



Katie Laird

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www.schipul.com // www.happykatie.com

<http://flickr.com/photos/eschipul/2564813146/>

Your Business and the Blogosphere

Keeping your business hopping and jumping as never before

What we'll talk about...

- Blogging Basics
- Business Blogs in action
- How to start your Business Blog
- Tips, tricks and Blog Bling



Blogging for Business, Blogging for the People

That Blogging, it's so hot
right now





It's part of an online conversation...



... you talk, they talk back, you listen, you grow.

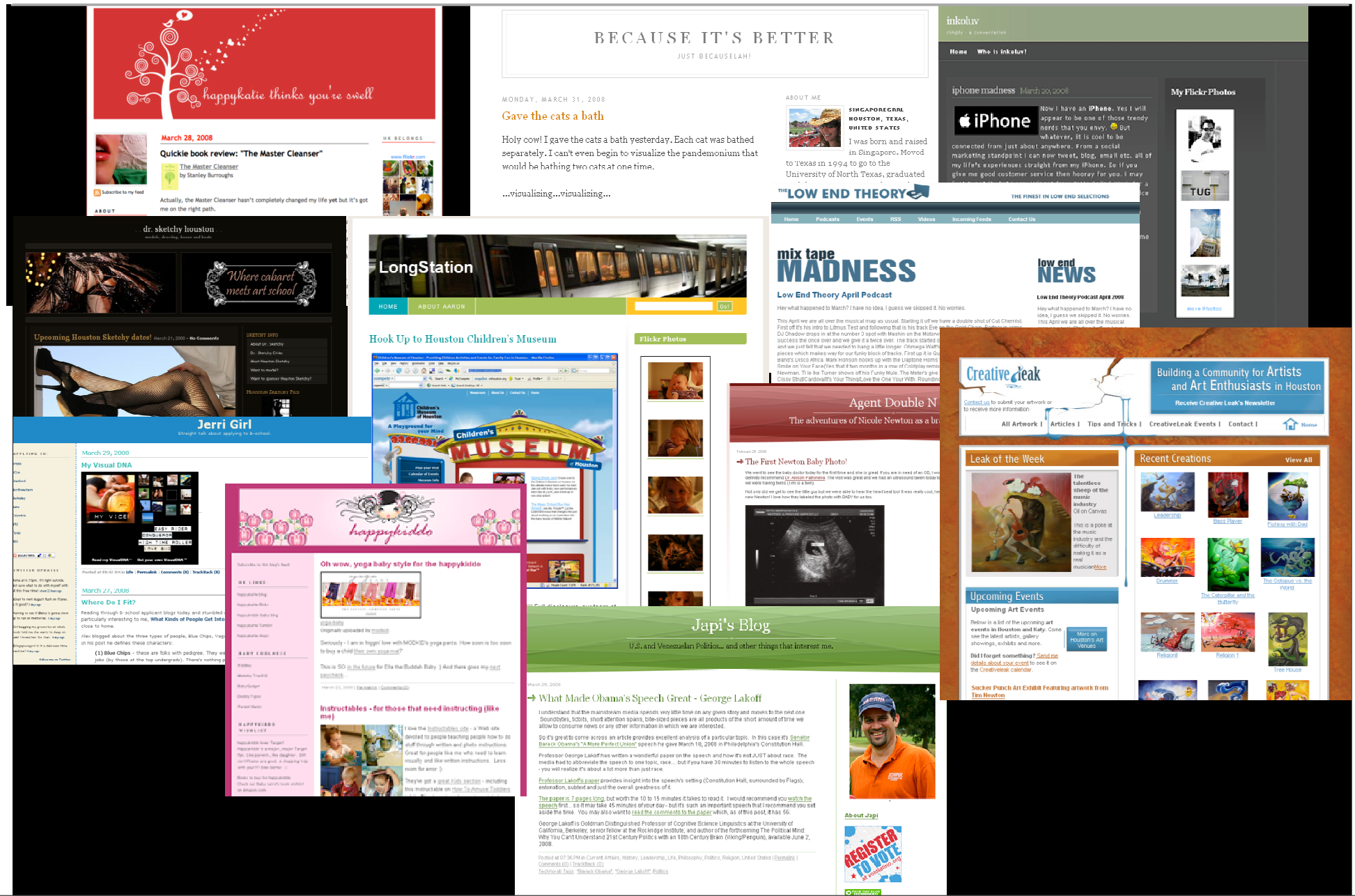
But what makes
a Blog a Blog?

A rather dry Blogging checklist

- Transparency
- Conversational tone
- Genuine passion for a subject
- Feedback mechanisms
- Community participation and interaction
- Knowledge sharing



But it's so much more....



Let's look at some
Real Live Business Blogs

Company Blogs



FLIGHT TEST JOURNAL

[Home](#) [Backgrounder](#) [Flight Test](#) [News](#) [Videos](#) [Photos](#)

777-200LR Flight Test Journal: Archives

09 December 2005

Troubleshooting on the go

Greg Lichneckert - Flight Systems Analyst
John Stoesz - Flight Analyst (WD002)

We sometimes describe the job of Flight Analyst as an in-flight trouble shooter, swapping out parts or getting something that's not working correctly to work again. There are 13 of us in Flight Test and airplane production. Although the job may vary somewhat by location, we all are points of reference and have experience with most airplane systems.

In flight test we work with almost everybody - pilots, test directors, ground operations, project and analysis engineers and shop personnel. When



December 2005

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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Flight Test Journal:

Navigation

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[Leave a comment](#)

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[Where it all comes together](#)

['Refurbing' the Worldliner](#)

go onboard and test systems arbitrarily; if there is a problem, we'll get a call. But we

Flight analysts were on board about 95 percent of the test flights for the 777-200LR.

Boeing B2B Flight Test Journal

www.boeing.com/commercial/777family

March 26, 2008

The Newsletter Generator gets a makeover!

Sending E-newsletters has always been a popular feature of Tendenci, but with all that functionality also comes a bit of confusion. There are a lot of options to choose from when you create a newsletter and it can be a bit daunting, even for an experienced Tendenci Pro. Our goal with the new look is to streamline your ability to generate a newsletter quickly and efficiently while maintaining all of the power you now enjoy.

The fields on the Newsletter Generator have now been grouped into 3 areas:

1. The "Send To" controls for who will receive your newsletter
2. The "Subject" area with options to personalize it for the recipient
3. and the "Module Content" area, for when you want your Newsletter to

Tendenci Software Blog (*the geeky*)

<http://blog.tendenci.com>

now you can click the *Do not include module content* link to set all content to "Skip" and close the section. Don't worry; you can re-open it if you change your mind!

No fields have been Added or Removed so everything you're used to using should be roughly where it was before.

Let us know what you think of the new look!

Generate Tendenci Newsletter



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RSS Feed



ABOUT

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[Getting started](#)

[Payment Processing](#)

[RSS and OPML](#)

[Search Engine Marketing](#)

[Social Software](#)

[System Update](#)

[Tendenci software updates](#)

[Tips/Tricks](#)

February 27, 2008

Upcoming Webinars and In-house Classes for Tendenci training



Have you been to Tendenci training lately? It's fun and can really help with the success of your website. Plus you get to meet Schipulites in person and interact with other Tendenci users.

We have 6 really great classes for you to attend over the next six weeks:

1. Thursday (3/6): [Introduction to Tendenci](#)
2. Wednesday (3/11): [Online Webnote - Online Webnote](#)
3. Thursday (03/13): [Introduction to Tendenci](#)
4. Thursday (03/20): [Introduction to Tendenci](#)
5. Wednesday (04/01): [Online Webinar](#)
6. Thursday (04/02): [Introduction to Tendenci](#)

You can also take a look at [Schipul education calendar](#)

Posted by [Jerr](#)
[Comments \(0\)](#)

February 15, 2008

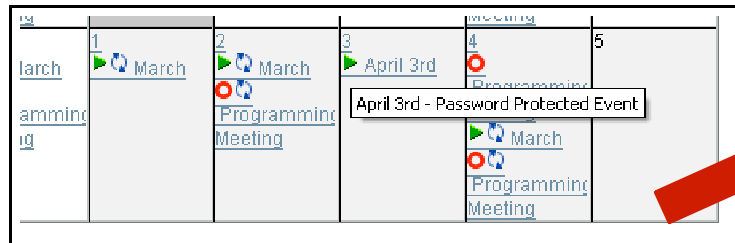
Funding for Photo Albums Export

Hey all you totally awesome Tendenci users... If you use the [photo albums module in Tendenci](#) and are interesting in funding functionality for a bulk export of your albums, please contact **Kim Lange** at [Schipul - The Web Marketing Company](#) at 281.497.6567 ext. 514.

March 25, 2008

Password Protected Events

Ever wanted to create an event, show it to everyone, but only give access to a privileged few? Create events and protect the event with a unique password for each one. These events will display as regular events do but the event can only be registered for and details can only be viewed if you're equipped with the super secret password.



Posted by [Eloy Zuniga Jr.](#) on March 25, 2008 at 04:38 PM | [Permalink](#) | [Comments \(0\)](#)

Training and Webinar scheduling

Group funding requests

Software Tips and Tricks



<http://flickr.com/photos/mewtate/512269687/>

Sometimes Blogging means making lemonade - **FAST!**

'Security Comes First'

February 12, 2008

Cross Site Scripting

We wanted our clients to know that [security researchers](#) discovered [cross site scripting vulnerabilities](#) in numerous [Tendenci modules](#) yesterday. Specifically a munged URL could be used in spam creating a link that looked legitimate. When a user clicked that link it would have then redirected them to a different site as intended by the bad guy.

The vulnerabilities have been patched and our programming team is continuing to test our security functions.

The timeline was we were contacted by security researcher [Russ](#) and [Secunia](#) yesterday morning. The patches were posted live on the server farm within hours.

Our biggest take away is a sense of gratitude for security researchers who help us keep our products and the Internet secure. It can be a thankless task so to be clear our position is THANK YOU!

FAQ:

Q: Did we lose any data?

A: No.

Q: Did any of our secure content get accessed?

A: No.

Q: Did any spammers take advantage of the cross site scripting vulnerabilities to redirect users?

A: We are researching this. So far we have only seen the safe tests run by the security researchers.

Q: What else do I need to do?

A: Nothing at this time. We have security as our top priority and will continue to do so.

Thanks,

Jennifer Brooks

In the face of potential crisis:

- Be painfully open
- Transparency
- FAST
- Publically appreciative / apologetic

A crisis is not the time to start a Blog, but it's a darn great time to already have one.



The Happy Ending...

MONDAY, FEBRUARY 18, 2008

Fastest fix in the West - a vendor's excellent response

Rare is the occasion when one who researches and responsibly reports web application vulnerabilities is met with an open, immediate, consumer oriented response from a vendor. But so it was when I let the folks who develop Tendenci, a Schipul offering, know about a few XSS issues. These are people who take great pride in their product; had they simply fixed the issue, and perhaps sent back a quick note many days later, I would have accepted that as the typical norm for most responsible vendors.

Yet, Schipul took the process to a new height, raising the bar entirely.

I literally heard back from Schipul's Jennifer Brooks within an hour of notification. Within 24 hours the issues had been addressed, and even more surprising, Tendenci posted the issue and its resolution to their [blog](#), providing customers with a summary and an FAQ.

This rapid, public response exemplifies a company who seeks to protect their brand, their customers, and the end user, all in the same spirit and with the same intent.

To Schipul I say well done, extremely well done, and thank you.

[del.icio.us](#) | [digg](#)

POSTED BY RUSS MCREE AT 12:33 PM 

LABELS: [REMEDIATION](#), [RESPONSE](#), [TENDENCI](#), [XSS](#)

“Within 24 hours these issues had been addressed and, even more surprisingly, Schipul posted this issue and resolution to their blog...”

This rapid, public response exemplifies a company who seeks to protect their brand, customer and end user...”

<http://holisticinfosec.blogspot.com/2008/02/fastest-fix-in-west-vendors-excellent.html>

Thought Leader Blog

[Things To Do](#)
[Event Marketing](#)
[Developers](#)

What: ? When: ? Where: San Jose, CA ? within 15.0 miles ? [Search Events](#)

This one time, at PodCamp....

February 15, 2008 @ 4:22 pm · Filed under [Event Professionals](#), [Social Networking](#), [Online Marketing](#), [Blogging](#)



What is [PodCamp](#)? A place where people set up tents in the woods, roast marshmallows, and listen to iPods? That's the first image that came to mind. The name is pretty quirky and fun, but what kind of people would go to

PodCamp? As I'm sure you've observed, there really is something out there for ANYBODY and EVERYBODY...

