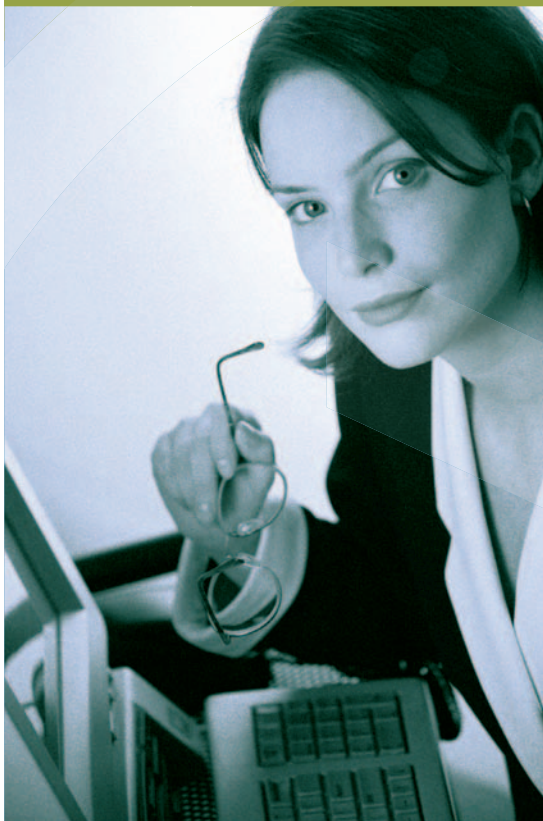


Blogs for Business™



Your business leaders and employees are a significant competitive advantage. Now, you can extend that advantage through blogging. Blogs provide a glimpse into organizations and the employment experience by bringing forward employee-ambassadors to represent the company in real and interesting ways. Blogs offer another, more personal method for reaching clients, prospects and job candidates.

Industry-leading organizations are using blogs for:

- *Knowledge leadership* – positioning the business as a leader in an industry or niche
- *Recruitment and retention* – providing candidates with a look inside a potential employer's organization
- *Crisis communication* – putting a personal face to the issue, and providing regular updates

The Blogs for Business product helps clients implement blogs strategically through:

- *Planning* – identification of blog channels, topics and authors
- *Process* – development of internal guidelines and documentation
- *Execution* – visual design, technical and hosting services
- *Monitoring* – setting up Web analytics and alerts, watching comments and links
- *Distribution* – feed preparation, search engine optimization and directory submissions
- *Analysis* – ongoing review of activity, metrics, links, mentions and performance

Versant uses blogging systems such as Movable Type, TypePad, WordPress and the robust content management system Ektron, as well as blog and content feeds in RSS and Atom format.

With Blogs for Business, organizations can quickly get started blogging with confidence that the process is integrated with larger business objectives.



To learn more about this unique product offering, contact us today.

 **blogsforbusiness™**
www.blogs4.biz by versant

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It's time to take business communication to a more personal level. A blog, or Weblog, allows you to reach clients, prospects and potential hires through the personalities of your business leaders and employees. Blogs are an intriguing way to:

- Reveal the human side of your organization.
- Showcase your expertise.
- Maintain client relationships.
- Connect with prospects.

The Blogs for Business product can make blogging work efficiently and effectively for your organization.