

Weblogs y Podcasts

Uso en márketing y relaciones públicas

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“Regularly updated journals, or blogs, could be a good way for firms to tell customers, staff and partners what they are doing. Blogs have advantages over other, older ways of communicating such as e-mail and websites.”

Bill Gates

Knallgrau

- » Agencia de nuevos medios
- » Fundación en 2001
- » Actualmente 20+ empleados
- » Activa en AT / DE / CH / ES
- » Segmento “social software“ desde 2002

Clients



¿Qué son Weblogs?

The McGraw-Hill Companies

BusinessWeek

MAY 2, 2006 www.businessweek.com

Blogs

will change your business

Look past the yakkers, hobbyists, and political mobs. Your customers and rivals are figuring blogs out. Our advice: Catch up...or catch you later.

[MORE ON PAGE 56 >](#)

More on blogs online only at businessweek.com

BLOGSPOTTING
Our new blog on blogs debuts online with Stephen Baker and Heather Green



PROFILE
The young blogger king of New York real estate, Lockhart Steele

CASE STUDY
How Stonyfield Farm's yogurt culture spreads through the blogosphere



SIX TIPS
Experts weigh in on the do's and don'ts of corporate blogging

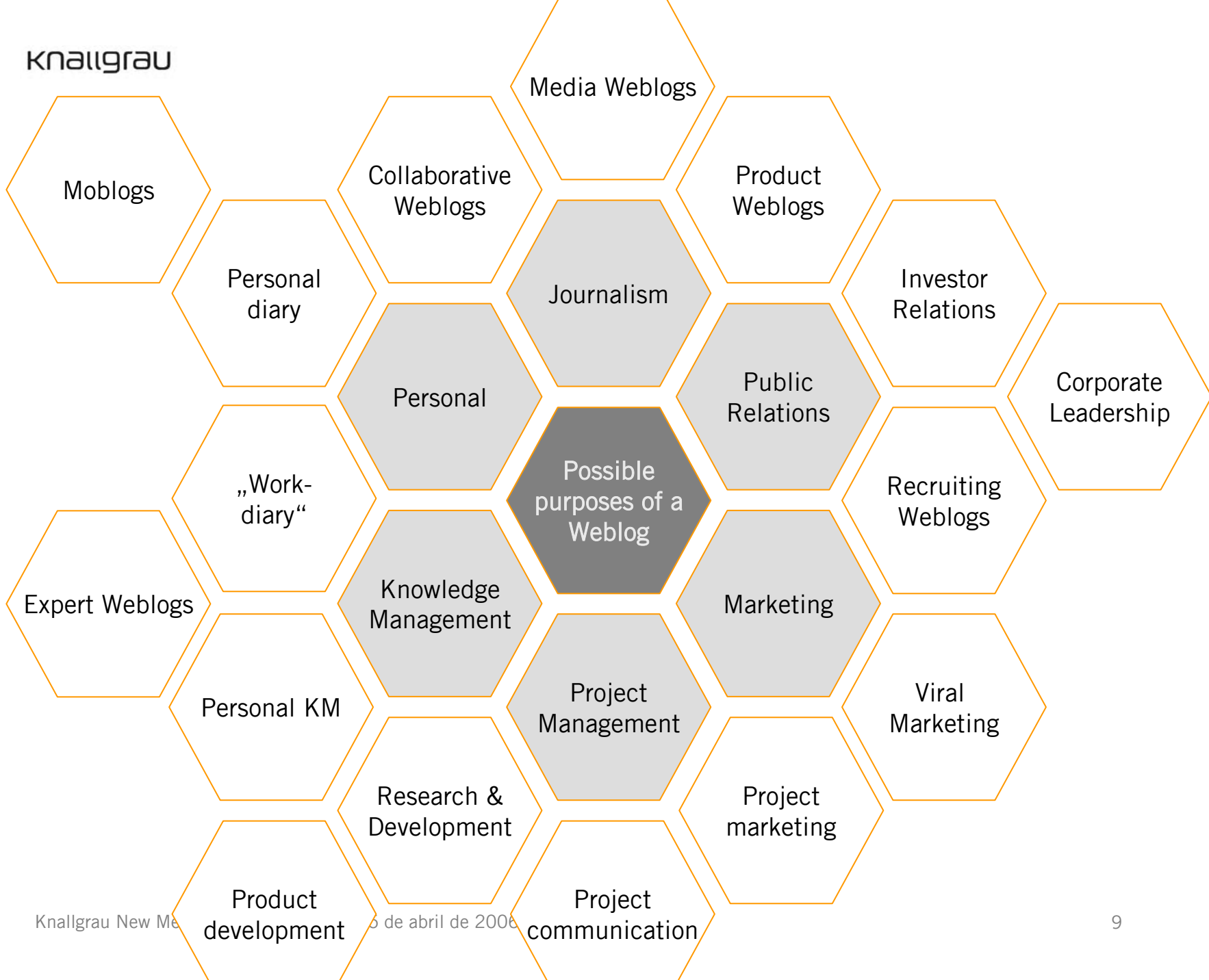
BusinessWeek online

“Ya solo por su estructura, su formato y su concepto de aplicación weblogs influyen el Google Ranking muy positivamente. Esto se debe a los enlaces entrantes, enlaces al exterior, URLs catalogables, conformidad de HTML & CSS con el W3C y la frecuencia de contenidos.”

**Conversación con Stefan Keuchel / Portavoz Google (DE),
el 3 de juni del 2005**

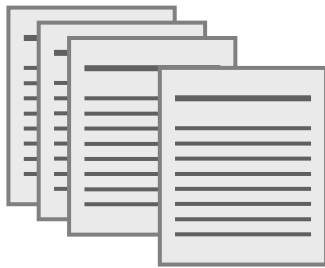
¿Qué es un Weblog?

- » Un sitio web dinámico
- » Un nuevo medio
- » “Push Button Publishing for the people“
- » ¿Una revolución de los medios?
- » Formato // Concepto de uso // Software
- » Lo que se hace con él...



