



Blogger Survey 2008

Asia Pacific

April 2008

Survey Methodology

- Text 100 conducted the survey based predominantly on relationships with technology, news and lifestyle bloggers across the Asia Pacific region
- Aha! Research programmed and collected responses via an online survey and analyzed the results
- A total of 153 bloggers started the survey of which 125 completed the full survey
- Completed surveys by country of residence:
 - Australia (10), PRC (15), Hong Kong (20), India (23), Malaysia (12), New Zealand (8), Singapore (14), Japan (17), Other locations (6)
 - (Note: Due to small sample of individual countries, all charts/analysis by country should be interpreted with care)
- Surveys conducted in English, Japanese and Chinese
- Survey period:
 - April 22 to May 16, 2008

Conclusion

Bloggers are clear on their requirements:

- Know us and our blogs and target us appropriately with unique content
- Treat us professionally and build up a long term relationship which goes far beyond dispensing press releases
- Electronic communication is king. Understand how to use it most effectively

The role of the PR person in this new media space is different than with traditional media.

- Being part of the blogging community is essential
- Reading, engaging with bloggers, and attending events with them are crucial in this two-way partnership

Executive Summary

- The majority of bloggers welcome contact from PR people
- Email is by far the preferred means of contact. Few bloggers prefer telephone or face-to-face engagement
- Bloggers are open to speaking with anyone in the organization, as long as they are the most *appropriate* person – meaning closest to the topic, informed, respectful, professional, and preferably active in blogging
- Contact prior to sending out a press release or other information is only important in the absence of any previous introduction
- Bloggers differ widely in their opinion about the importance of a face-to-face meeting before receiving information from a PR person with whom they have never worked with before
- Types of content such as “Opinionated response to your blog posts” and “Products to review” generate significant interest among bloggers
- Electronic communication is king. Emailing of press releases and email interviews/discussions are the most highly ranked formats of content distribution
- Among four selected types of value-added content, “Online video” generates the most interest, followed by “charts & graphs”, “video podcasts”, and “audio podcasts”

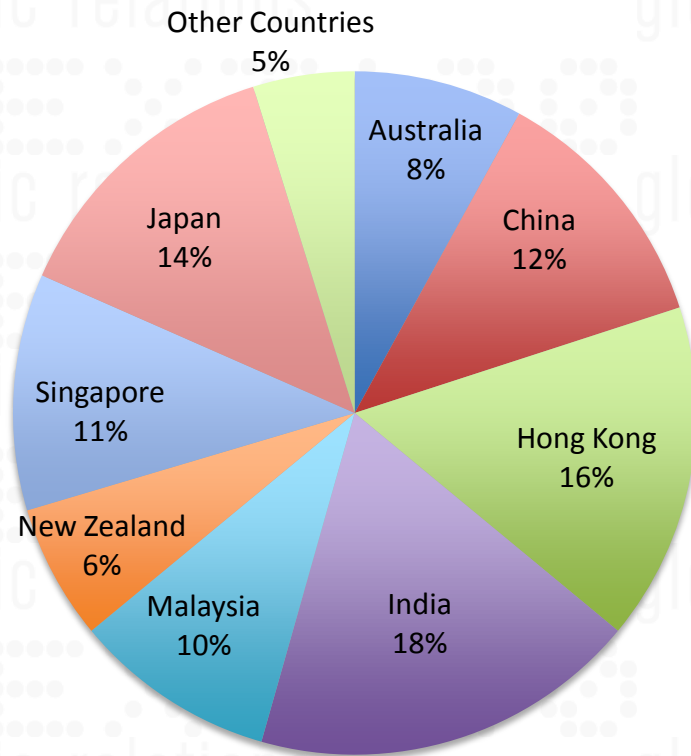
Executive Summary / cont.

- Less than half of bloggers are aware of “Social Media Releases” and among those aware, the majority feel it is an effective means of keeping them updated on corporations. Most of these bloggers are in favor of taking elements from these releases for use in blog postings
- “Other bloggers” and “mainstream media” are the highest ranked sources of information about corporations
- Two thirds of bloggers spend less than 8 hours of their working week blogging
- While some bloggers are totally against writing content to optimize search engines, others actively use all the tools available to increase their readership. The majority feels that PR people can help increase their visitor traffic through various means
- More than two thirds of bloggers feel people should blog on a corporate blog in response to other blogs
- If offered a story idea or announcement under embargo, almost all bloggers would honor the terms of such embargo
- The majority of bloggers agree that they should acknowledge corporate sponsorship

It is crucial for PR people to know their target,
know what they are interested in,
offer them unique information,
and know how they like to be engaged with

Detailed Survey Findings

Bloggers' Opinions by Country

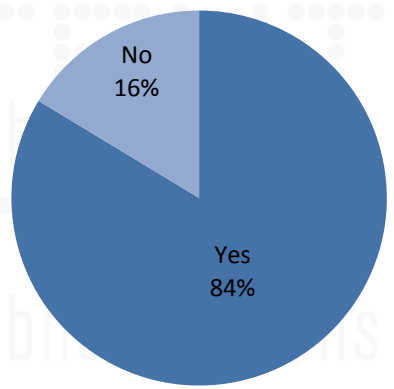


Total Surveys	125
Australia	10
China	15
Hong Kong	20
India	23
Malaysia	12
New Zealand	8
Singapore	14
Japan	17
Other Countries	6