PodCamps cater towards the interests of podcasters, videocasters (perfect for [YouTubers](#)!), event marketers (to reach the masses!), bloggers, social-media (you too - [Facebookers](#)!), and new media enthusiasts — beginner or advanced practitioners — who all get together to learn and share their ideas and skills for a couple of days. It's referred to as an "unconference" — which means that it doesn't adhere to the conventional formalized, uptight structure, but rather facilitates carefree

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- [SEO Tip To Make Your Event Or Business Stand Out: Add Images To Your Listing!](#)

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- [Ecate Drives Long Beach Grand Prix Events](#)
- [Jenny's Takes on Competitors with New Campaign](#)
- [Back to the Real World](#)
- [Health Quencher](#)

Event marketing company shares the love

www.eventmarketing.zvents.com

- [PodCampSLC](#) - March 15th, 2008 - Salt Lake City, Utah
- [PodcampDC](#) - April 18-20 2008 - Washington D.C.
- [PodCamp NYC 2.0](#) - April 25-April 26, 2008 - Brooklyn, NY

 [Subscribe in a reader](#)

 [MY YAHOO!](#)

CEO Blog

GM grooves on the online community's input



The screenshot shows a blog post from the GM FastLane Blog. At the top, there's a header with the GM logo, 'FastLane Blog', a photo of a blue Chevy Cobalt SS, and 'GM Blogs'. The post is dated June 5, 2008, and is by Bob Lutz, GM Vice Chairman. The title is 'At Last: Behind the Wheel of Volt Test Mule'. The text describes the announcement of the Chevrolet Volt program and mentions a test drive in a development vehicle. On the right side, there are links to syndicate the site via RSS (2.0 and Atom), a 'MY Yahoo!' button, a 'SUB BLOG LINES' button, and a 'news gator' button. Below these is a 'what am I doing...' widget with a question mark icon, containing a podcast link and a '1 day ago' timestamp. At the bottom right, it says 'follow GMblogs at http://twitter.com'.

GM FastLane Blog

GM Blogs

Chevy Cobalt SS

June 5, 2008

At Last: Behind the Wheel of Volt Test Mule

By Bob Lutz
GM Vice Chairman

This week we announced that the GM Board has approved the Chevrolet Volt program. Yes, development work has been going on in earnest, but now it's official. In fact, recently, at GM's Milford Proving Ground, I drove an official "engineering development vehicle" with the 16-kwh lithium-ion battery pack we've been testing for our E-Flex System and I have to say – pun half-intended – it was electrifying.

The first impression of the day, however, was made before I even got into the vehicle. It hit me on the drive out to Milford, as I passed gas station after gas station with prices

Syndicate this site (RSS 2.0)

Syndicate this site (Atom)

MY Yahoo!

SUB BLOG LINES

news gator

what am I doing... ?

Newest podcast episode is up:
Talking hybrids with Chevy's general mgr. Interested in hearing your thoughts
<http://tinyurl.com/4vg2uy> – Adam

1 day ago

follow GMblogs at
<http://twitter.com>

‘After years of reading and reacting to the automotive press, I finally get to put the shoe on the other foot. In the age of the Internet, anyone can be a ‘journalist’.’

~Bob Lutz

FastLane Blog - GM's Bob Lutz
http://fastlane.gmblogs.com/archives/bob_lutz

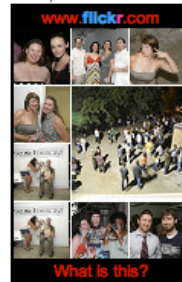
Meet Ed - photographer, economist and... my boss

BrandToBeDetermined

Social Software, Human Interactions and Public Relations

ESCHIPUL ON FLICKR

eschipul on flickr



TWITTER UPDATES

@mcaphoto yes, that is a giant compliment to your music photography! You are that good! Congrats! [47 minutes ago](#)

annoyed at @thefuzzball for removing the underscore from her name. It was much more fun to be passively annoyed every time she twittered. [about 6 hours ago](#)

June 06, 2008

The public for which masterpieces are intended

"Whom were these two seeking to please? Not the audiences of Lima. They had long since been satisfied. We come from a world where we have known incredible standards of excellence, and we dimly remember beauties which we have not seized again; and we go back to that world.

Uncle Pio and Camila Perichole were tormenting themselves in an effort to establish in Peru the standards of the theaters in some Heaven whither Caleron had preceded them. The public for which masterpieces are intended is not on this earth."



[...as dead as O-Ren](#)

Originally uploaded by [eschipul](#)

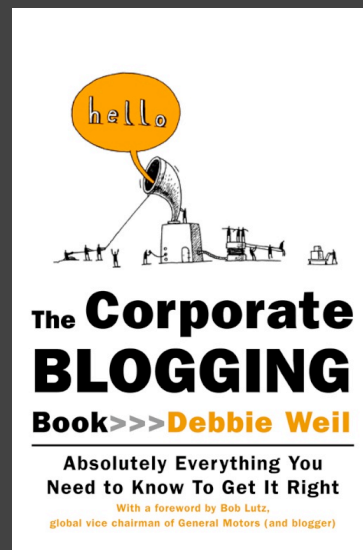
- [The Bridge of San Luis Rey, Thornton Wilder](#), pg 77

Posted at 03:47 PM in [Economics](#) | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)
[Technorati](#) Tags: [economics](#)

Brand to Be Determined - Ed Schipul's Blog
www.brandtobedetermined.com

How to use a Business Blog

(from The Corporate Blogging Book by Debbie Weil)



1. Be a (generous) thought leader

The SEM Blog

Search Engine Marketing for Online Lead Generation and Conversion by Schipul the Web Marketing Company

» [Google Celebrates Earth Hour](#) | [Main](#)

» APRIL 01, 2008

Google AdWords - Beware of False Emails

Lately we have been receiving emails from Google asking us to update our billing information. Usually this is a [Phishing](#) attempt making users log into a site that looks similar to a real site but is really a site hosted by scam artists, we will refer to them as the Scum of the Earth. They trick you into inputting your email, password and credit card information into their system. They can then take that information and use it to...



The SEM Blog *(the brainy)*

www.thesemblog.com

Google Adwords instead it goes to `http://adwrods.google.select.175ja1.cn/select/index.html`. You can find this out by hovering over the link in your email. A window should popup showing the actual link.

Let's take apart that link

The actual site it goes to is **175ja1.cn**. AND it starts off with **Adwrods**.

Recent Posts

- Google AdWords - Beware of False Emails
- Google Celebrates Earth Hour
- Add a Video to Your Google Map Listing
- Google Analytics Releases New Tool - Benchmarking
- Demographic Bidding with AdWords
- Google Going Non-Profit
- Keeping Up with the

Archives

MARCH 25, 2008

Add a Video to Your Google Map Listing

It shouldn't be a surprise that Google now allows you to add videos to your [Google Local Business Profile](#).

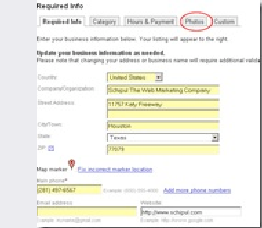
This is a great place for you to put demos of your products and services and also client testimonials.

To add a video to your Google map listing follow these steps:

1. Log on to your [Google Local Business Account](#)
2. Click on Edit



3. Click on the Photos tab



4. Upload your video from [YouTube](#), or Add Video:



MARCH 29, 2008

5. Click

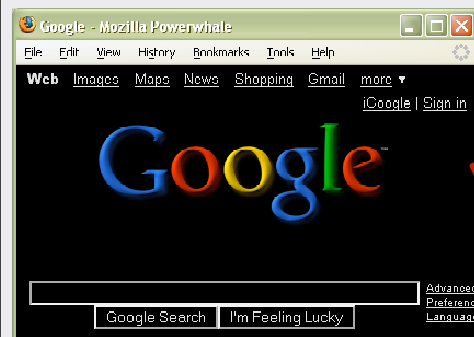
Google Celebrates Earth Hour

Google users today may notice a not so slight change in the way their favourite search engine looks. Celebrating Earth Hour has 'turned off the lights' on their display page. Although this doesn't really save energy its the symbol of it that raises at! awareness for the global Earth Hour initiative.

What is Earth Hour

[Earth Hour](#) began in Sydney Australia last year when [2.2 million people and 2100 Sydney businesses](#) turned off their lights for one hour to raise awareness on climate change.

Check out Earth Hour's [Take Action](#) page to see how you can get involved



Nifty how-to's and instructional posts

Training and service announcements

MARCH 10, 2008

Free Search Engine Marketing Class - March 19, 2008

Do you have a web site but it is no where to be found online?

You've heard of search engine marketing but just not really sure on how to approach it?

You've got your Meta data tags, but what else is there?

What are the SEO Trends of 2008?

If you've asked or wondered about any of the questions above, then it's time to sign up for a [FREE Search Engine Marketing Class](#) at [Schipul- The Web Marketing Company](#) on March 19 from 10am-12pm.

By the time you leave you'll be able to:

1. Understand how the search engines work
2. Know the difference between SEM and SEO
3. How to optimize your site ethically
4. How to start a paid placement campaign
5. Explore the new SEO trends of 2008

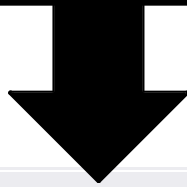


be able to do after

rtunity to climb above your competition online.

Industry news and geek gossip

Good enough to steal?



DECEMBER 04, 2007

Social Media Myths

Social Media is getting a lot of buzz lately and before everyone jumps off the deep end like they did before the dotcom bust lets look at what Social Media is and isn't.

From [Ignite Social Media](#) comes the top 10 'Most Common Social Media Myths' and for companies that are wanting to jump off into the SM abyss this is a must read. Some of the myths that Ignite goes over are ones we hear everyday.


Myth 1 - Social Media is Free

This is true, to a point. Anyone or company can join Facebook or Flickr but in order to promote your company and still remain free you would have to do it after company hours. For some of the more smaller companies out there this is possible but as your company gets bigger and bigger you may not have the time. Also, how do you know which site is better than the others? If you don't have a grasp on social media trends you could be left out in the cold. Hiring a company to maintain your online PR is an avenue you can take but the ROI for these endeavours is hard to measure in dollars and cents. It can however be measured in site usage. For search engines a link from a well known site like Facebook is worth more than an online directory that has nothing to do with your business. What individuals and businesses are doing by joining these types of sites is essentially akin to online billboards but unlike real billboards users can jump immediately to your site if they like what they see. *Companies can create accounts on these sites and use them as mini marketing sites to pull traffic onto their main site.*

Myth 3 - We can create a Viral Campaign for you - NOW!

Most of the 'over night' Internet sensations such as [Lonelygirl15](#) took a long time to make and they got lucky, very lucky. Viral marketing is an extremely hard marketing source to utilize. It takes a long time to build up brand awareness and trust in users. If you do it wrong it can hurt, as Wal-Mart's 'Walmarting Across America' showed.

In this campaign an unmarried couple travel across America in an RV staying in Walmart parking lots and meeting the great people that work at Walmart. Pictures of happy Walmart workers and stories were posted by the couple. The idea was that if you traveled in an RV you can stay in Walmart parking lots for free. They're good that way.



<http://www.thesemblog.com/2007/12/social-media-my.html>

Busted! Social Media plagiarism spotted at iMedia Connection Asia

02.28.2008 by the(new)mediaslut in Blogs, Media & PR, The Asia Bad Pitch Project, Uniquely Singapore <http://www.themediaslut.com/2008/02/932>

I was reading R. Chandrasekar's contributed piece on the "[Social media marketing myths debunked](#)" and sad to say the article is nowhere near original.