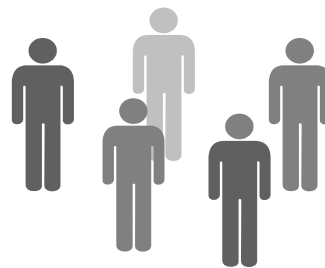
forma abierta

» Ningún weblog es como otro



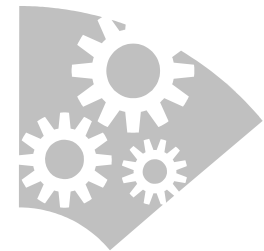
Formato

- » Cronológico
- » Permalinks
- » Social
- » Autoexpresivo



Concepto de Uso

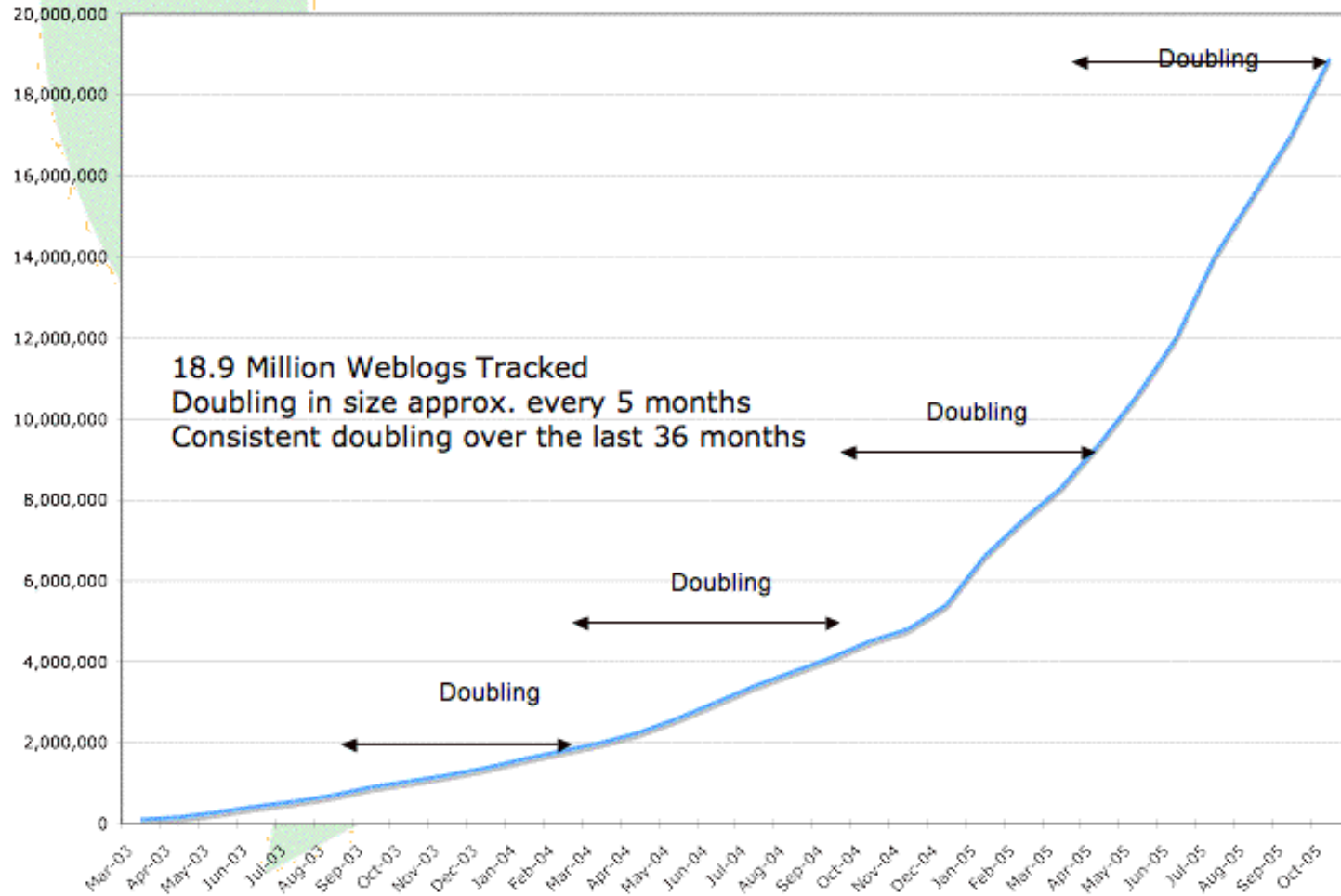
- » Estructura
- » Concepto de comunicación
- » Concepto de comunidad
- » Ámbito



Software

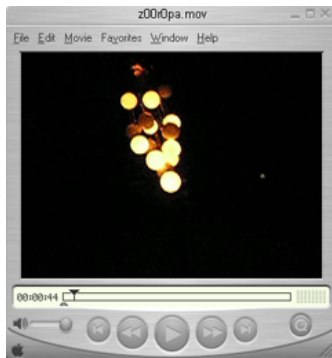
- » Composición
- » Integración en PIM
- » Flexibilidad

**Weblogs Cumulative
March 2003 - June 2005**



Fuente: <http://www.sifry.com/alerts/archives/000343.html>

Blogs go rich media!



Video



Audio



Imágenes

Weblogs en márketing & relaciones públicas

Uso de Weblogs

- » Estamos viviendo en una economía de atención
- » Presencia significa existencia
- » ¡Presencia se define por Google!
- » Pro(-ductores) (Con-) Sumidores no alcanzables por publicidad classica
- » Gestión de Contenidos fué ayer, hoy es Participación

Technical Careers @ Microsoft
with Gretchen, your friendly recruiting ambassador

My Links
[RSS 2.0](#)
[Atom 0.3](#)

Search
 [Go](#)

Archives
[June 2005 \(19\)](#)
[May 2005 \(13\)](#)
[April 2005 \(12\)](#)
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[January 2005 \(18\)](#)
[December 2004 \(16\)](#)
[November 2004 \(9\)](#)
[October 2004 \(18\)](#)
[September 2004 \(15\)](#)
[August 2004 \(24\)](#)
[July 2004 \(18\)](#)
[June 2004 \(21\)](#)
[May 2004 \(13\)](#)
[April 2004 \(25\)](#)
[March 2004 \(43\)](#)

News
 Submit a topic to the suggestion kitty!
[Careful ... she bites!](#)

Tuesday, June 28, 2005 2:30 PM

JobsBlog ... What's your deal?

It seems JobsBlog has some new readers hanging around so I wanted to take an opportunity to welcome you, give you all a little history around this blog, and point to some past articles that may be of most interest to you.

JobsBlog was launched in March 2004 by the super fabulous [Zoë Goldring](#) (who is now the "artist formerly known as a Microsoft recruiter") and little ol' me. Many of you may remember us as [the Moon Gals](#). In our [intro post](#), we said: "Our goal is to not only educate you on happenings, new technologies, and best practices at Microsoft but also put a "face" to Microsoft Recruiting." But it turns out that was a very small part of what was in store for us.