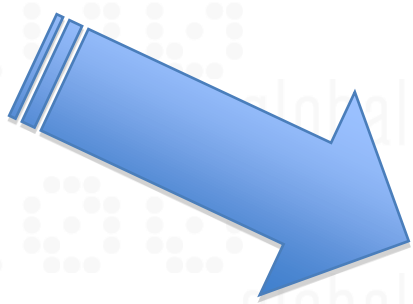
Other Countries: USA (4), UAE, Vietnam

Bloggers' interest and past contact with PR people

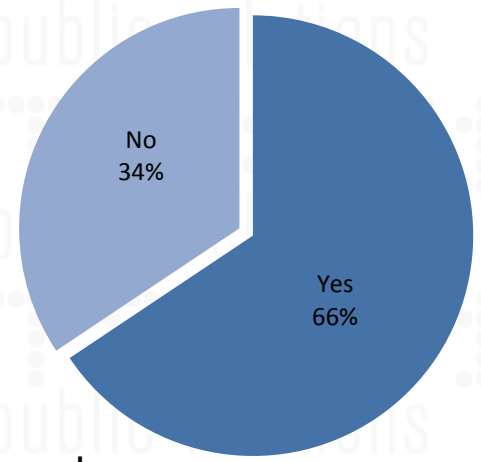
Welcome any contact from PR firm?



Majority of bloggers (84%) welcome contact from PR firms or any corporation to provide information, comments, and suggestions



Past 6 months contact?



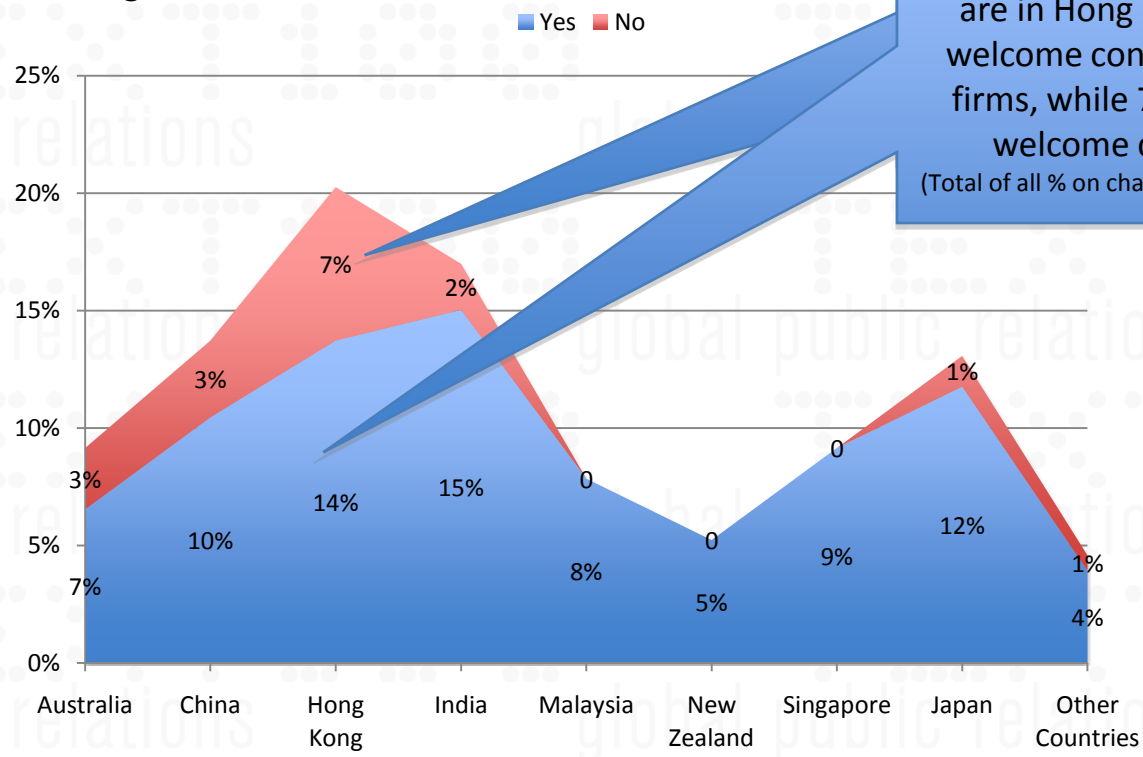
Among these welcoming bloggers, 66% have been contacted in the past 6 months

Bloggers' interest in contact from PR firms – by country

Across all countries surveyed, 84% (n=128) welcome contact, while the remaining 16% does not