Wrote Chandrasekar,



Myth no. 1: "Social media is free"

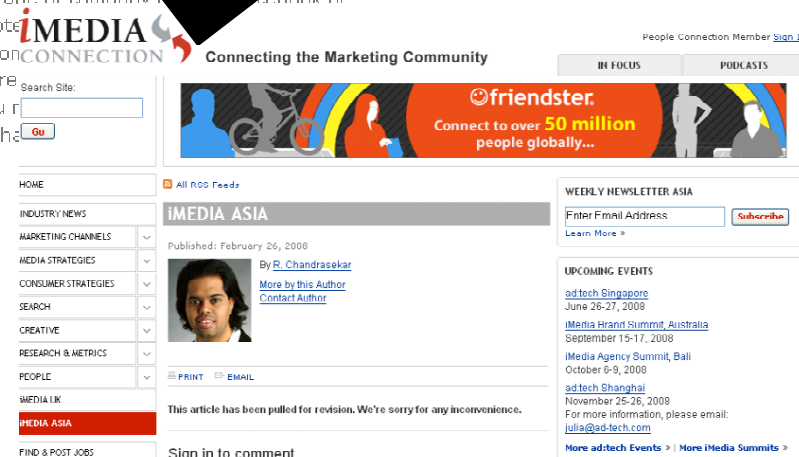
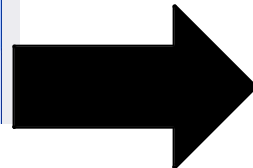
This is true, to a point. Anyone or company can join Facebook or Flickr, but in order to promote your company and still do so for free, you would have to do it after company hours. For some smaller companies, this may still be possible but as your set up gets bigger, you may not be able to find the time to keep up with task. Also, how would you know which site is better than the others?

Wrote [The SEM Blog](#) on December 4, 2007,



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<http://www.imediaconnection.com/content/18417.asp>




2. Build your community

[ABOUT THE ZOO](#) [OUR WORLD OF ANIMALS](#) [WORLD OF CONSERVATION](#) [SUPPORT THE ZOO](#) [ZOO MEMBERSHIP](#) [EDUCATIONAL PROGRAMS](#) [VOLUNTEER PROGRAMS](#)



Houston Zoo Frog Blog

A One-Hop Stop for things Amphibian



2008 YEAR OF THE FROG

Houston Zoo Web site



Visit the Houston Zoo Website

The Houston Zoo provides a fun, unique, and inspirational

June 10, 2008

Honey We're Having a Frog!

Did you know African Clawed Frogs were once used for pregnancy testing? These agile and aquatic amphibians are documented as being used in one of the very first methods of determining pregnancy. The woman's urine was injected into a female Clawed Frog, and if the frog laid eggs then the woman was concluded as pregnant. Talk about your experimental medicine!

06:32 AM | [Permalink](#) | [Comments \(0\)](#) | [TrackBack \(0\)](#)

Categories

- [Amphibian Biology](#)
- [Amphibian Habitats](#)

Recent Posts

- [Honey We're Having a Frog!](#)

[Learn more about Houston Zoo Memberships](#)

Become a Zoo member

Most of the animals in the salamander group look like a cross between a lizard and a frog, with smooth skin and a long, lizard like tail.

Newt Fun Facts:

[June 2008](#)

[May 2008](#)

Houston Zoo Blog
www.houstonzooblog.com

3. Customer Relations

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The Official **Everything TypePad** weblog



WELCOME Everything TypePad brings you the latest TypePad news, along with advice and ideas for making your blog great.
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**Featured Sites, Fresh Daily**
June 10, 2008
The Little Red Hen
For anyone who has ever loved the homespun elegance and expertise involved with knitting and quilting, there is The Little Red Hen, a blog that celebrates "family, fiber, food, and fun". And that it does, in abundance, with instructive posts,...
[Read full Featured spotlight...](#)





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Recent Developments @ TypePad
06.09.08 [Big TypePad News at the Apple WWDC](#)
06.04.08 [Free Webinar: Getting the Most out of Social Media](#)
06.03.08 [More Tools for your Screen Flicking](#)

June 09, 2008

Big TypePad News at the Apple WWDC

The Everything Typepad Blog

<http://everything.typepad.com>

The forthcoming native TypePad application for the iPhone will be a free application that enables TypePad members to blog from the iPhone or iPod Touch within a fully optimized and beautifully designed native TypePad environment. You'll be able to easily create a blog post from your

**TypePad Mobile**
Free software for updating your blogs or photo albums from your iPhone, Palm OS,

4. Conferences and Events



Welcome to the PRSA 2007 International Conference Blog

Stay tuned for the latest postings from our exciting lineup of guest bloggers. All attendees, speakers and other guests are encouraged to visit and join the discussion. Be sure to subscribe to our RSS feed to receive notices of new postings and updates. Thanks for joining the PR Evolution — together we are shaping the future of public relations!

On the Record...Online with Disneyland VP PR Duncan Wardle

By Eric Schwartzman on February 18, 2008 1:55 AM | [Permalink](#) | [Comments \(0\)](#) | [TrackBacks \(0\)](#)



Subscribe to the Podcast: [XML](#)

On the Record...Online with VP Global PR Disney Parks & Resorts Duncan Wardle

Vice President of Global PR at Disneyland Resorts Duncan Wardle goes On the Record...Online to discuss the impact social media has had on marketing Disneyland Resorts in the digital era.

This podcast was recorded at the 2007 Public Relations Society of America International Conference in Philadelphia.

Duncan Wardle is Vice President of Walt Disney World and Global PR for Disney Parks. His current role encompasses the

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Recent Entries

On the Record...Online with
Disneyland VP PR Duncan Wardle

On the Record...Online with SEO

PRSA International 2007 Conference
www.prsaconference07.info

5. Build your Brand



Photojojo finds the best
photo DIY Projects, Tips,
and Gear.

Over
172,000
subscribers

Get Photojojo for free:

your email here

Subscribe

(No spam, not ever)

or Grab our RSS →

"We're addicted

Play Nicely With Others: Games to Play With Your Camera

A recent major university double-blind study has concluded that games are fun.

In addition, 63 percent of licensed phlebotomists agree that fun is nice.

These ground-shaking, revolutionary results have caused us to revise our staunchly anti-fun philosophy.

In an effort to explore these new (and somewhat suspicious) avenues of “fun” and “games” we respectfully present our findings on the subject: five games you can play with your camera and photos.

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Photojojo Blog
www.photojojo.com/content

Newsletter.

-- Jim Heid

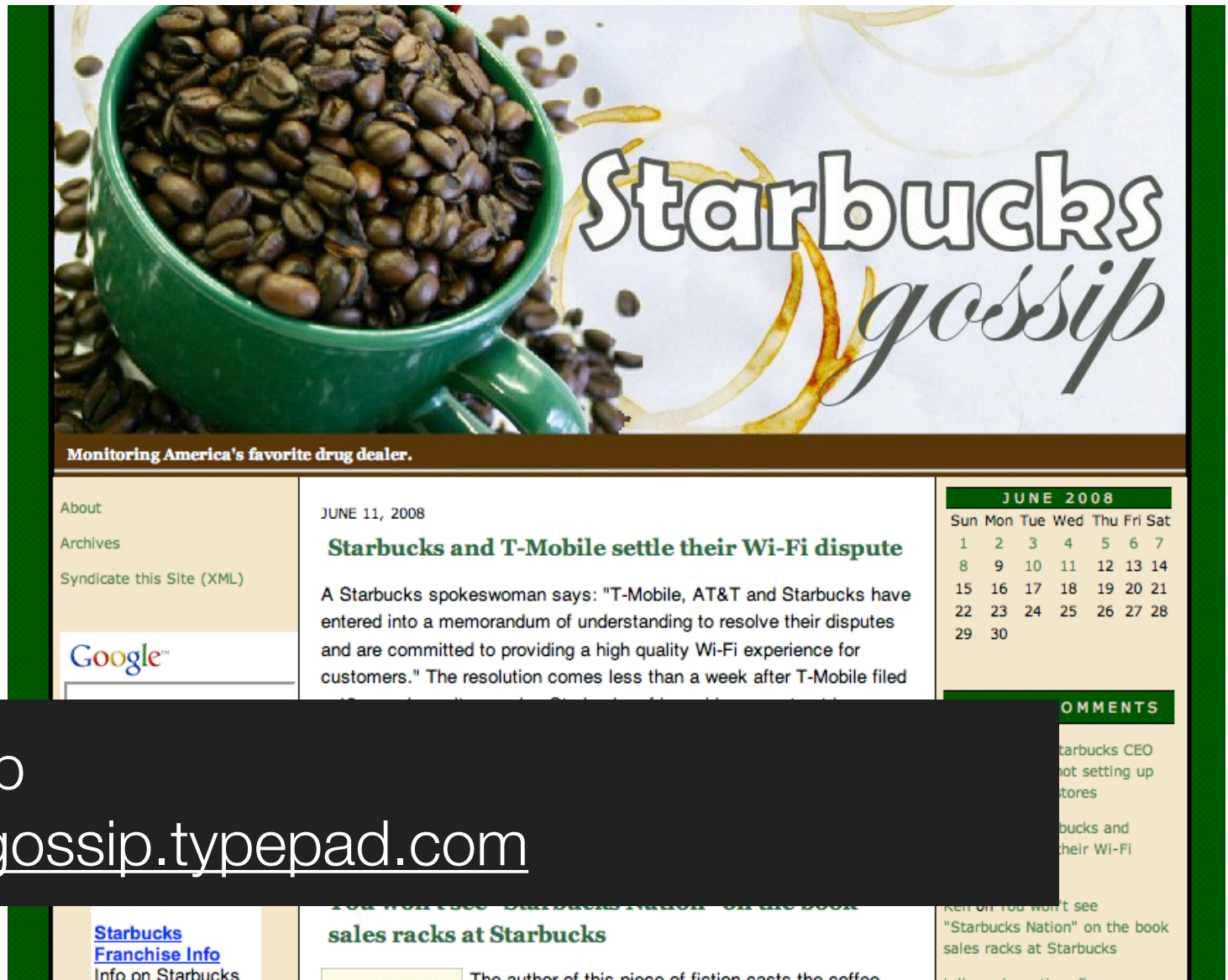
players for the game. There's no reason you couldn't do your own version with your friends or family or by using any other photo site. Make up your own rules if you want. Heck, it's just a game right?



6. Customer Evangelists

Your options:

- Ignore
- Get mad
- Love and reward

A screenshot of the Starbucks Gossip website. The header features a green coffee cup filled with beans and the text "Starbucks gossip" in a stylized font. Below the header is a navigation bar with links for "About", "Archives", and "Syndicate this Site (XML)". The main content area displays a date "JUNE 11, 2008" and a headline "Starbucks and T-Mobile settle their Wi-Fi dispute". The article text states that Starbucks and T-Mobile have entered into a memorandum of understanding to resolve their disputes and provide a high quality Wi-Fi experience. A sidebar on the right includes a calendar for June 2008 and a section for "COMMENTS". The footer contains a link to "Starbucks Franchise Info" and a partial view of another article titled "You won't see Starbucks Nation on the book sales racks at Starbucks".

Monitoring America's favorite drug dealer.

About
Archives
Syndicate this Site (XML)

Google™

JUNE 11, 2008

Starbucks and T-Mobile settle their Wi-Fi dispute

A Starbucks spokeswoman says: "T-Mobile, AT&T and Starbucks have entered into a memorandum of understanding to resolve their disputes and are committed to providing a high quality Wi-Fi experience for customers." The resolution comes less than a week after T-Mobile filed

JUNE 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

COMMENTS

Starbucks CEO
not setting up
stores

Starbucks and
their Wi-Fi

Starbucks Franchise Info
Info on Starbucks

You won't see Starbucks Nation on the book sales racks at Starbucks

The author of this piece of fiction casts the coffee

Starbucks Gossip
<http://starbucksgossip.typepad.com>

7. Viral marketing - the good and the bad

<http://cloverfieldclues.blogspot.com>



Flogs (fake Blogs) = bad

8. Blog is the new Web site

dr. sketchy houston
models, drawing, booze and beats



Where cabaret
meets art school

Huge thanks for a great April Houston Dr. Sketchy!

Houston Dr. Sketchy April 2008 - Michelle Rukny sings



SKETCHY INFO

- About Dr. Sketchy
- Dr. Sketchy Cities
- Meet Houston Sketchy
- Want to model?
- Want to sponsor Houston Sketchy?

HOUSTON SKETCHY PICS



well, you missed out 😊 Big time!

Michelle, our songbird model, was devastatingly delightful and sang her heart out for our



Houston Dr. Sketchy
www.houstonsketchy.com



Let's take a quick breather!