In December 2004, I offered [an update of progress and goals](#):

Now our goals with JobsBlog are more complex. We still want to brand ourselves and get our names out there. But we also want to be a two-way street to ensure we connect with our external customers. Often, Zoë and my hands are tied in the amount of influence we have in changing behaviors and processes within our recruiting organization ... but I think that's evolving.

We also want to provide a "safe" yet "real" place for potential applicants to find information about our application process, interviews, and open positions. Zoë and I have a combined 10 years of Microsoft recruiting experience, and I can not tell you how many great candidates we've seen barely miss a chance to work at Microsoft because they didn't polish their skills in the right area ... maybe it was resume writing ... maybe it was interview preparation. In the past, if we caught those situations on a one-off basis, we worked 1:1 with those candidates, and more often than not, those candidates eventually got hired. But if we can provide rich, insightful, timely, and true information on how we feel you can best succeed when approaching the microsoft application experience before you apply, we feel we can help more "almost hires" become "strong hires" ... today.

June 2005						
May						Jul
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Channel9 segments

1. What is it like to interview with Microsoft?
2. Riding the Recruiting Shuttle
3. Mock White Boarding Problem

Official Microsoft Careers pages

- [Microsoft Careers - US](#)
- [Microsoft College Careers](#)
- [Microsoft Research Careers](#)
- [Microsoft International Careers](#)

Blogs by Microsoft Recruiters

- [Heather's Marketing and Finance @ Microsoft](#)
- [Australian Microsoft](#)

Fertig PR:0



Detroit Auto News - Auto Industry News from the GM FastLane Blog and Bob Lutz - Mozilla Firefox

http://fastlane.gmblogs.com/

GM FastLane Blog

GM Blogs

June 27, 2005

A Two-Mode Hybrid for Highway Driving

The [New York Times](#) writes today about GM's [two-mode hybrid system](#), to be available in the Chevrolet Tahoe and GMC Yukon in late 2007. The hybrid system, under development with DaimlerChrysler, will use a second set of gears and [Displacement on Demand](#) to achieve fuel economy in highway driving as well as in city driving.

Posted at 04:51 PM | [Comments \(9\)](#) | [TrackBack \(1\)](#)

June 22, 2005

To Brazil and Back

By Bob Lutz
GM Vice Chairman

Last week, I had the opportunity to spend three days with our Product Development team in [Brazil](#), and it was, honestly, an emotionally rewarding experience!

This small team is battling some of the stiffest competition in a

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Daily Posts

JUNE 2005

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Archives

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PR:6



Jonathan Schwartz's Weblog - Mozilla Firefox

http://blogs.sun.com/roller/page/jonathan

Jonathan's Blog

JP Morgan's House
The Future of IT?

All | **General** | Java

Thursday June 16, 2005

Free Software Has No Pirates

One of the big upsides of my job is hobnobbing. I clearly didn't check with our corporate communications team before saying that, but let's be honest - it's cool to sit with a head of state, or a head of a corporation, or a CIO with an IT department bigger than Sun's entire employee base. The perspective is always fascinating.

Today was one of those days. I met with a government minister from an African nation, interested in driving economic development.

We got to talking about the **digital divide**, Sun's commitment to eradicating it. The evolution of computing as a commodity, the need to provide network accessibility and **free software** to the economically and politically disadvantaged. It was a great discussion. He said, "the digital divide fuels the development divide. It's in all our interests to eliminate them both." Bingo, let's get on with it.

It was also a perfect opportunity to discuss **Sun's new branding**. As you've probably seen, we've been talking up the **Participation Age**. The Participation Age leaves behind the network as a tool for the uninformed to access great databases in the sky (known as the Information Age), and drives toward a network in which individuals can *participate*. They can drive the dialog, drive economic opportunity, for themselves and their communities. They can educate, not simply be educated. Individuals can participate - leveraging a growing world of free services and technologies, from blogs to **Java**, **wikis** to a world of **wonderful new services**.

Now, I've heard from a few stockholders saying, "What? Sharing? Free Software? What's up with that! Go make some money!" And so I thought I'd put down, once and for all, why we're committed to sharing, to open source, open standards, and eradicating the digital divide. Ready?

