

Blog off!

A Guest Article by Tim Prizeman
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The truth about blogging

You may have started – or be thinking about starting – a blog to attract business: after all, there is lots of coverage about them and you may well know someone who is doing one. Don't!

In 2007 blog search engine Technorati was already tracking over 72 million blogs, with over 175,000 new ones being created per day. While a modest number of these had large and growing followings, most quickly became moribund after attracting negligible interest.

Low odds, high costs

If you generously guesstimate that 100 successful blogs are launched every day, that also means 149,900 unsuccessful ones each day, on top of at least 71.75 million existing little-visited ones – not great odds, and that was in 2007!

If that doesn't put you off, think of the cost. Say it is a two-year commitment, and if you are a fast writer you will spend a minimum of two hours a week keeping it fresh. That is 200 hours of your time, with set-up and promotion costs on top. If you need a ghost writer, that will add many thousands of pounds more.

Other options

There are numerous things you could be doing with that time, and other areas of online media are far more likely to be productive.

With blogs the challenge is how to attract people to your new creation. Clearly this is hard work. Instead, follow one of the principles of successful advertising: promote yourself where the people you want already hang out.

In addition to the large numbers of community and special interest websites, seismic but generally unremarked-upon changes have happened with the traditional media that create fantastic promotional opportunities.

Contribute and win

Whether it is the BBC, *Legal Week* or the *Scunthorpe Echo*, the media have gone online. Most UK print publications – and there are at least 8,000 of these – have their own websites (now mostly with additional content to the print version), and there are increasingly others that are online only.

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On top of these there are countless special interest and community sites, while the growth of digital broadcasting means there are now 797 licensed TV channels and around 450 radio stations in the UK – many with shoestring budgets, but still attracting far more visitors than the typical blog.

Journalists are desperate for business directors to contribute on business and management issues (rather than on how wonderful their product/shop/service is). Use the time and money you save by not having a blog to contribute to these – whether by way of articles, postings or interviews.

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If you would like more information on any of the points covered in this Guest Article, please contact **TCii** on **020 7099 2621**.