Hong Kong Example

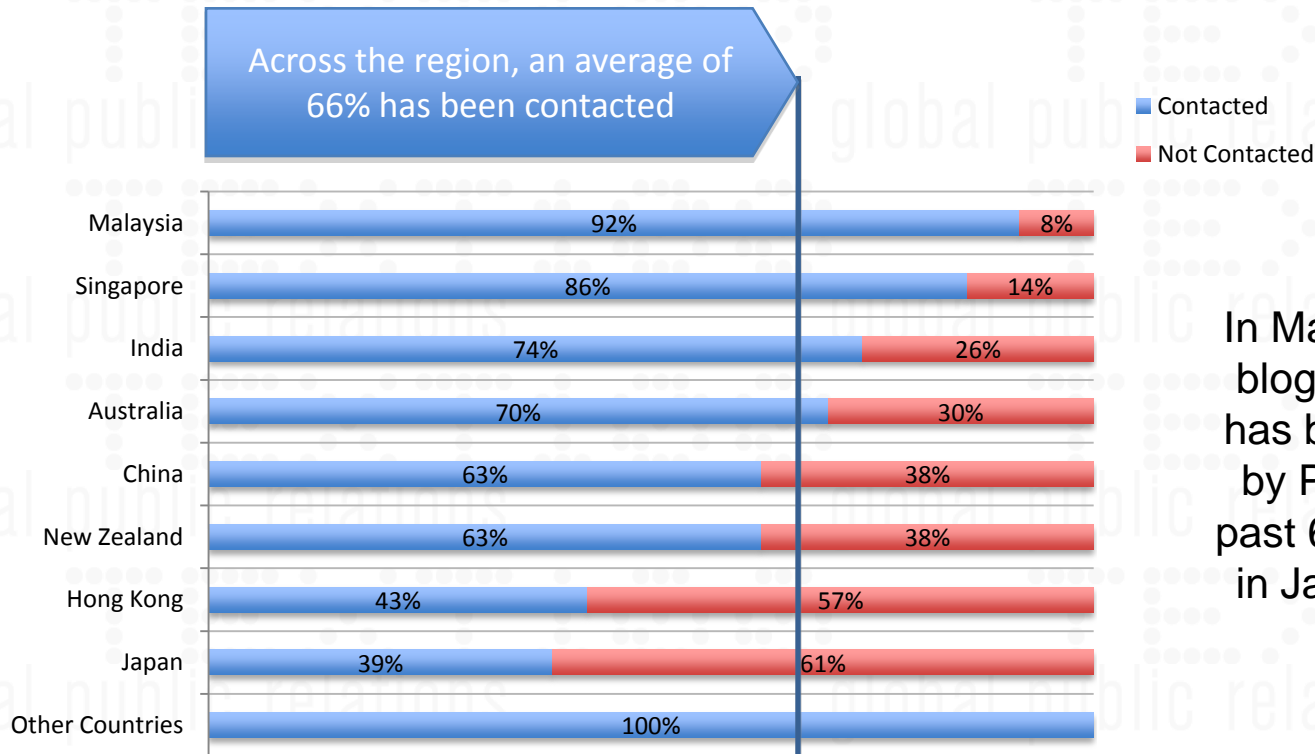
Out of a total of 153 bloggers surveyed, 14% are in Hong Kong and welcome contact by PR firms, while 7% do not welcome contact
(Total of all % on chart adds to 100%)



Note: Small sample size by country

Bloggers' contact with PR people

Among the bloggers who welcome contact by PR people across the region, 66% (n=84) have been contacted in the past 6 months.