Starting a Blog: Embrace the Chaos

A quick overview, before we dive in

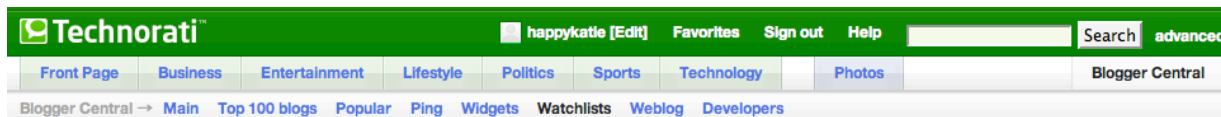
1. Track the conversation
2. Read Blogs like they are going out of style (feed reader!)
3. Develop Personal Brand
4. Participate in the Community
5. Be generous with your brain candy
6. Strategy, strategy, strategy
7. Start Blogging (slow but steady)
8. Keep it up, baby!
9. Follow up with your Community
10. Track your success and adjust accordingly



<http://www.flickr.com/photos/nosuch soul/2551417931/>

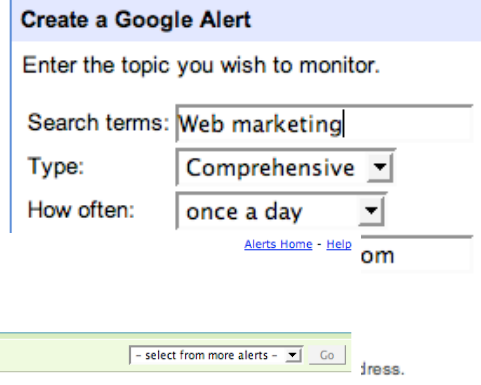
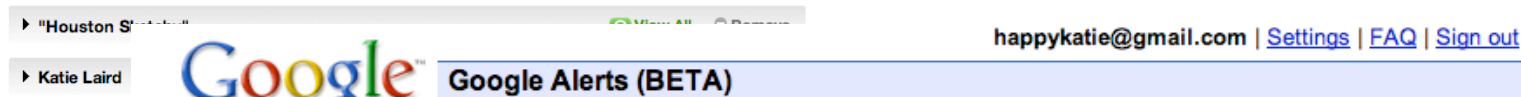
They are already
talking about you...
but what are they saying?

1. Track the conversation and find out!



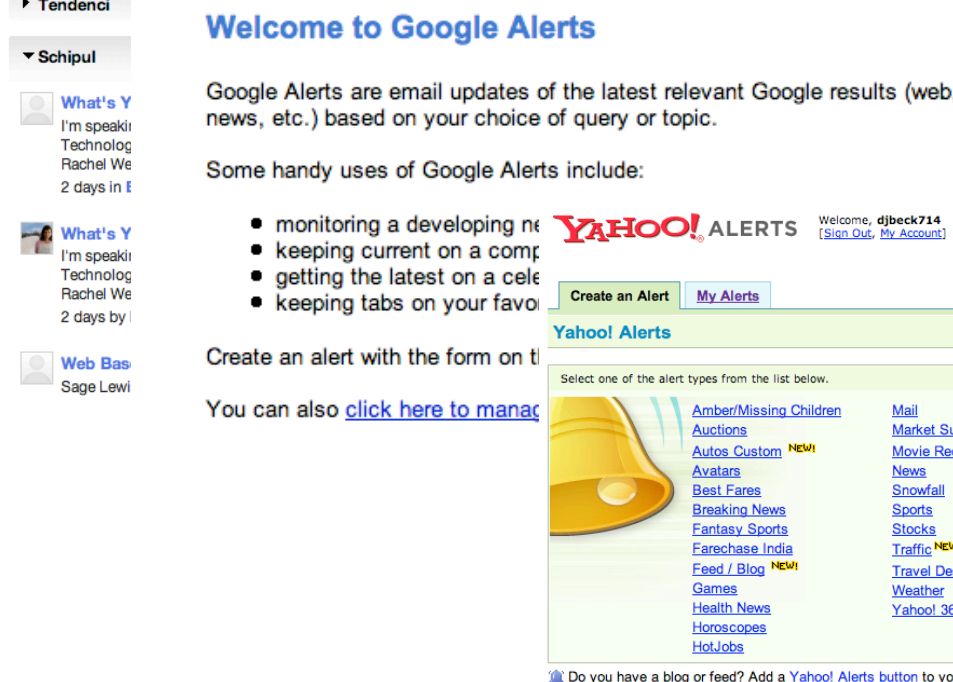
www.technorati.com/watchlist

Powerful Social Media search engine watches for your terms and updates you



www.google.com/alerts

Email updates for your company name and keywords



<http://alerts.yahoo.com>

Yahoo! alerts you of any occurrences of defined terms and names

Tracking the online conversation...

Further online Reputation Management



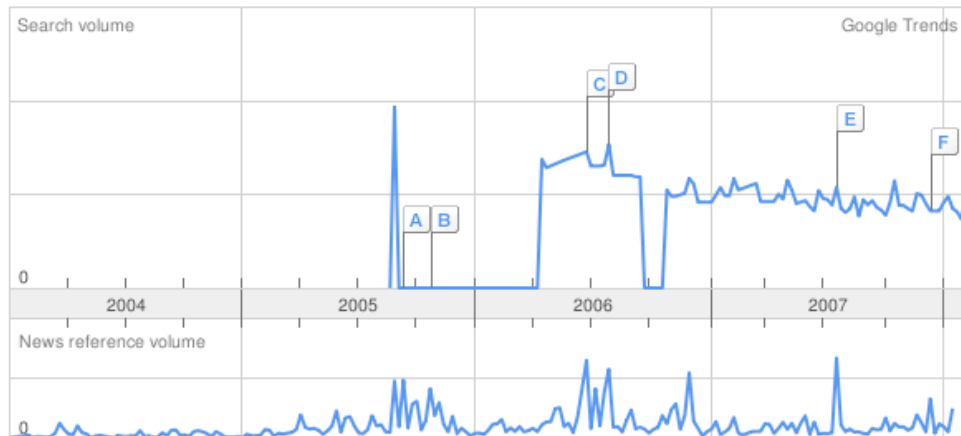
offshore drilling

Search Trends

Tip: You can compare searches by separating with commas.

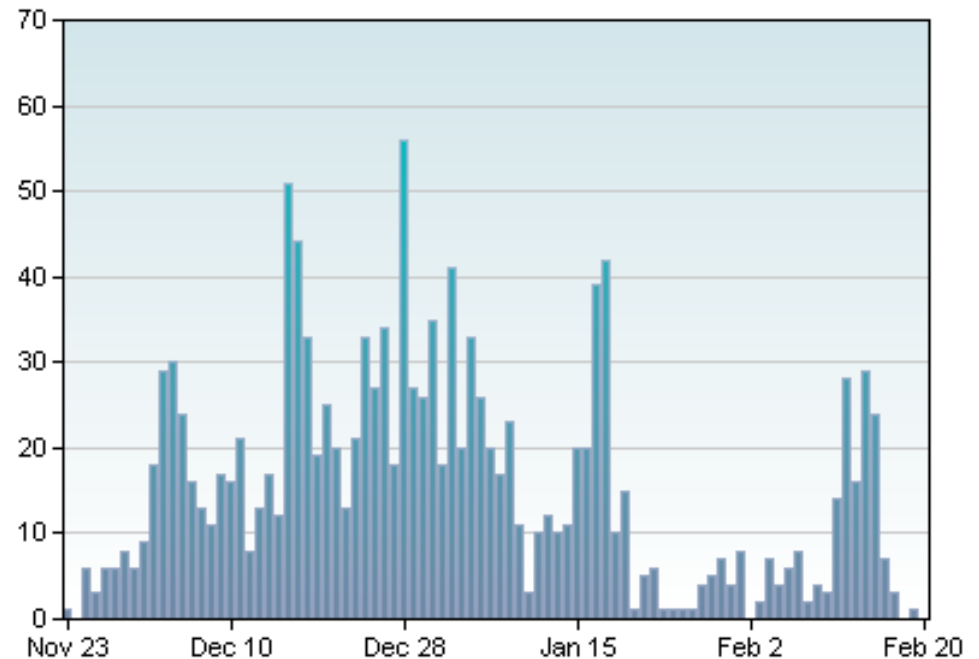
Trend history

● offshore drilling



Google Trends search:
www.google.com/trends

- A [Katrina spurs new debate on energy, offshore drilling](#)
KATC - Sep 12 2005
- B [Record energy prices breathe new life into push for offshore drilling](#)
Centre Daily Times - Oct 25 2005
- C [House lifts offshore drilling ban](#)



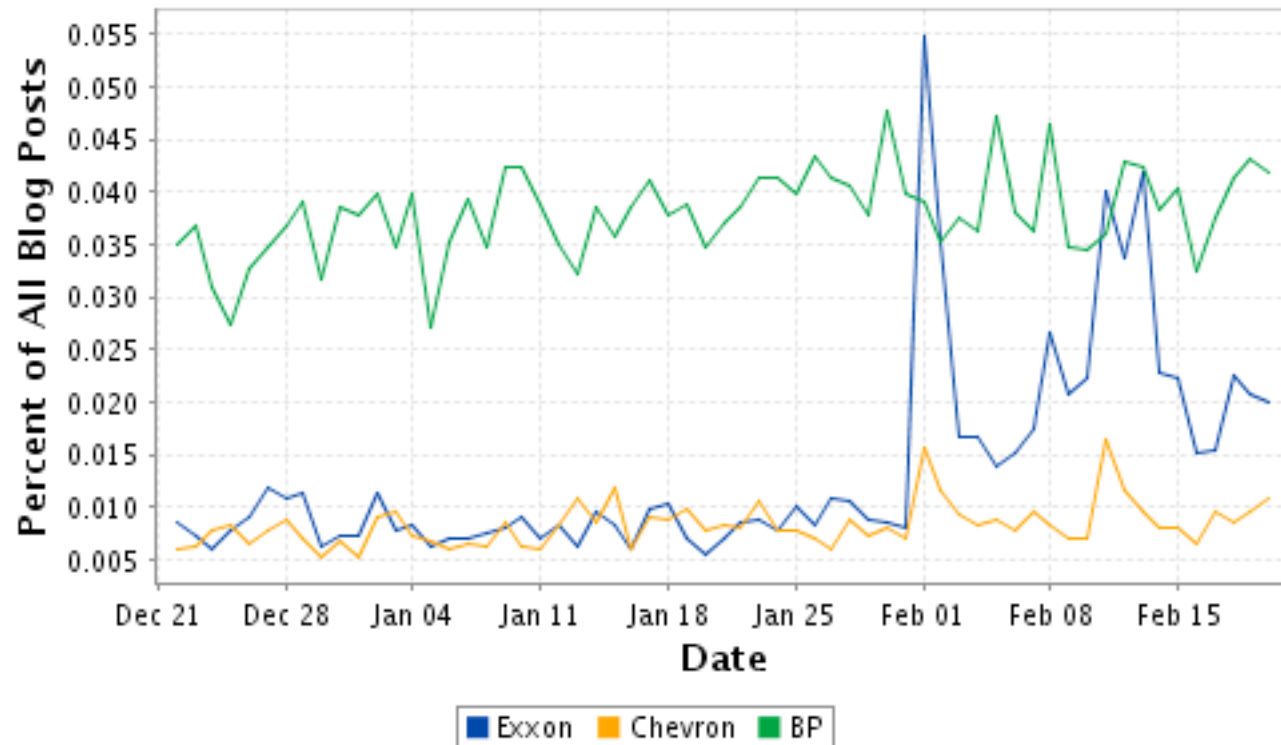
Technorati search:
www.technorati.com

Tracking the online conversation...

How do you compare to your competition?



