

MERLOT? OR BLOG? WHY NOT MERLOG?

SOCIAL MEDIA, MERLOT STYLE

Confused by online lingo like “blogosphere” and “Search Engine Optimization”? That’s okay—it’s our job, anyway. The Internet has given everyone a voice and a vice for knowledge and entertainment, and Merlot Marketing is leading this charge with our insightful, candid and entertaining blogs, featuring Merlot and its colorful clients. Still thirsty...

CEOs and small businesses alike are using the economical resource of blogging as an effective public relations and marketing tool. Still living in the dinosaur age? Here are five reasons why having a blog can boost a company’s business:

1. Capture attention. Search engines like Google, Yahoo and AOL thrive on a balanced diet of blog. It’s fresh, easy to digest and certainly one of the fastest ways to elevate your site’s listing. Updating your blog just once a week will yield over 50 updates by the end of the year—more than many websites.
2. Elevate your image. What a great way for professionals to showcase their experience, insight, recommendations and even testimonials!
3. Link with customers. Connecting and interacting is the name of the game, so begin a 1:1 dialog. Become part of the community of 40 million socialites that’s growing steadily.
4. It’s cheap. Blogs are much easier to set-up and maintain than websites. You won’t need to call your “Web guy” every time you want to voice an opinion. Use sites like www.blogger.com or www.wordpress.com to start a blog for free.
5. Get ink. When looking for new content, trends, and experts in specific areas, journalists frequently search blogs. By becoming a resource, you increase the likelihood of getting published in a newspaper, trade publication or magazine, which can result in increased sales.

Source: “What a blog can do for you” by Jennifer Pellet, NAFE Magazine, Spring 2008.

Merlot recently gave birth to a pair of innovative (and adorably clever) blog twins. “Get to the Grapes,” authored by CEO Debi Hammond, Account Supervisor Brenda Granucci and Decanter Banter (a select group of contributors), features commentary on creative marketing, social media and journalism, as well as critiques on current ad campaigns and local/national events. It’s updated regularly, so stay tuned.

“The Water Cooler” is a collection of Merlot musings straight from the staff’s virtual mouth! Here you’ll find “Robert’s Rants,” including his views on invisibility cloaks (complete with a sketch by Jana). “Florida Girl” reviewed the introduction of the Krispy Kreme Chicken Sandwich and its waist-expanding exploits, and B-Rad takes us back to the 80’s with his fond memories of the TV sitcom “The Greatest American Hero.” The Water Cooler is insightful, often hilarious and always in good fun; taking advantage of an opportunity to share our views and inviting others to join in the conversation.