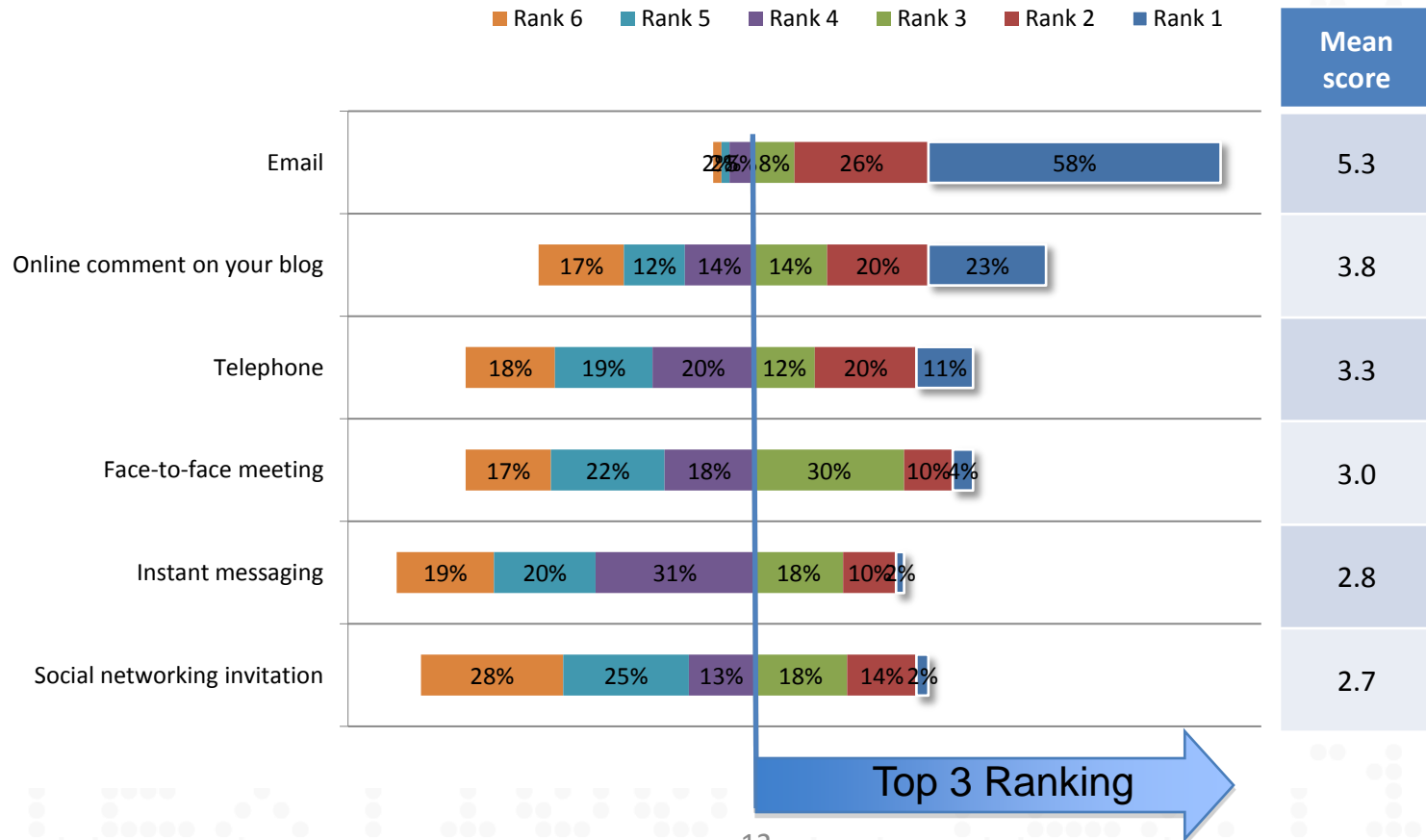


In Malaysia, 92% of bloggers surveyed has been contacted by PR firms in the past 6 months, while in Japan only 39%

Note: Small sample size by country

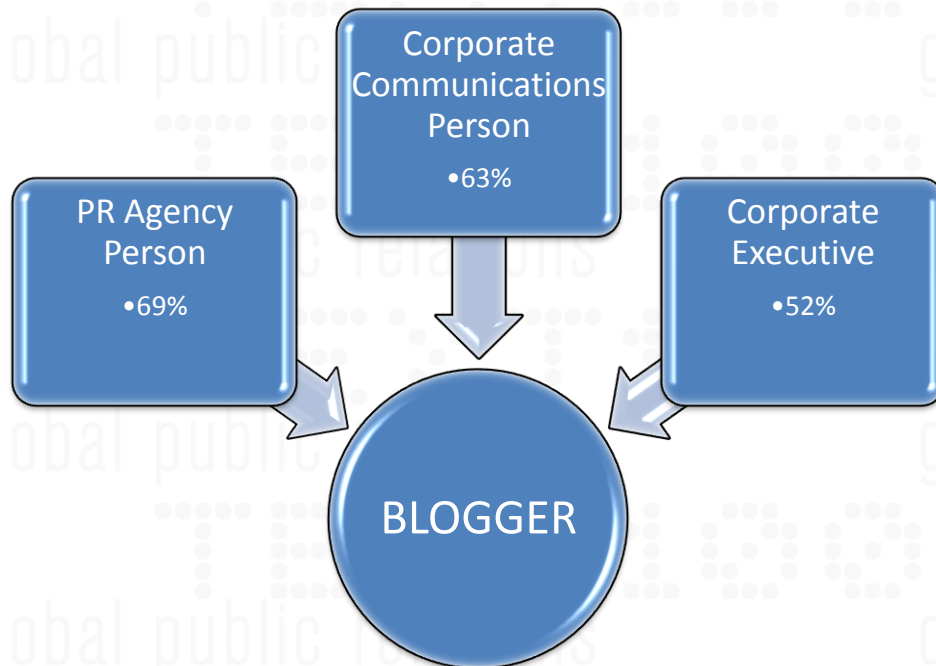
Preferred means of contact

Among six selection options, contact via “email”, followed by “online comment on your blog” are the preferred means of contact requested from PR firms and corporations



Preferred person to initiate contact

Among a choice of three types of people to make the initial contact with the blogger, a “PR Agency Person” is preferred by most bloggers (69%), while “Corporate Executive” is least preferred (52%)



Bloggers will speak to anyone in the organization, as long as they are the most *appropriate* person. In their own words, bloggers mentioned.....

- “Those who contact me should not be lost in their own jargon”
- “What they talk about should be relevant to my blog”
- I’ll talk with whoever is closest to the story”
- “Prefer to talk with active bloggers or those prominent in the blogger community”
- “They should be polite, civil, and professional, and should not be pushy”

It’s clear....