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archives

« June 2005

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Today

XML

Download today:
JAVA STUDIO CREATOR

Search

links

- Blogroll
- ♦ Greg Papadopoulos
- ♦ John Loiacono
- ♦ MonkChips
- ♦ Piper Cole
- ♦ Tim Bray
- ♦ tecosystems
- ♦ Chief Gaming Officer

PR:7

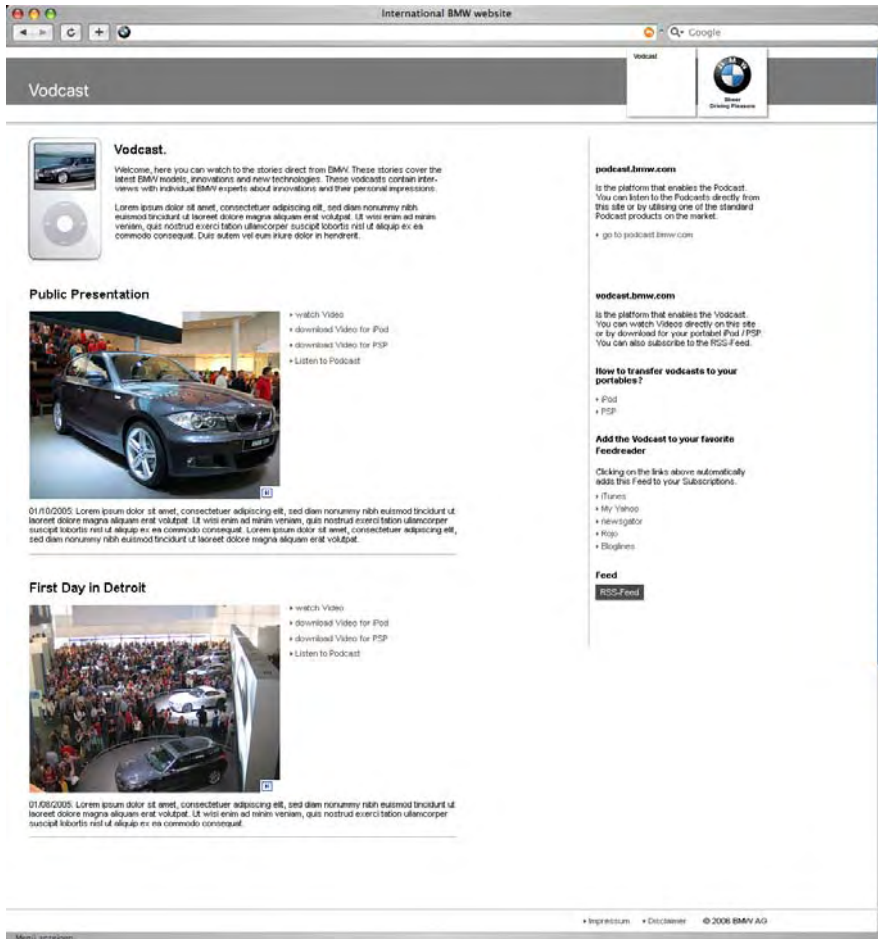
Últimos casos de referencia

Coca-Cola



- » Lanzamiento 3 Feb
- » Blogs y podcasts en directo de los Juegos Olímpicos en Turin
- » Seis estudiantes de varios países en directo desde Turin
- » Reacciones internacionales
- » +130 links de otros sitios

BMW vodcast



- » 43.000 visitantes en enero 2006
- » 212.000+ PIs
- » Novedades de Detroit Motorshow en un VideoBlog
- » Alto tráfico también después del evento

MINI – www.vlogbymini.de



- » Lanzado el 31 de marzo
- » Primer paso de Mini hacia Blogs
- » ¡Top-Vlogger internacional contratado!

Expedición Antártica



**Bank Austria
Creditanstalt**

- » Duración de más de 4 meses
- » Con Podcast Player
- » ¡En directo por teléfono de satélite!
- » 300.000+ PI's en 2 meses
- » Citado en BBC, „DerSpiegel“, „Die Welt“, etc.

posibilidades de cooperacion

- » trabajamos con las TOP3 agencias de PR en Austria
- » enriquecer las campañas con elementos de BLOGs y de PODCASTs
- » soporte en la parte de concepcion, ejecucion y diseño
- » aportar nuestros conocimientos de la blogosfera

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<http://www.moday.at>