Generated by BlogPulse Copyright 2008 Nielsen BuzzMetrics.



www.blogpulse.com

*Great visuals to track you and
your competition's online
activity and Buzz*

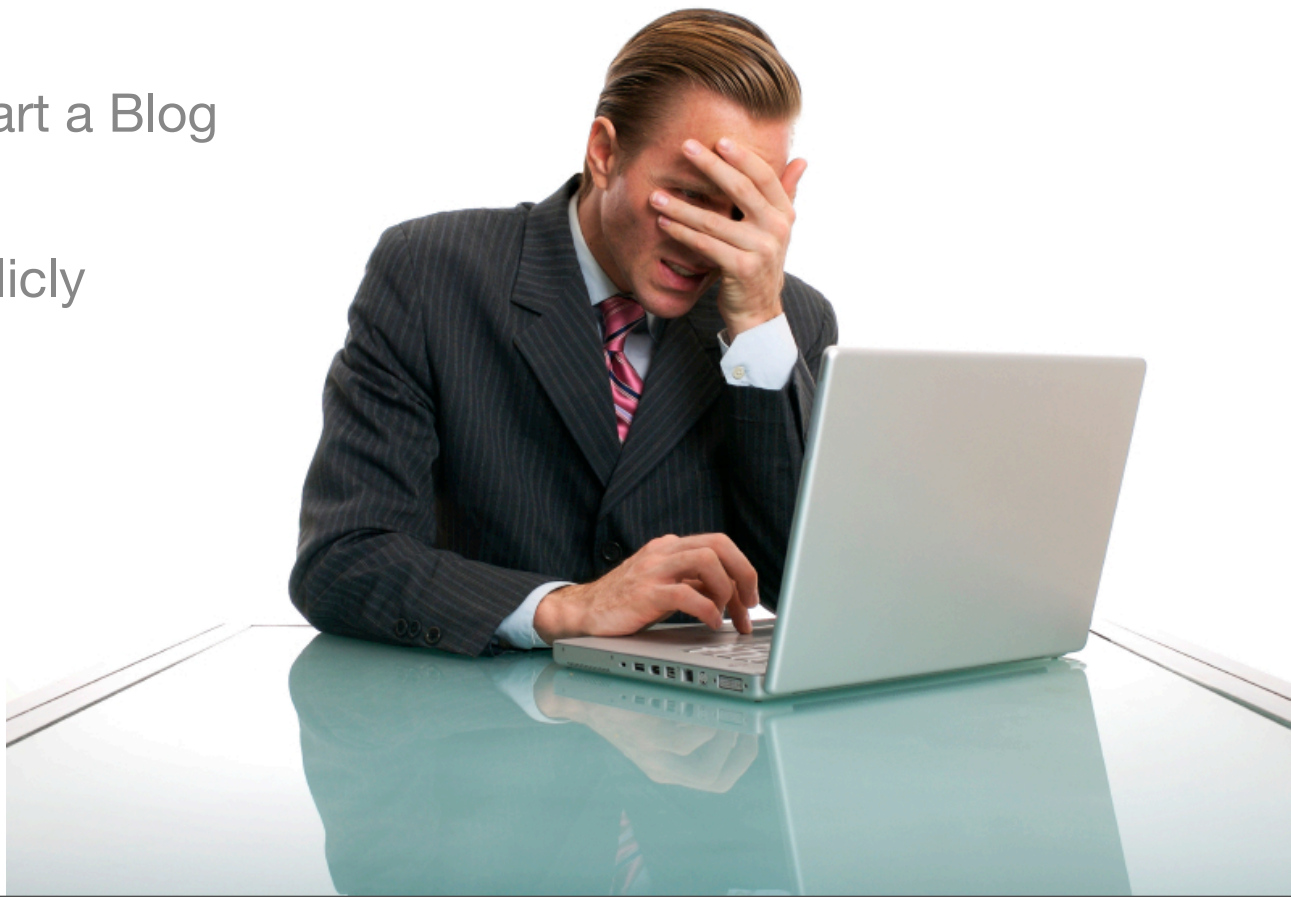
Find something less-than-great
about your business online?

Deal with it! **NOW!**

Tracking the online conversation...

Timeliness and sincerity mean everything

- Draft response strategy beforehand
- If you need to say you're sorry:
mean it and back it up with visible action!
- A crisis is NOT the time to start a Blog
- Respond personally and publicly





pizza

[Advanced Blog Search](#)
[Preferences](#)

Search Blogs

Search the Web

Find blogs on your favorite topics

[Google Home](#) - [About Google Blog Search](#)

©2008 Google

2. Find awesome Blogs to read and learn from
www.technorati.com // www.blogsearch.google.com

Google Reader

All items ▼
Search

[Home](#)

[All items \(1000+\)](#)

[Starred items](#) ★

[Trends](#)

[Your shared items](#)

⊕ [Friends' shared items \(46\)](#) 2 New!

[Manage friends »](#)

⊕ [Add subscription](#)

[Discover »](#)

Show: **updated** - [all](#)

[Refresh](#)

[The Lactivist Breast...](#) (0)

[WSJ.com: Juggle Blog ...](#) (45)

⊕ [blogs \(740\)](#)

⊖ [business \(109\)](#)

[800-CEO-READ Blog \(35\)](#)

[BrandToBeDetermined \(8\)](#)

[BusinessWeek Online -...](#) (31)

[Naked Conversations \(35\)](#)

⊖ [clients \(206\)](#)

[IABC Houston \(27\)](#)

[Keeney PR \(21\)](#)

[Only in Houston \(90\)](#)

[PRSAHouston.org \(17\)](#)

[Schipul \(47\)](#)

BusinessWeek Online - Blogspotting

Show: [31 new items](#) - [all items](#) [Mark all as read](#) [Refresh](#)

★ [Blog cover revision is on BW Website](#) »

by [stephen_baker](#)

Well, [the revision of that '05 story](#) that we've been talking and talking about is finally up on the Website. There are still a few things to iron out. If any of you can check it out and leave comments on how we could improve it, I'd appreciate it.

By the way, I think we should promote this thing online as a Big Deal, and not just another story. But maybe we'll wait until we get more fixes in.

[Add star](#)
[Share](#)
[Email](#)
[Mark as read](#)
[Edit tags: business](#)

★ [The limitless appeal of free](#) »

by [stephen_baker](#)

I read [Dan Ariely's Predictably Irrational](#) over the weekend. He's an MIT professor of behavioral economics, and he has all kinds of research into why we do the crazy, stupid and seemingly irrational things we do. (his [blog](#))

One chapter is on the intoxicating allure of free stuff. ([related paper](#)) He shows that when we see a price lowered from, say, 15 to 10, it's meaningful. But when a price drops from 5 to 0, it's enthralling. We grab for stuff, even if we don't need it. (Case in point: all the free crap we pick up at trade shows.) [Lots of discussion on Tyler Cowen's blog.](#)

Our infatuation with free explains some of the disruptive dynamics of online media. Businesses that run on

enge
 s I try to

[▲ Previous item](#)
[▼ Next item](#)

Love thy feed reader!
www.google.com/reader



<http://flickr.com/photos/geekette/212455285/>

Let's get personal. 

3. Create your Personal Brand

- Keep it consistent EVERYWHERE
- Create an Avatar
- Add important links / personal brands to your email footers
- Promote your employee Personal Brands (www.schipul.com/happykatie)





Contact Schipul
and get your quote today!

first name

last name

phone

email

comments

Please contact me about my website.

tell us what you need?

- ☐ web design
☐ hosting
☐ search engine management

Submit

Schipul - The Web Marketing Company

11757 Katy Freeway, Suite 930
Houston, Texas 77079

Katie Laird (happykatie) - Social Media glitter nerd



Katie Laird (aka: happykatie, or Katya if you're in the Russian literary mood) serves the [Schipul](#) team as Strategic Advisor, a position that involves lots of tea leaf divination, thumb war training and borderline obsessive-compulsive book reading.

Katie started working at Schipul in 2005 as a graphic designer, moved on to a Communications Coordinator position and now enjoys working with all different parts of the company and regularly bringing in brownies to keep the office sugar high going strong.

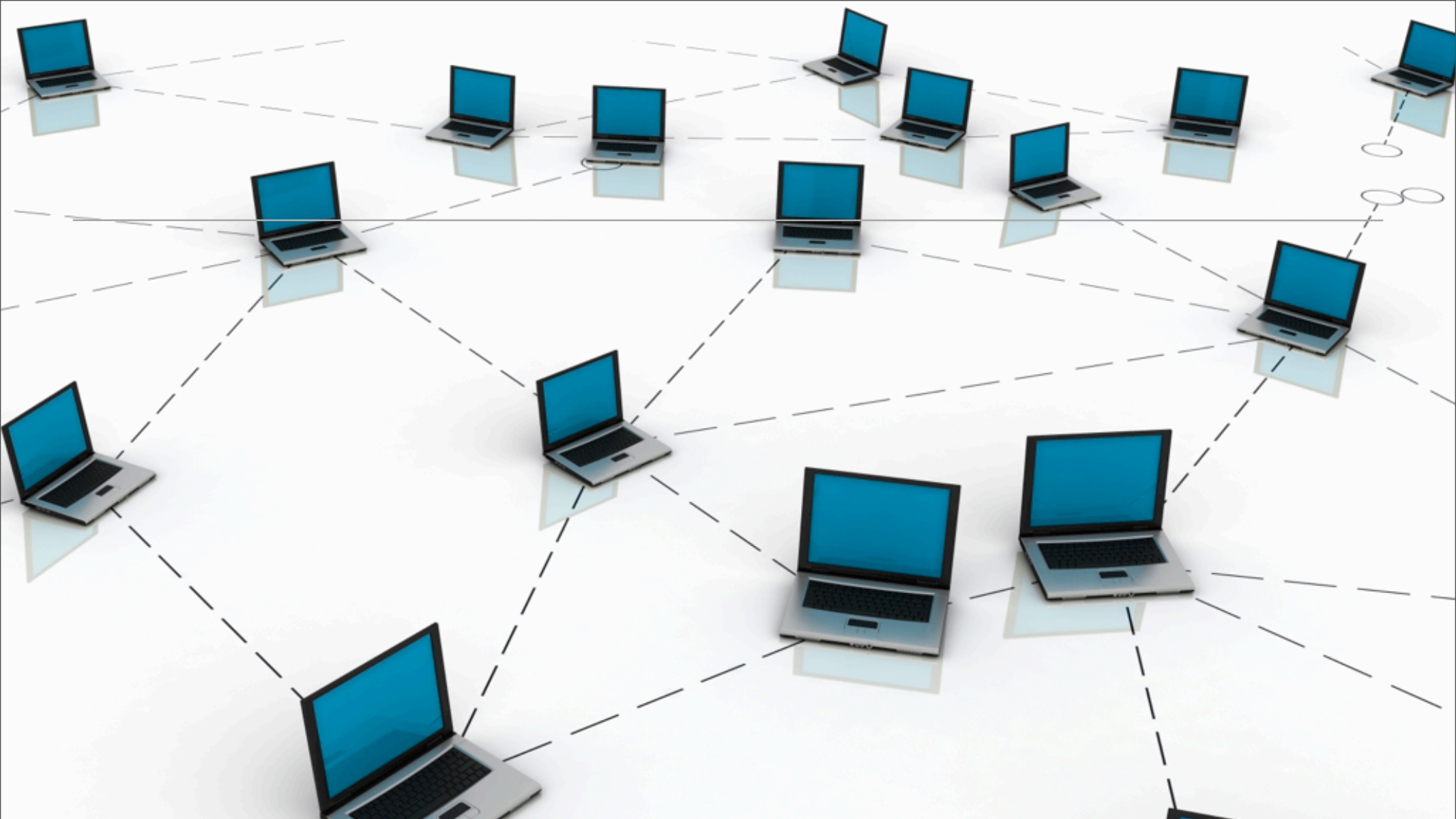
An active Blogger for over 8 years, you can find Katie writing online at some of these spots:

1. **happykatie** (www.happykatie.com) - a personal blog covering topics ranging from Social Media to online communications and marketing to non profit organizations to graphic/industrial design to things that are pretty and shiny to graffiti and hip hop magic. So yeah, pretty much everything.
2. **happykiddo** (www.happykiddo.com) - a kiddo-focused blog devoted to all things Ella (the shortest person in Katie's life) along with modern parenting tips, tricks, ideas and shopping hyperness.
3. **happykatie thinks outloud** (www.happykatie.tumblr.com) - a brain candy dumping ground for urban culture, DIY fashion, foodie and other completely and utterly random pieces of trivia and links.
4. **Netsquared blog** (www.netsquared.com/klaird) - Katie contributes to a little piece of the non profit technology group Netsquared discussing ways NPOs can utilize online technologies to advance their organizations' objectives.
5. **Houstonist** (www.houstonist.com) - serving as Features editor, Katie joins the Houstonist team in borderline smarmy coverage of Houston-area news, events, food, people and juicy metro tidbits.
6. **Houston Dr. Sketchy** (www.houstonstetchy.com) - happykatie plays Hip Swinging Hostess to the Houston chapter of the burlesque-inspired drawing club. Artists meet monthly for cheeky life drawing sessions, live music, silly contests and an all-around fabulous time.

4. Participate in the Community

- Consider this your WARM UP
- Figure out how to interact on Blogs via commenting
- Email Bloggers with tips, suggestions and praise (EGOS!!)
- Share links that you love with people you like





5. Be generous with your Brain Candy

Ways to share stuff you like...