**“Who” doesn’t matter, but
“how and what they talk about”
matters most....**

Contact required before information distribution?

If a PR firm or corporation with whom you had no prior contact wants to send you their press releases or other information, do you prefer them to contact you first to introduce themselves, or just send you their press releases without an introduction?

- 78% - Prefers **introduction** before press release distribution, the rest prefers no introduction prior to distribution

If you have been introduced to the PR firm or corporation in the past. When they send out new press releases or other information, do you prefer them to contact you prior to sending out the press release to discuss its contents, or should they just send you the press release without prior contact?

- 40% - Prefers **contact** before press release distribution, the rest prefers no contact prior to distribution

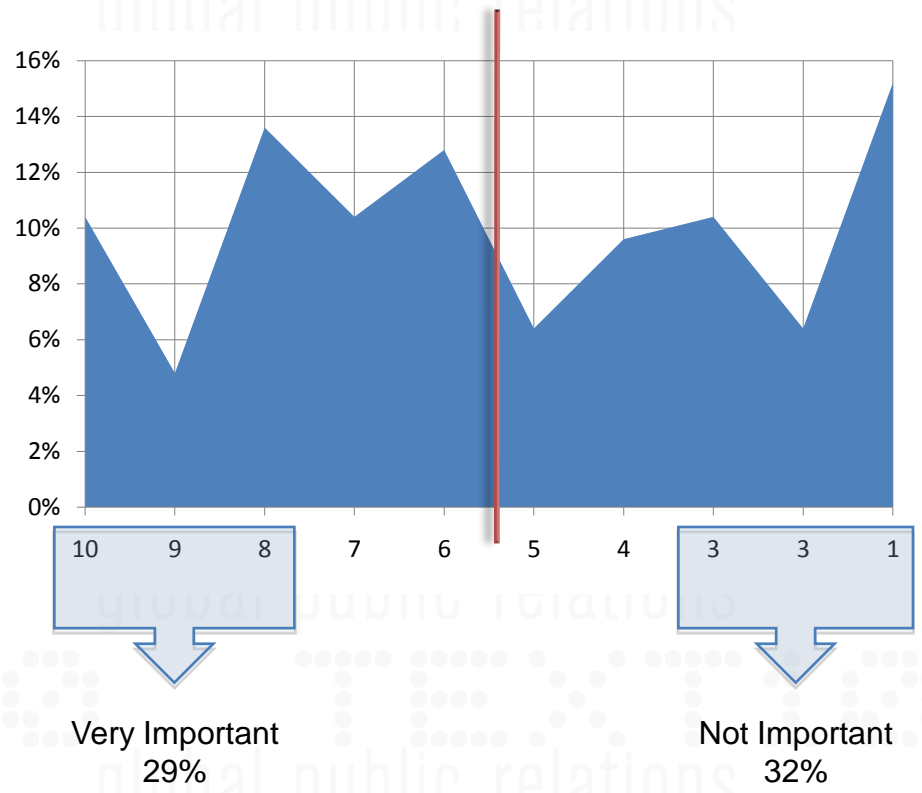
Importance of a face-to-face introduction meeting

Bloggers differ in their opinion about the **importance of a face-to-face meeting** before receiving information from a PR person with whom they have never worked with before



