

8 Ways Blog Commenting Can Boost Your Reputation & Web Traffic

Blogs are a critical component of any public relations and marketing campaign. Today, there are prominent blogs associated with almost every well-respected publication but there are also blogs that have no 'print' or traditional media affiliation but garner a significant following. In addition to the professional blogs that are associated with a journalist, reporter or company, there are citizen bloggers who can also yield tremendous influence. We recommend for all of our clients a 'Blog Monitoring & Commenting Campaign' where we monitor relevant conversations on blogs and recommend opportunities for them to comment on articles or discussions. Regardless of whether or not they have a company blog of their own, this practice helps support a variety of goals and objectives just a few of which are listed below:

1. **Increasing Awareness of Your Products & Services** – Commenting on blogs provides you with an opportunity to capture 'real estate' with high-profile blogs. For example, if there is an article in the *New York Times* that your company wasn't included in, by commenting on it, your comment has the potential to be viewed by everyone reading the same article.
2. **Strengthening Relationships with the Media** – Commenting on blogs is providing feedback to the writer/journalist. This is a great way to build and maintain relationships with the media on an ongoing basis. It keeps your company top of mind for future articles.
3. **Bypassing Media** – If your company was not included in a critical article, you can insert your company in the conversation through the commenting feature on the blog.
4. **Reputation Management** – If your company was included in an article in a negative light, leveraging the commenting feature gives you an opportunity to provide feedback without the filtering of the reporter/blogger.
5. **Engaging with Customers & Prospects** – Often within the comments themselves, customers or prospects will ask questions about the article or companies mentioned in the article. This gives you a platform to respond directly.
6. **Thought Leadership** – Commenting on blogs is a forum to show your insight and intelligence on a particular subject matter or the industry. This is an opportunity for you to position key executives as thought leaders and the company as a market leader.
7. **Driving Web Traffic** – Commenting on a blog usually offers an opportunity to include a link to one's website and/or email address. This can help promote your company website.
8. **Search Engine Optimization: Link Building Strategy** – Commenting on blogs provides a link back to your website. This is important in helping increase your organic rankings in search engines.

3 Tools for Blog Monitoring & Commenting

- o Google Alerts - Free Service (<http://alerts.google.com>)
- o RSS Reader - Free Service (<http://www.google.com/reader>)
- o Radian6 - Paid Service (www.radian6.com)

About Affect Strategies

Affect Strategies is a public relations, strategic marketing and social media firm located in New York. Specializing in technology and business to business, we combine strategy, creative and intelligent program development, impeccable execution and exemplary customer service to help our clients achieve their specific business goals. Find out how Affect can help your company. Contact us at 212-398-9680, info@affectstrategies.com or connect with us at www.techaffect.com.