Facebook - Not just for college kids

- Grow your brain
- Join other online parts of Blogging communities
- Share your knowledge with:
 - Facebook apps
 - 'Share' feature
 - News feed



facebook Profile edit Friends Networks Inbox (27) home account privacy logout

Search

Applications edit

- Page Manager
- Photos
- Groups
- Events
- Marketplace
- Friend Wheel
- JPG Themes
- more

Advertise on Facebook

Arrested Development Tees

Our T-Shirts are so watery. And yet, with a smack of ham. Let the great experiment begin!

Houston Technology Center

Information

Group Info

Name: Houston Technology Center

Type: Business - Companies

Description: The Houston Technology Center is the largest technology business incubator / accelerator in Texas. The HTC acts as the hub for technology entrepreneurship for the key market sectors in Greater Houston:

- Energy
- Life Science
- Information Technology
- NASA-originated technology
- Nanotechnology

Houston Technology Center provides its Clients the 'S C's':

COACHING: Business Guidance and Mentoring

CAPITAL: Access to Funding Sources

CONNECTIONS: Qualified Management and Service Providers

CUSTOMERS: Sales, Marketing and Entrepreneurial Training

COMMUNITY: Interactive Events with Partners, Sponsors and Media

Contact Info

Website: <http://www.houstontech.org>

Street: 410 Pierce 77002

City/Town: Houston, TX

Global

Houston Technology Center

Invite People to Join

Leave Group

Share

Related Groups

- Startup Houston
- Organizations - Advocacy Organizations
- BarCampHouston
- Internet & Technology - Cyberculture
- Six Degrees Of Separation - The Experiment
- Just for Fun - Facebook Classics
- Houston Interactive Marketing Association (HiMA)
- Organizations - Professional Organizations
- The UpExperience
- Common Interest - Beliefs & Causes

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Marc Nathan

Ways to share stuff you like...

Link sharing, relationship building via micro-blogs



The screenshot shows a Twitter profile for Steve Rubel. The header includes the Twitter logo and navigation links: Home, Find & Follow, Public Timeline, Settings, Help, and Sign out. The profile picture is a headshot of a man. Below it, a status bar shows 'Following' and 'Notifications ON'. The bio section lists: Name Steve Rubel, Location New York, and Web <http://www.microp...>. The 'Stats' section shows: Following 297, Followers 3,702, Favorites 1, and Updates 2,687. The 'Following' section displays a grid of 20 user avatars. The main timeline shows several tweets, each with a text preview and a link to the full content. The tweets are: 'AdAge column on a potential backlash against too much tech' with link <http://tinyurl.com/2n4a4g>; 'BBC News story echos a theme I wrote about in Adage this week.' with link <http://news.bbc.co.uk/1/hi/...>; 'So far, my virtual assistant Srini, is very responsive. She's already cracking on the assignment, which is relatively easy for her I bet.'; 'Dave Caolo, like me, sees Apple announcing stuff every Tuesday.' with link <http://tinyurl.com/2joo3j>; 'Wordpress suffered a DoS attack' with link <http://tinyurl.com/2jcov3>; 'Headline of the day: Does your Leadership Development Strategy Include World of Warcraft?' with link <http://tinyurl.com/3yu6h2>; and '@pauljacobson I used elance via my friend Tim Ferriss'.

twitter

Home Find & Follow Public Timeline Settings Help Sign out



Following Notifications ON

New site to check out: The Advertiser Addictionary <http://ad.addictionary.org/>
about 12 hours ago from web ☆

With Others Previous

AdAge column on a potential backlash against too much tech
<http://tinyurl.com/2n4a4g> about 12 hours ago from web ☆

BBC News story echos a theme I wrote about in Adage this week.
<http://news.bbc.co.uk/1/hi/...> about 12 hours ago from web ☆

So far, my virtual assistant Srini, is very responsive. She's already cracking on the assignment, which is relatively easy for her I bet. about 12 hours ago from web ☆

Dave Caolo, like me, sees Apple announcing stuff every Tuesday.
<http://tinyurl.com/2joo3j> about 12 hours ago from web ☆

Wordpress suffered a DoS attack <http://tinyurl.com/2jcov3> about 12 hours ago from web ☆

Headline of the day: Does your Leadership Development Strategy Include World of Warcraft? <http://tinyurl.com/3yu6h2> about 12 hours ago from web ☆

@pauljacobson I used elance via my friend Tim Ferriss about 12 hours ago from

About

Name Steve Rubel
Location New York
Web <http://www.microp...>

Stats

Following	297
Followers	3,702
Favorites	1
Updates	2,687

Following





6. Strategy, strategy, strategy

- What do you want to happen? **Define 'Success'**
 - Hits to your Web site / special landing page
 - Newsletter sign up
 - Number of comments or link outs
 - Embeds of your content or widget
 - Raised funds
 - Number of YouTube video favorites, etc.



7. Get Blogging!

- Set up a fast template Blog
- Start simple - match branding graphics later
- 5 posts before 'launch'

A screenshot of the Blogger 'Compose a New Post' interface. At the top, there are tabs for 'Manage', 'Post', 'Design', and 'Configure', with a 'VIEW WEBLOG' link on the right. Below these is a navigation bar with 'New Post' (selected), 'List Posts', 'List Comments', 'List TrackBacks', and a search box. The main heading is 'Compose a New Post: happykatie'. Below this is a green bar with 'PREVIEW' and 'SAVE' buttons. The form includes a 'Title' text box and a 'Category' dropdown menu currently set to 'No Category Selected'. The main content area is titled 'Post Introduction' and contains a rich text editor with a toolbar (Normal, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Link, Unlink, Bulleted List, Numbered List, Indent, Outdent, Insert Image, Insert Video, Insert Code, ABC). The text 'Easy as:' is entered in the editor, followed by a large image of a round strawberry pie with a lattice crust. A 'Bigger' link is at the bottom right of the image.

8. Keep up the Blogging magic

- Write regularly (2x week optimal)
- Comment regularly
- LINK LOVE!!!! At least 1 link a post
- Reach out to other Social Networks to grow community
- Use images as much as humanly possible



<http://www.flickr.com/photos/kt/120468504/>

Keep up the Blogging magic...

Random Blog post ideas

- Invite guest Blogger to write on industry or event topics
- Interview clients, organization speakers, management team (podcast)
- Post photos from recent company event or outing
- Tips & Tricks for your business or industry
- Quote of the Day (with links)
- Community or industry organization events and info
- 'Favorite Helpful Links' series

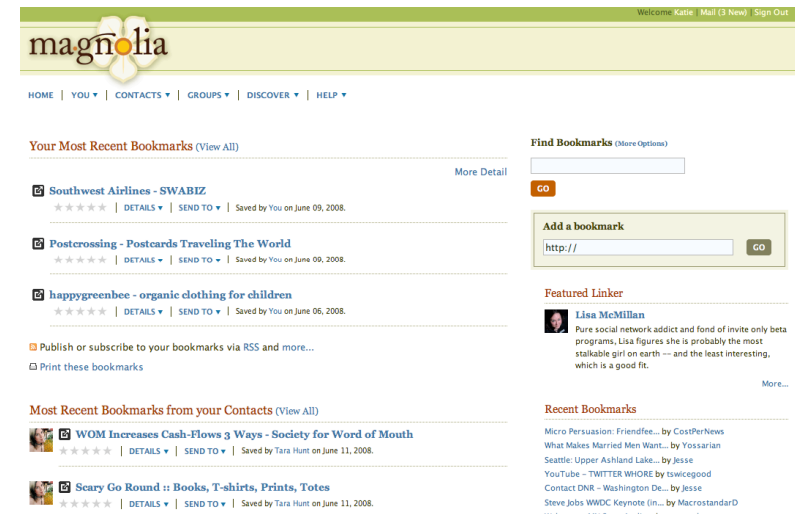


<http://www.flickr.com/photos/gla/438729143/>

Keep up the Blogging magic...

Blog post cheats (b/c life gets busy!!)

- Round up of news snippets and links to other Blogs
- Social bookmarking links - automatically updated!
- Liveblog a conference (you're taking notes anyway...)
- Ask your Community to create content for YOU - contests, giveaways



www.magnolia.com



Keep up the Blogging magic...

Rich Media = happy eyeballs and more readers

- Use other free online social networks to host or discover Rich Media:

- **Video:**

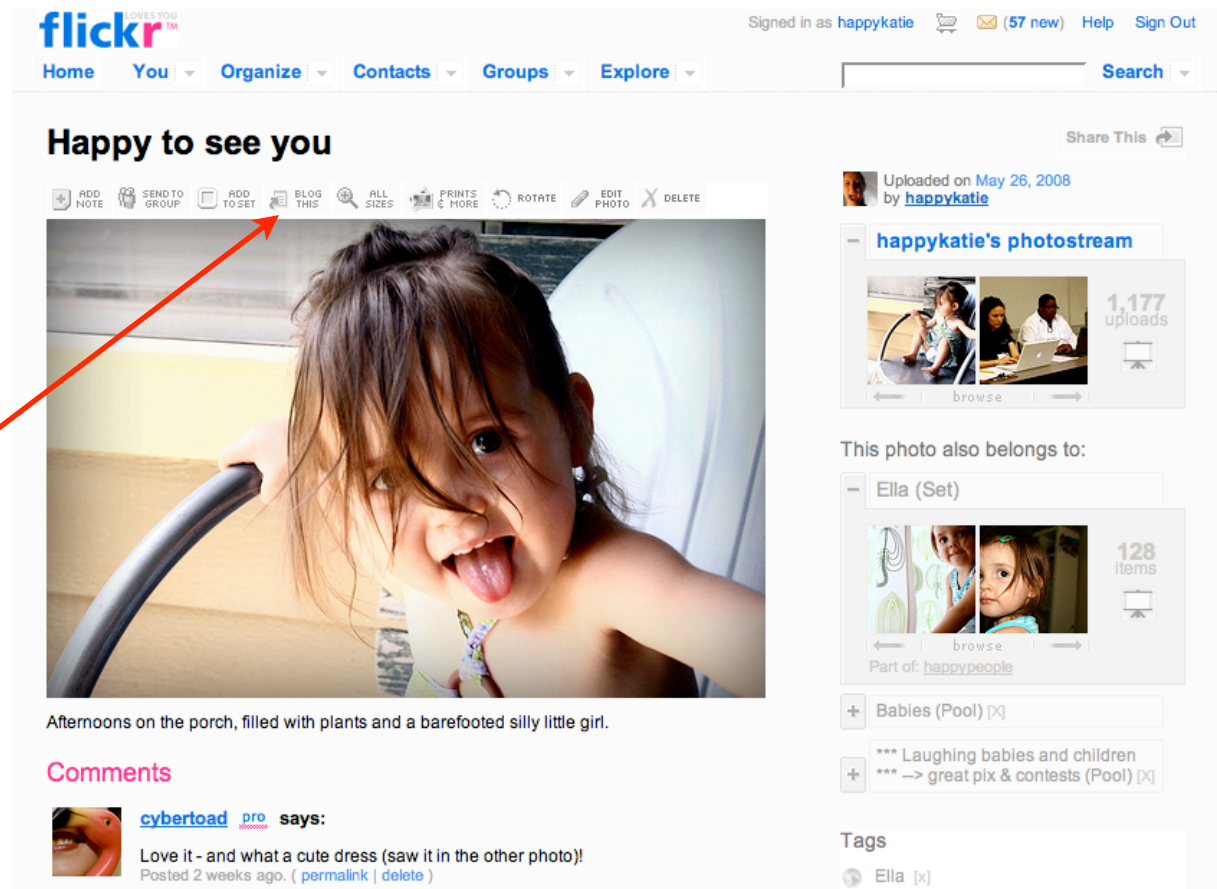
- www.youtube.com
- www.vimeo.com

- **Photos:**

- www.flickr.com

- **Audio:**

- www.seeqpod.com



Qualified traffic is good – link regularly, link well



<http://flickr.com/photos/poagao/367128550/>

9. Follow up with your Community

- Respond to comments and emails fast and openly
- Get to know your visitors and their sites (participate)
- Be generous with your links and props - it comes back to you
- Set up a Blog Roll
- Keep up with those Google Alerts