Importance mean score: 5.4

10=Very Important 1=Not Important



Conclusion: Know your blogger and their preferences

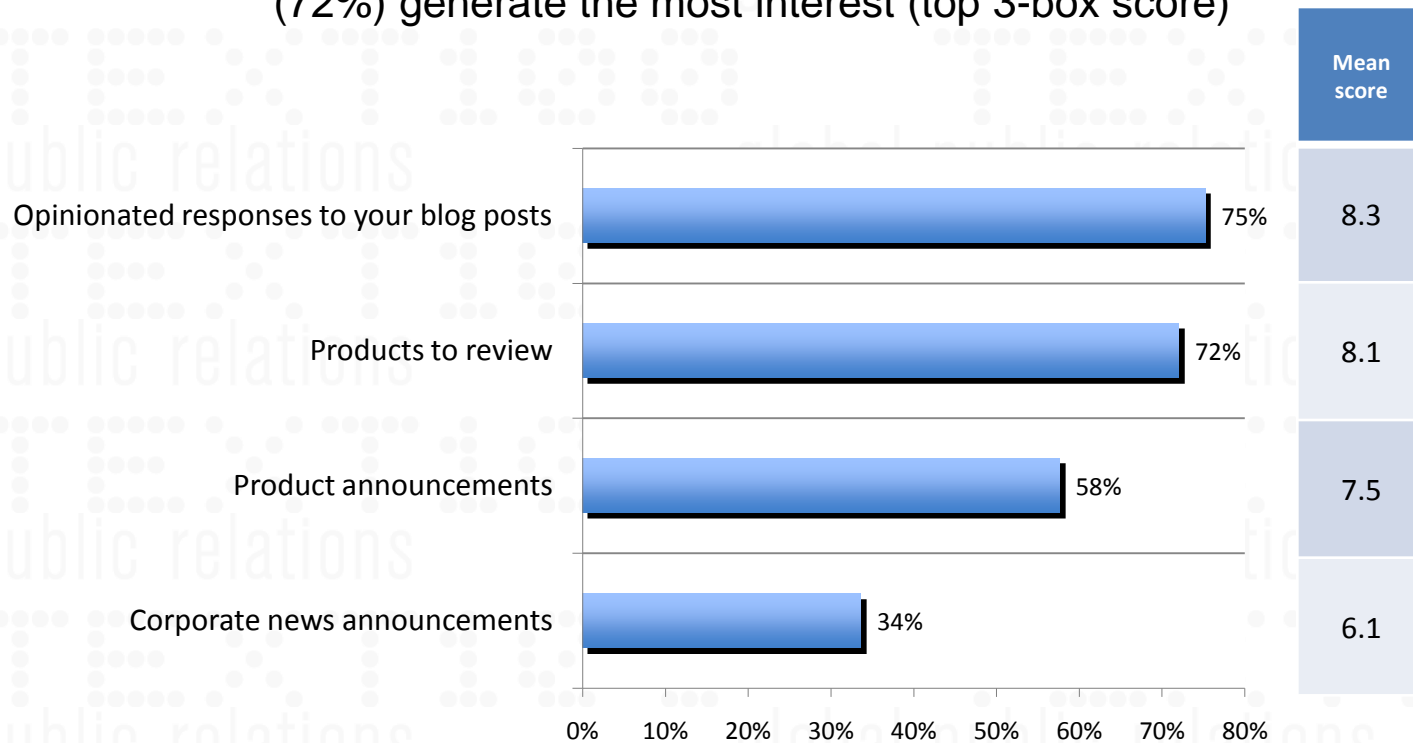
Bloggers' general comments about contact with PR People

- Deliver on your promises
- An introductory email is essential to ask if interested in receiving information about a specific topic or company
- Read what has been written and know their field of interest before approaching the blogger
- Avoid mass-mailing!
- PR people should regularly attend blogger meetings and events
- PR people should provide feedback and acknowledgement after articles posted
- Make intentions clear, be to the point, and be unique in the offering
- Provide enthusiastic, real people and real products
- Not all bloggers blog professionally, so know when and how they prefer to be contacted
- The “partnership” should be managed according to the will and needs of the blogger
- Considerable contrast between bloggers around the value to and use of press releases by bloggers

(Note: presented in no particular order)

Interest in selected types of content

Asked to evaluate their **interest in four selected types of content** (using a 10-point scale), “Opinionated response to your blog posts” (75%) and “Products to review” (72%) generate the most interest (top 3-box score)



Other types of content mentioned

- “Traditional” interests...

- interviews with key people such as makers / developers of new products
- provide readers with product previews and comparisons to other products
- insights into market trends, market forecasts and analysis
- human interest stories
- anything of interest to the blogger’s target audience!

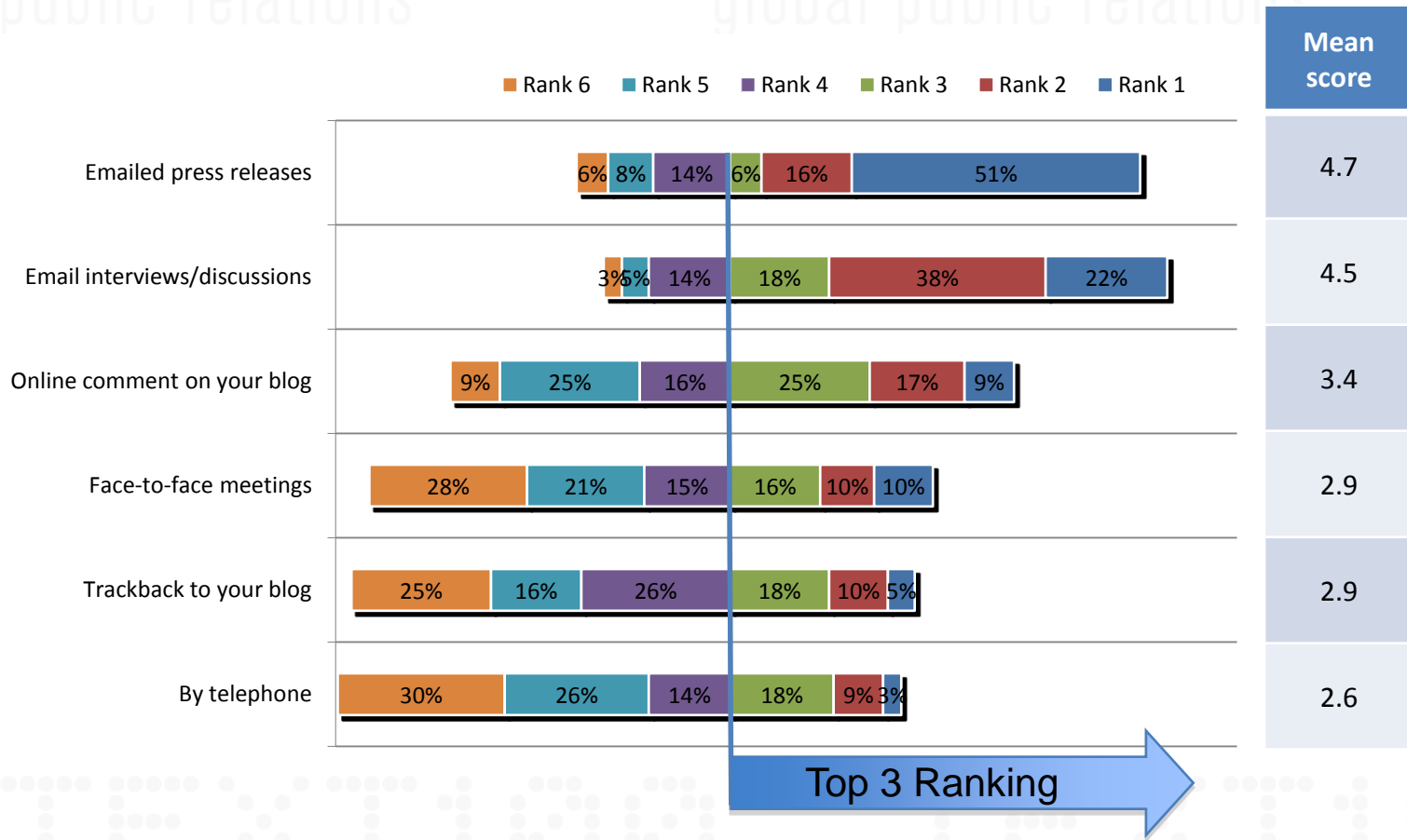
- Unique interests and recommendations....

