

Remember these four words...[Web 2.0](#) . Here is a second [link](#). Web 2.0 is important because it will be loaded with social media and is the basis for learning these important tools. Ms. Weil's book and presentation highlighted this. Hold on to her slides...you may be using them in a presentation in your future as you take whatever company or not for profit you are part of into the Web 2.0 future.

Just a couple of words of "disappointment". Just one of you "twittered" Ms Weil. She got a bonus.

Here is what you learned....

- Fear of being criticized or ridiculed prevents many companies from blogging
- Most blogging is or should be done about topics related to your products, not about the product itself
- Good blogging is good writing, good writing is story telling
- Companies are now sending texts to loyal customers about new product information and promotions
- Twitter is a text-message type blogging website. The CEO of Zappos even has one
- If you blog, Google will find you. They like blogs and blog entries.
- 49% of young adults are cell phone only users
- People are 32% more likely to buy if they can read blog before the purchase. It is a lot of payback for having a blog on the website.
- Don't blog about widgets, but blog about the products. It is a fine line on how to do it.
- It is an experience and it lets customers get involved
- It's about the writing, it needs to be good and people will notice it
- Your brand needs a blog. This gives you an insight into your product from a consumer standpoint.
- People care more about what their friends and peers say rather than a company
- To blog successfully, take off your marketing or PR hat and adopt a new mindset...Deliver value without selling
- Simplicity, unexpectedness, concreteness, emotion, credibility and story are all very important for blogs
- E-retail blogs work because customers are interested in what other customers have to say
- It's all about the content on the blog. That's what makes it good.
- Bluefly is just not about selling their products. They show you what you can do with the product, if someone that is famous uses it and why. There are other tips and quotes that go along with the product or just a clever thing to put on the website to keep it interesting and the website long.
- Twitter is text messaging, only 140 characters at a time, and only the followers can look at other messages and comment on them. You can write on e through your phone or on the computer.
- Have to create value to your reader by selling a product without welling it. People are telling a story, if they like it or not and why. Everyone has different thoughts about every product. I think it is better to be talked/written about than no one ever knows that you exist.

Debbie Weil

- Blogs are like thinking out loud. They don't always have to be brilliant.
- Companies use less freelance people to write blogs than what you would expect. Usually use people within the company
- Can't be part of retailing without e-retailing affecting your business
- Negative effects can come about from "ghost writing"
- If you reach out and collaborate with your customers, they might have more ideas than you do
- Blogging's purpose is to receive feedback
- I have learned that our generation and the way we live is what matters. We are the consumers and are revolutionizing the market
- All businesses should be blogging, no matter how large or small
- Debbie Weil, for being older, still has many more revolutionary ideas than kids our age- From the perspective of a 59 year old white middle class male...she is just right.
- A retail blog could work because your business can gain credibility by hearing other testimonies about a company/product
- Tribe is a group of people connected to one another, connected to a leader, connected to a common idea – Seth Godin
- One in five U.S. adults have no landline
- 800-CEO-READ.com is a review source for business books
- Twitter is a very fast way of blogging
- Sometimes people in the community know more about solving a certain problem than people who are actually working in the company
- We are in the middle of the internet/e-retail revolution
- E-retail blogging allows you to obtain priceless feedback that will allow you to better your product/service. It's not that you cannot figure it out, but it gives you a different perspective.
- Social platforms are tools to put you ahead of the game. Blogging is on top!
- There are ways to link your sales ability to the company blog that links directly to the site. – I honestly never knew companies did that and I think it's genius!
- Twitter is really the next step in blogging with quick response. Any company that can do the blogs well or has ability should really look into Twitter.
- A blog is platform where other key social platforms can exist, therefore holds more importance.
- Clever in blogs works. Clever title, clever content, are all great ways to get attention and if you get the customers' attention...they are 30% more likely to purchase after reading the blog.
- E-retail blogging is an experience
- Creating community retains customers
- Companies want to be #1 in the online conversation about their brand, so it is important for them to blog for showing up in search engines. This helps them control the conversation
- Customers reading blogs don't want to be sold to. They want humor and entertainment.
- If people are talking about your product or brand, you want to be as involved as possible in the conversation.
- It is ok to hire a writer to write your blog, just be sure it is clear to blog readers.
- Blogs keep going if you have content strategy that ties into what you are selling
- Can't be broad idea, should be more specific

- When you write a blog and don't publish it, it is called a diary.
- Design and appearance are important in blogs because it is pleasing to the eye
- Ghost blogging: when someone else writes a blog for you – risky and impersonal
- You cannot push someone into blogging
- If you want to set yourself apart from the competition in the workplace start a blog
- People don't want to be sold to, they want to be engaged by the material
- Blogging is a great access point for CEO and customer connection. Can see problems directly and appropriately assist customers.
- Blogging helps customers know what other customers have to say and allow customers to know how executives respond to what customers have to say
- Blogs are one piece of the social media puzzle
- 49% of young adults (18-29) are cell phone only users
- Blogging is more serviceable for small business so you don't need to hire PR
- As students, we only feel that 25% of what we learned during our college career has been/will be useful
- Companies need to blog more so that they know what they lack, what they need to fix to satisfy customers
- Even if you don't actually sell something, you, as a company, can still earn and deliver value by presenting an excellent blog
- You want to have blank space, images, videos, bullet points, subheadings on a blog page. Clutter can be overwhelming
- Blogging is different media. It's personal!
- 3 concepts of blogging: good writing, defining community, importance of walking the talk
- Consumers buy more from website if they also blog
- If a company can just reach out and cooperate with the customers, they will get more information than they do researching on their own
- Zappos, Dell and Comcast all have Twitter. When you mention them in a blog on Twitter then it will notify the company
- Blogs are essential tools for customer help. Instead of using corporate time to answer questions, you can let customers answer questions
- No one in class is paying for a landline
- People care a lot more about what their peers say about buying something than what the companies say (trust their peers because they aren't making a profit).
- Zappos CEO has 15,081 followers and he is following 17,573 Twitterers
- Blogging will give or increase the exposure of a business, making it easy to reach a wider audience
- Properly targeting the audience can also be a crucial part of a successful business
- Blog visitors are really interested in what fellow consumers have to say rather than competing companies
- If you are a company CEO you don't necessarily need to know every little detail about the company or product because if they blog and reach out to their customers they can help out on creating ideas and discussing different issues that come up about your product.

Debbie Weil

- Businesses tend to use in house people for their blog, generally not freelance writers. Interesting . I appreciate that but I don't think it will always be this way. I feel like in the future when blogging becomes really huge, companies will hire freelance writers. There just won't be enough time in the day for them to take the time to blog.
- Blogs must have a specific theme with topics related under one category
- Good way to sell a product or idea without putting much work into it. Good word of mouth will really help drive your product into the hands of the consumers
- Networking – connecting with people through blogging and pages such as Facebook
- Use a blog that sells your skills, marketing and product all a the same time without directly doing it
- Having a blog online looks good to employers if you are informative and useful
- You can use blogs to inform customers about similar products they might be interested in or information they might find useful
- Blogging can be more personal
- Writing is still very useful and not a lost art, especially with blogging
- Companies need to get over the fear of being criticized and taking a risk when deciding to start a blog or not. Blogging is very essential to make a company successful..
- Many companies don't feel blogging has a purpose in their business
- Sharing opinions with other consumers helps people make decisions/inferences about the brand – more important than PR or advertising messages
- We shop, therefore we blog- Brilliant

I liked the quality of your “learnings” so all in class this day got +_10 for a bonus in their weekly salary. You know 10 pts here and 10 pts there adds up to points of importance.

Yo