency's operation extends across Asia Pacific, Europe and the United States. By taking a collaborative approach to implementing multi-country programs, the company can leverage content and thinking across geographies.



**Social Media** continues to change the rules of the communications game.

As the lines blur between third-party media and owned media, companies are increasingly developing their own blogs to effectively communicate to the outside world. More than simply expanding companies' public profiles, effective blogs showcase thought leadership and facilitate interaction with target audiences.

Of course, a few "minor" challenges exist to achieving blog nirvana.

The noise level in the blogosphere has reached a crescendo and shows no sign of slowing down. According to BlogPulse, the number of blogs tipped the 126 million mark last year.

How do you shape a blog that attracts attention in such an environment?

Certainly, one of the keys comes down to translating domain expertise into unique perspectives, but corporate bloggers bring varying levels of writing expertise to the table.

What are the techniques that enable a person who isn't a professional writer to craft compelling blog posts?

This workshop addresses these core questions as the foundation for the session.

## Workshop Framework

### Introduction

- Individual Goals for the Workshop
- State of the Blogosphere

### Writing + Content

- Blogging Fundamentals
  - Frequency
  - Length
  - Industry vs. company
  - Perspectives vs. reporting
  - What constitutes "influence"?
- Defining the Primary Audience
- Generating Ideas for Blog Posts
  - Tools
- **Exercise: Generating Ideas for Blog Posts**
- Five Keys to Compelling Content

- Finding Your Voice
  - Conversational language
- Outlining a Post

#### • Exercise: Outlining a Post

- Storytelling Techniques
- Value of Multimedia
  - Photos
  - Audio
  - Videos
- Power of Links

#### • Exercise: Writing a Post

### Promoting a Blog

- Encouraging Interactions
  - Responding to comments on blog
  - Posting comments on other blogs
- Extracting Guidance from the Google Analytics Dashboard
- SEO Techniques
  - Keywords
- Directories/Communities
- Leveraging Other Social Media Platforms

To discuss the workshop, contact

Lou Hoffman [Lhoffman@hoffman.com](mailto:Lhoffman@hoffman.com)

# The Hoffman Agency

[www.hoffman.com](http://www.hoffman.com)  
[www.ishmaelscorner.com](http://www.ishmaelscorner.com)

**WORLDWIDE**  
70 North Second Street  
San Jose, CA 95113  
+1 (408) 286-2611

**ASIA PACIFIC**  
The Workst@tion  
16th Floor  
43 Lyndhurst Terrace  
Central, Hong Kong  
+852 2581-9380

**EUROPE**  
Garden Studios  
11-15 Betterton Street  
London  
WC2H 9BP  
+44 (0)20 7470 8762