- avoid boiler plate responses and offer well argued comments that reflect and extend the conversation
- offer validity to rumors
- invite bloggers to events, meetings, conferences
- offer sponsorships to offset bloggers' costs
- organize blogger competitions
- never request the return of products sent for review!

Preferred format: content distribution

Electronic communication is king!

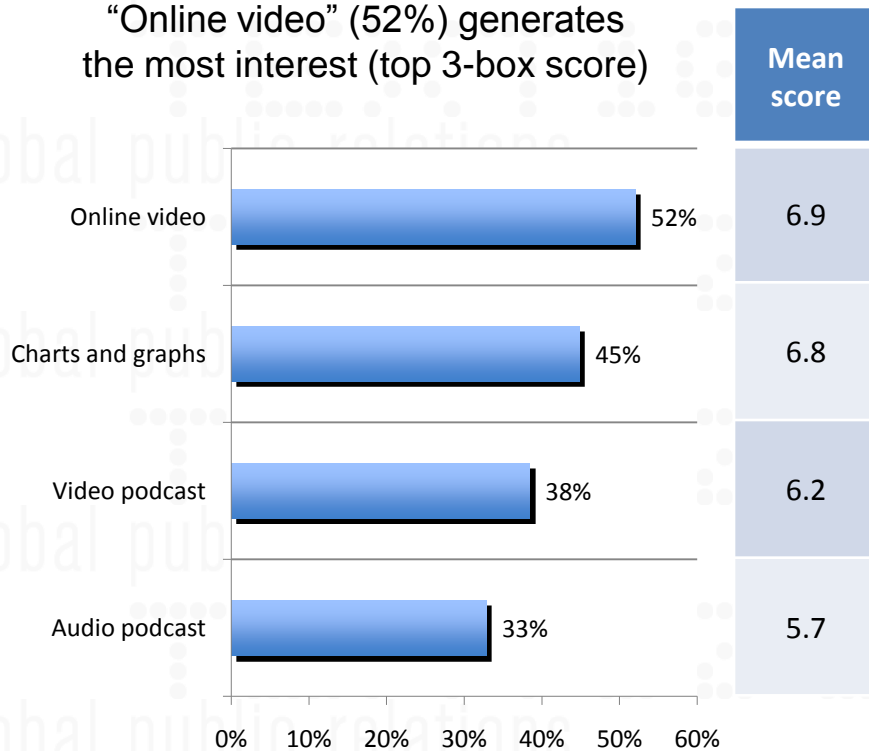
Among selected formats of content distribution, “emailing of press releases” and “email interviews/discussions” are the top ranked



Interest in selected types of content

Asked to evaluate **their interest in receiving content via four selected types of format** (10-point scale)

“Online video” (52%) generates the most interest (top 3-box score)



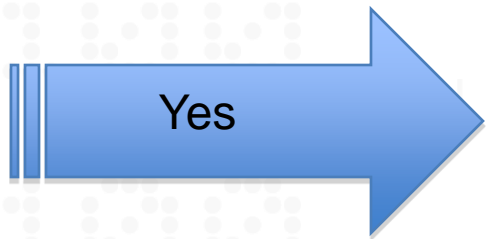
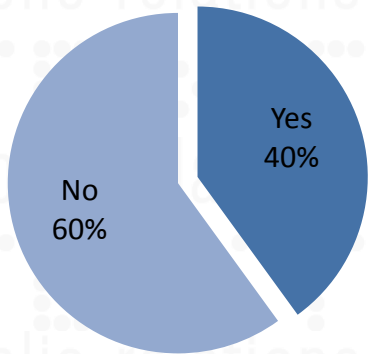
Other forms of content and suggestions by bloggers....