10. Track your success and adjust accordingly

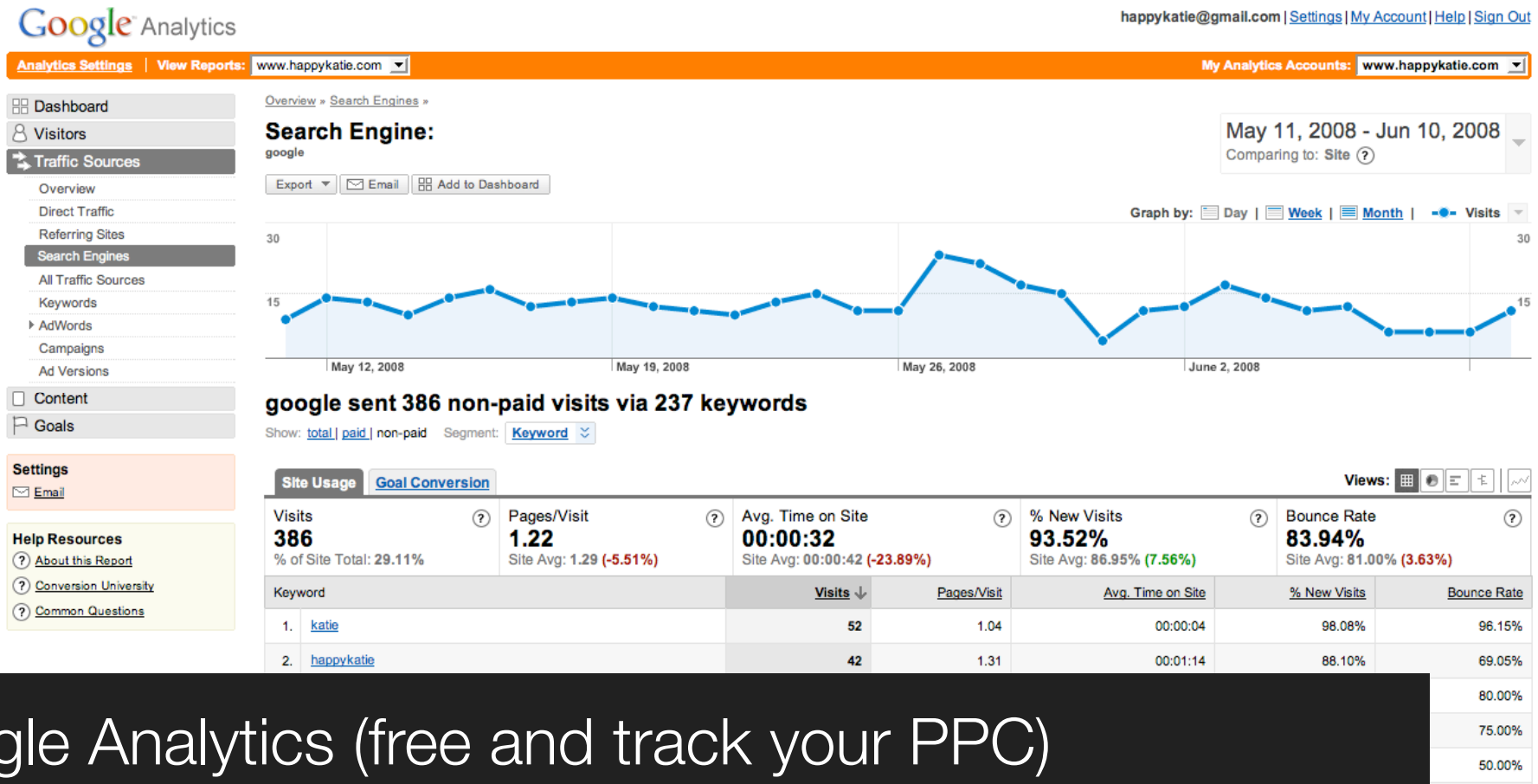
- High traffic time?
- Post topics particularly hot?
- What are your readers excited about?
- Who are your top referrers?
- How are they consuming your info?
 - Feed readers?
 - Email subscriptions?



<http://www.flickr.com/photos/8136496@N05/2327243497/>

Tracking your success....

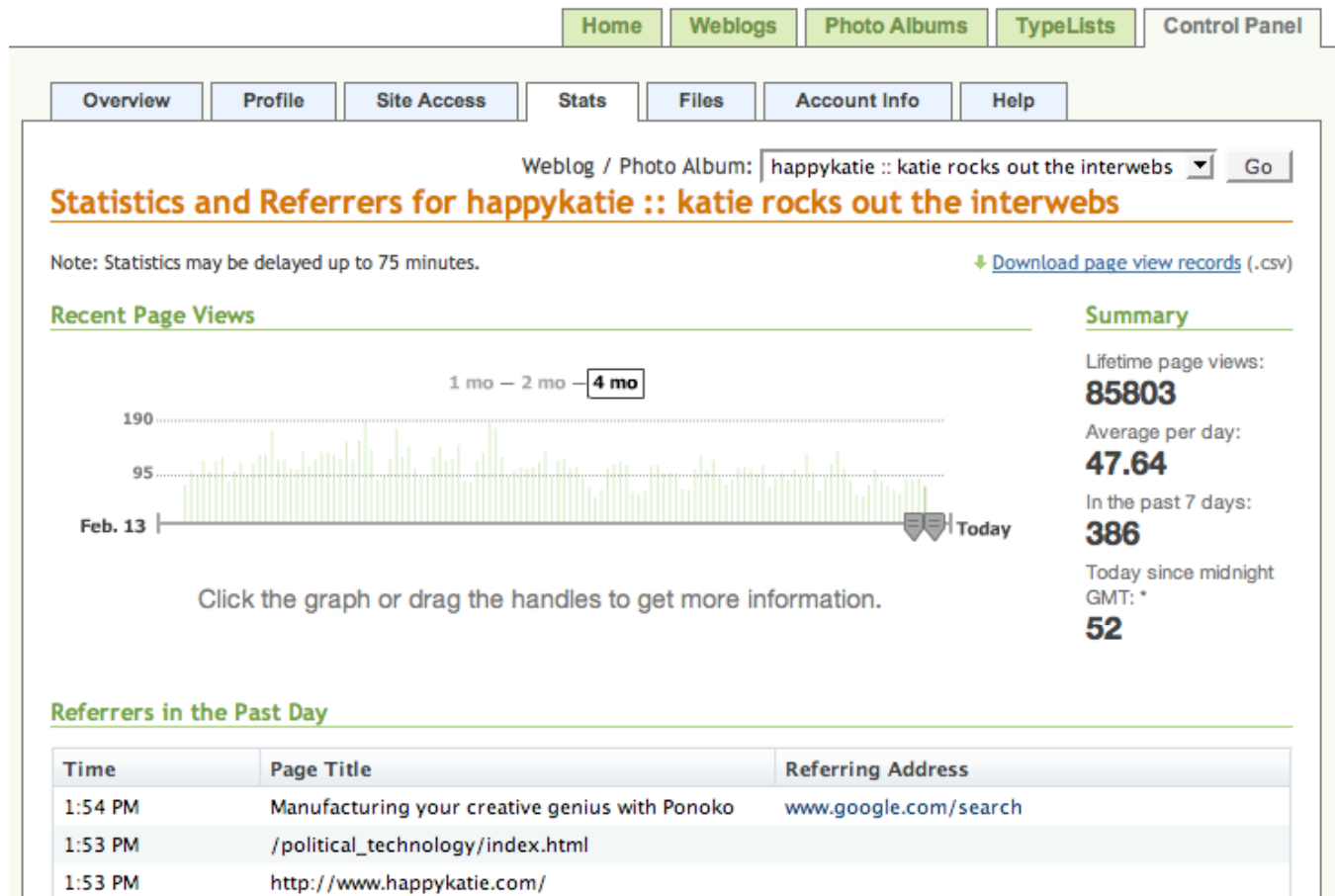
Statistics are available, numbers work...



Google Analytics (free and track your PPC)
www.google.com/analytics

Tracking your success....

Stats just a click away...

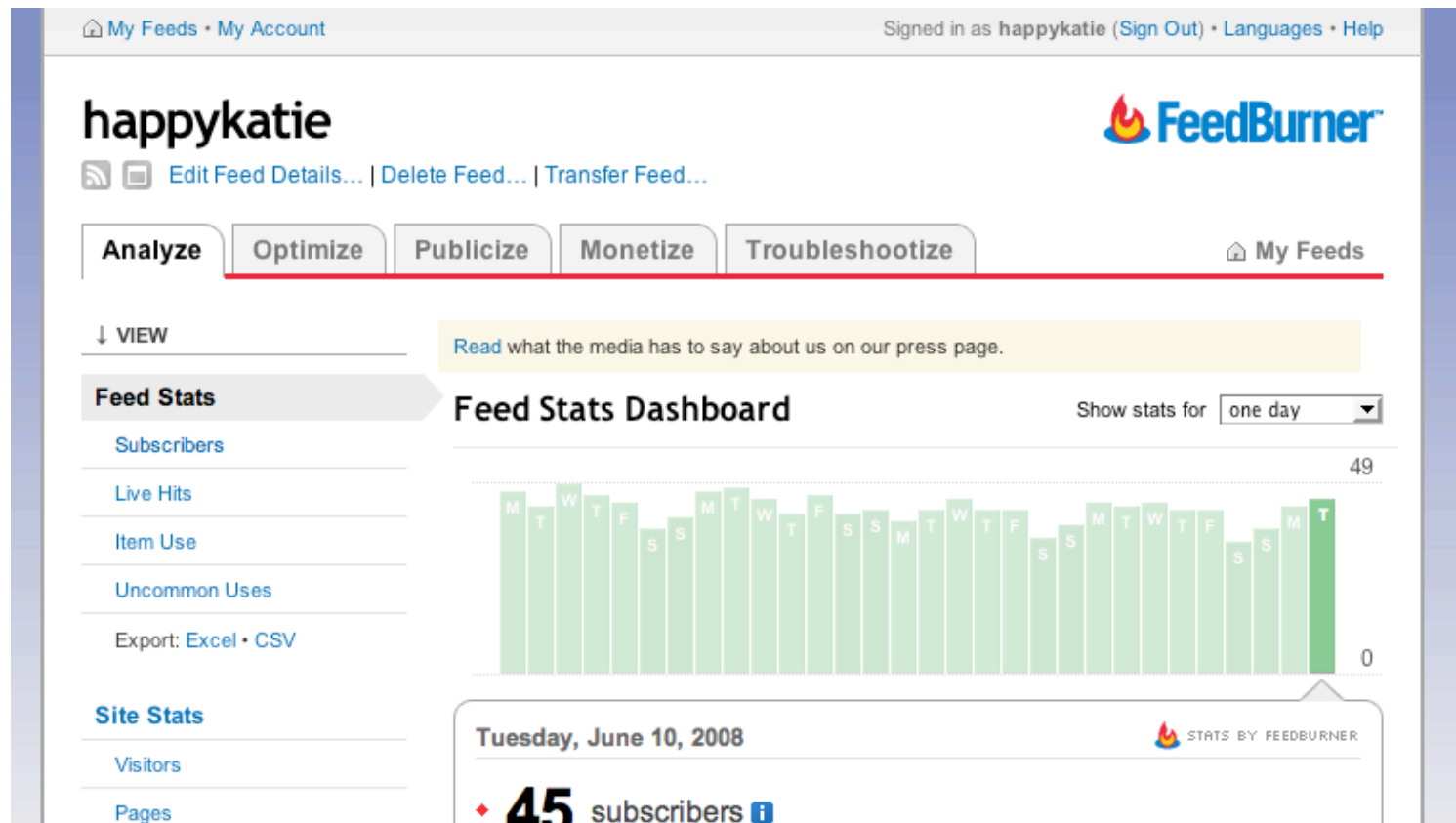


Built-in Blog utility traffic meters
www.typepad.com

12:48 PM	/2005/10/index.html	www.happykatie.com/games
12:48 PM	/archives.html	www.happykatie.com
12:47 PM	/2005/08/index.html	www.happykatie.com/dailies
12:47 PM	/archives.html	www.happykatie.com

Tracking your success....

Learn about your RSS subscribers



Feedburner (free)
www.feedburner.com

But it's really all about the people

Tracking your success....

The Human Bottom Line

- Who are you connecting?
- What relationships are you building?
- Are you crossing online and offline marketing to reach the masses?
- Are you **having fun** and getting smarter?

