



Herman Munster for President

Want to know just how powerful a blog can be? Here's a true story from the 2004 Presidential election in the US of A.

A blogger in Illinois was watching John Kerry, the Presidential candidate, on TV. Kerry appeared tired but for such an important career move, the blogger felt Kerry should've looked fresher, more human.

So he searched Google for the phrase "what John Kerry looks like" and found that hundreds of people felt Kerry looked not unlike Herman Munster, from the Munsters 1960's TV show (look on Google if you must!). He morphed a picture of the good looking one with John Kerry and posted it on his blog.

Initially, friends thought it was brilliant and passed it on. Within 5 days he had over 200,000 hits including some from major political networks. Kerry is a widely respected politician with many followers but the effect on his campaign can only be guessed at.

So how did it happen?

Unwittingly, the blogger had met the two requirements to building a rapid internet following:

Timing and Content.

His blog had struck home. It was highly topical; it meant something to its viewers. It struck a cord. It engaged with its audience, it was free, relevant, widely distributed, brief and very funny.

Your business blog may not reach these dizzy heights, but it will work in the same way if it focused precisely to a niche interest group of potential and existing customers. Its content and timing must be right up their boulevards so that they feel happy to pass your message on to other groups. This is how viral information spreads, beating all other forms of mass communication.

Like anything that works anywhere, you've got to put some effort into it.

Your business blog won't go from zero to 5,000 readers unless you have something very special to say, that ticks all the boxes across a range of networks. Almost all blogs these days start small.

To decide who you want to blog to, have your target audience in mind. 200 people or so. Try out what works and what doesn't but above all keep it brief, attention grabbing, topical, friendly and if possible, funny. Don't be scared of being too specific but do be scared of being too general as you will appeal to no-one.

This is business blogging not personal, where your audience are individual customers who sign up through your website and give you hot feedback on your products and services. Setting up a blog is easy but always add a statistics package to monitor traffic. Test your skills out first on several sites and once your ready set up your own domain name – this is vital.

Begin building an audience and remember, they will spread your business message for you - if you get it right.

Oh! if your target audience just don't blog, it might be a big waste of your time – so check it out!

To learn about how to reach your customers through blogging and make it happen:

call: **01925 262 800** or simply email: gerryw@flyingveemgt.co.uk