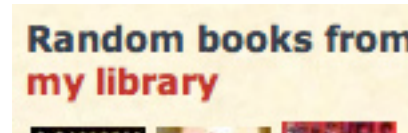


www.flickr.com/photos/eschipul/2561315154/
www.carolinecollective.cc

Bling Bling

Badges of honor - make your brand portable

- Let your visitors take your brand with them
- Easily embedded / shared graphics that show interests or affiliation
- Cooler than a boring logo and much more interactive

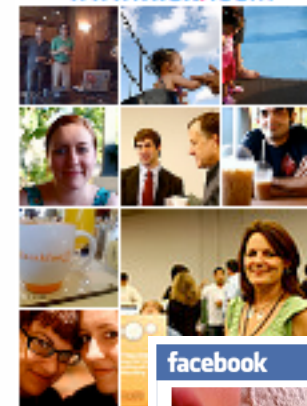


<http://www.librarything.com/extras.php>



www.flickr.com

<http://www.flickr.com/badge.gne>



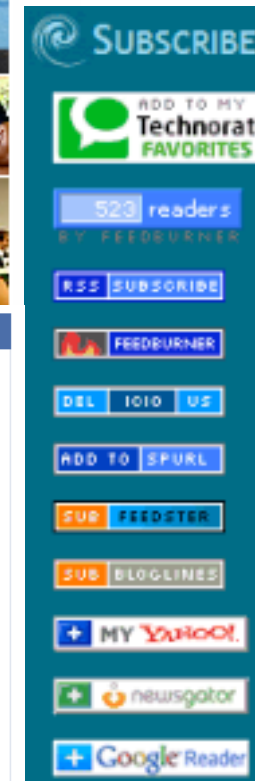
facebook

what

Name:
Katie Laird
Status:
None

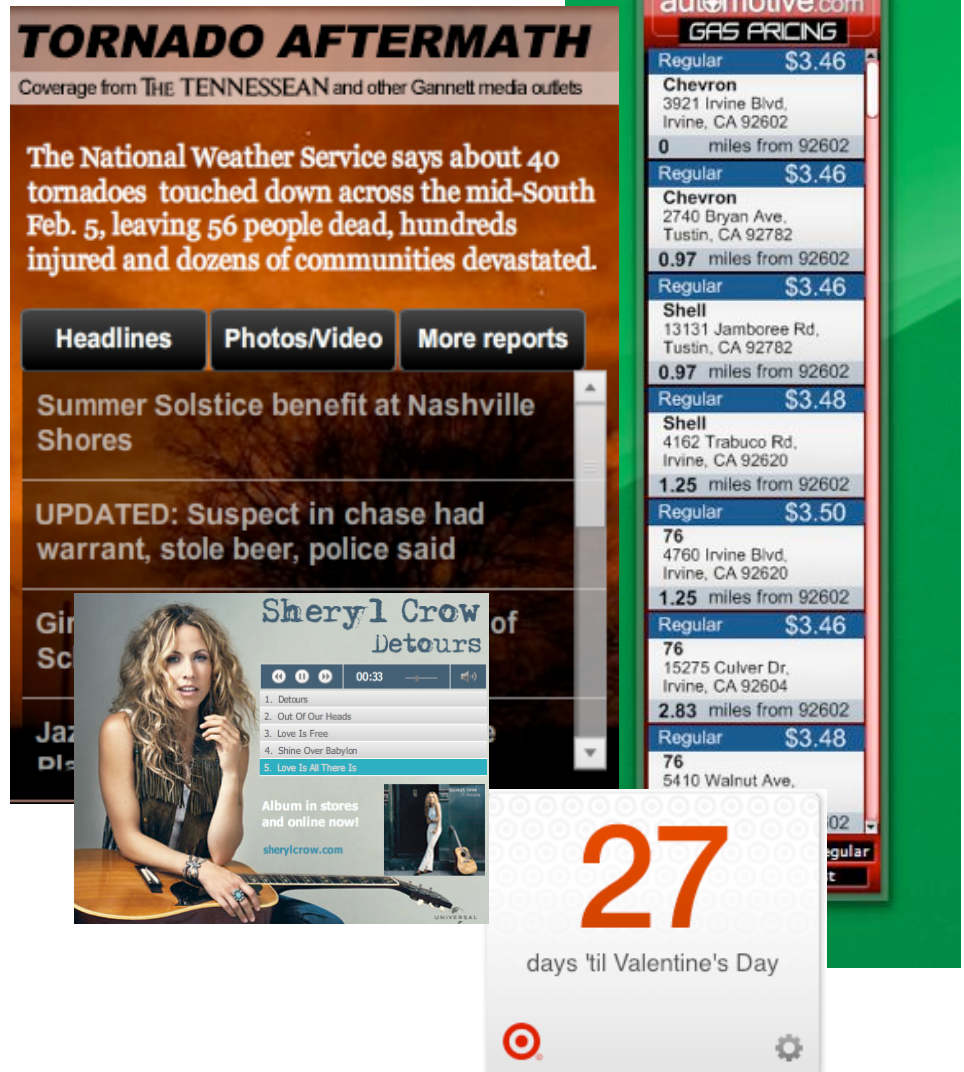


Play Chess Online!

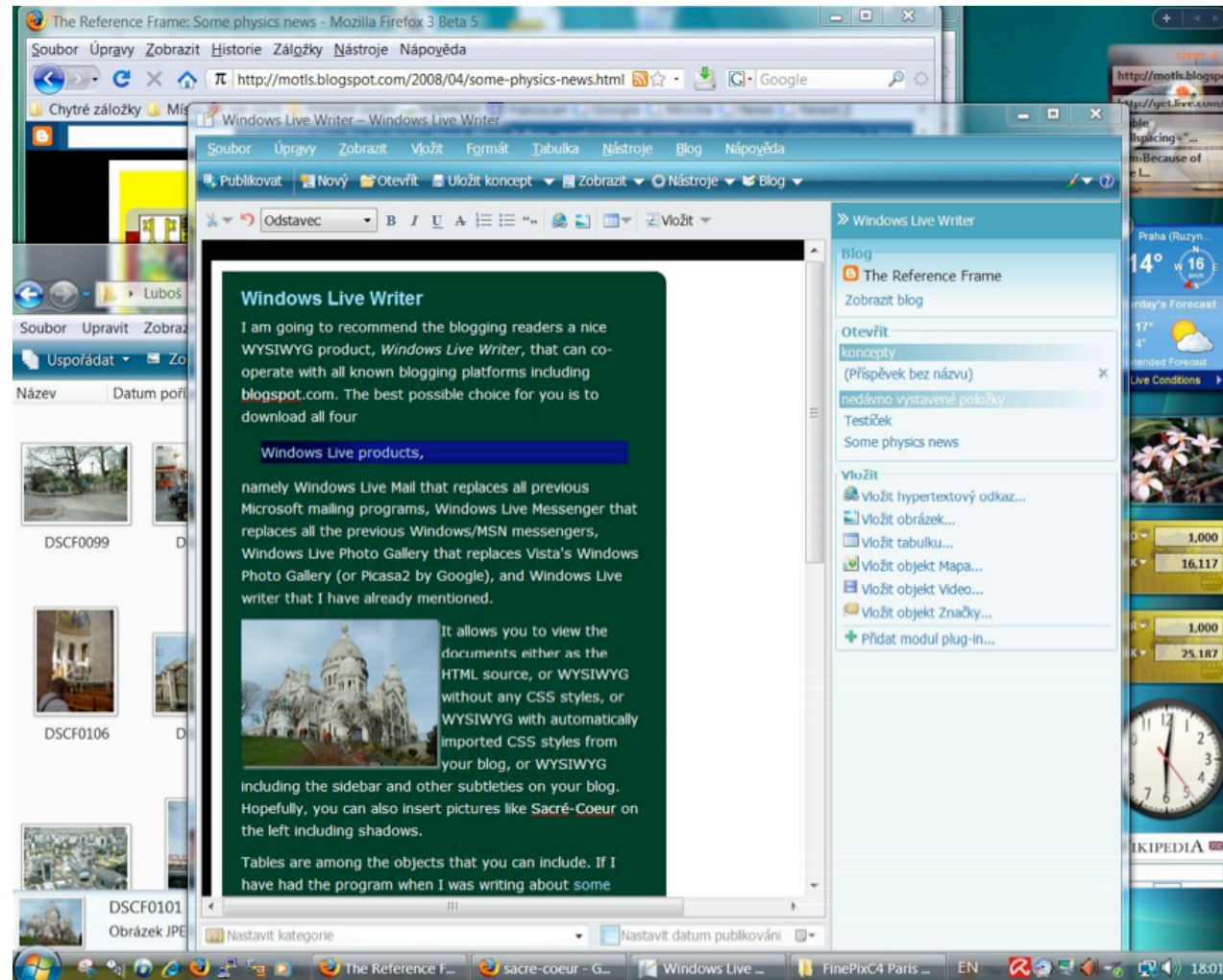


Widget what????

- Handy little 'thingies' that do stuff
 - Useful
 - Promotional
 - Personal (content aggregator)
- Create or consume:
 - <http://widgets.yahoo.com>
 - www.sproutbuilder.com
 - www.widgetbox.com



Make your life easier: Windows Live Writer



<http://windowslivewriter.spaces.live.com/>

Blog (say) what you mean to Blog (say)

- Google wants to be your Blog's best friend (seriously)
- Freebie Search Engine Optimization (SEO) tools:
 - www.schipul.com/en/sem/tools/
 - <http://www.webconfs.com/search-engine-spider-simulator.php>
 - <http://juicystudio.com/services/readability.php>

Schipul Keyword Density Analyzer

Enter an url:

☒ Exclude the default stop words
☒ Include page title
☒ Include meta keywords
☒ Include meta description

Analyze it

Word count: 1279
Total links: 277
Percentage of links to words: 49.18 (%)

Uri analyzed: <http://www.happykatie.com>
Title: happykatie :: katie rocks out the interwebs

Single Words Occurrence: 1279				2 Word Phrases Occurrence: 4				3 Word Phrases Occurrence: 187			
keyword	count	density	score	keyword	count	density	score	keyword	count	density	score
0	19	1.49	57	happykatie daily	7	1.44	21	happykatie daily brain	7	3.74	21
happykatie	16	1.25	47	daily brain	7	1.44	21	daily brain candy	7	3.74	21
2008	15	1.17	45	brain candy	7	1.44	21	small business development	2	1.07	6
permalink	10	0.78	30	social media	7	1.44	16	business development center	2	1.07	6
comments	10	0.78	30	npo tech	3	0.62	9	web marketing company	2	1.07	6
trackback	10	0.78	30	katie rocks	2	0.41	7	end mountaintop removal	3	1.60	5
blog	11	0.86	29	latest discoveries	7	1.44	7	removal coal mining	3	1.60	5
chess	13	1.02	29	totally random	2	0.41	6	chess tactics server	2	1.07	4
tags	28	2.19	28	small business	2	0.41	6	mountaintop removal coal	2	1.07	4
food	12	0.94	22	business development	2	0.41	6	amazon web services	2	1.07	4

happykatie thinks you're swell

June 11, 2008

Katie speaks on Blogging for Business at UH SBDC tonight!

UNIVERSITY of HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER
Consulting. Training. Solutions.

I'm really looking forward to speaking to a great group of business-minded blogger-curious folks tonight at the University of Houston's Small Business Development Center from 7-9pm. Swing by if you have a chance!

Blogging Basics for your Business - UH Small Business Development Center Internet Marketing Clinic.
Katie Laird Strategic Advisor.
Schipul - The Web Marketing Company.
Wed 11-Jun-08 7:00 PM to Wed 11-Jun-08 9:00 PM

Blogging has risen as an increasingly vital part of a business online marketing plan. Functioning as a low-cost and direct way to communicate with clients, vendors and industry members, Blogs are powerful tools that give your organization a more human face - but they can be overwhelming at first glance!

With a background in Web and traditional marketing, Katie Laird of Schipul - the Web Marketing Company and www.happykatie.com, will share her insights for using Blogs to grow your organization, expand your online Community and have a meaningful and time. Expect to learn about Blogging best practices and

facebook

Name: Katie Laird
Status: None



Quickie Social Media To-Do's

1. Read blogs
(find them on www.technorati.com)
2. Set up an RSS Feed Reader
(www.google.com/reader)
3. Join Facebook (www.facebook.com)
4. Join Flickr (www.flickr.com)
5. Track the buzz about you
(www.google.com/alerts)



Social Media is a constant learning process



But a fun one!!! So enjoy :)

Thanks for participating today!

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