(mentions in no particular order)

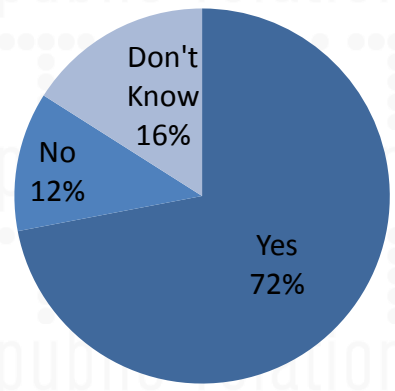
- RSS Feeds
- Text, text, text...
- Visuals
- Content via special events
- Q&A format
- Corporate blogs
- Embedded content and allow for cross-links
- References to other websites
- Audio/video delivery should be accompanied by some text
- PowerPoint slides
- Avoid large attachments!

“Social Media Release”

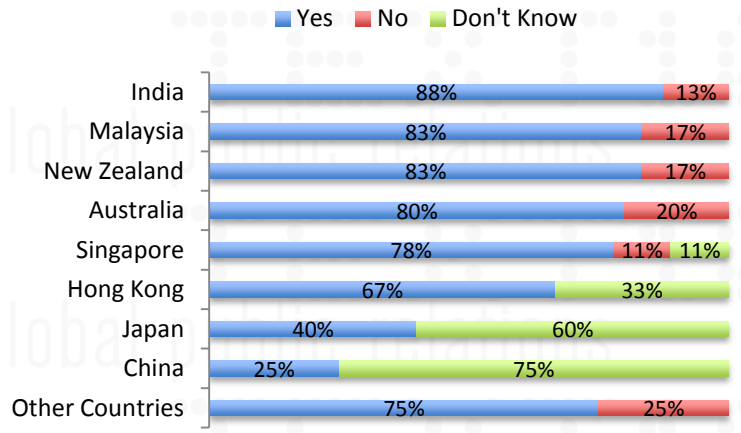
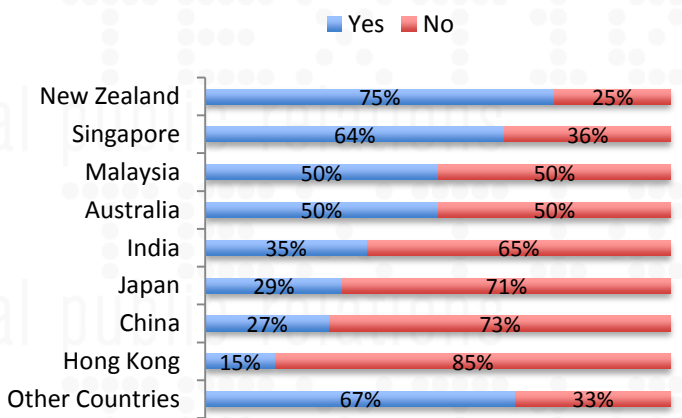
Aware of the “Social Media Release”?



Effective means of keeping you updated on corporations?



72% of those aware of the “Social Media Release” feels it is an effective means of keeping them updated on corporations

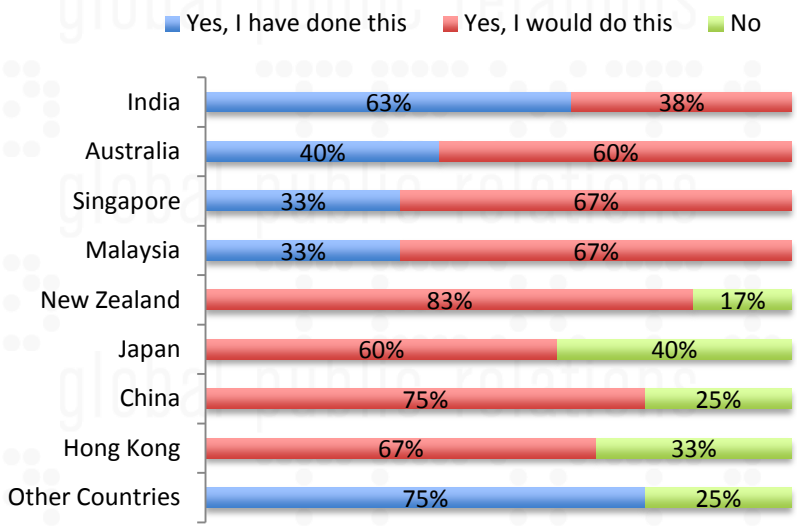


Elements taken from a "Social Media Release"

Among APAC bloggers aware of the "Social Media Release", a total of 88% are in favor of taking elements from these releases for use in blog postings



In India, Australia, Singapore, and Malaysia, all bloggers surveyed are in favor

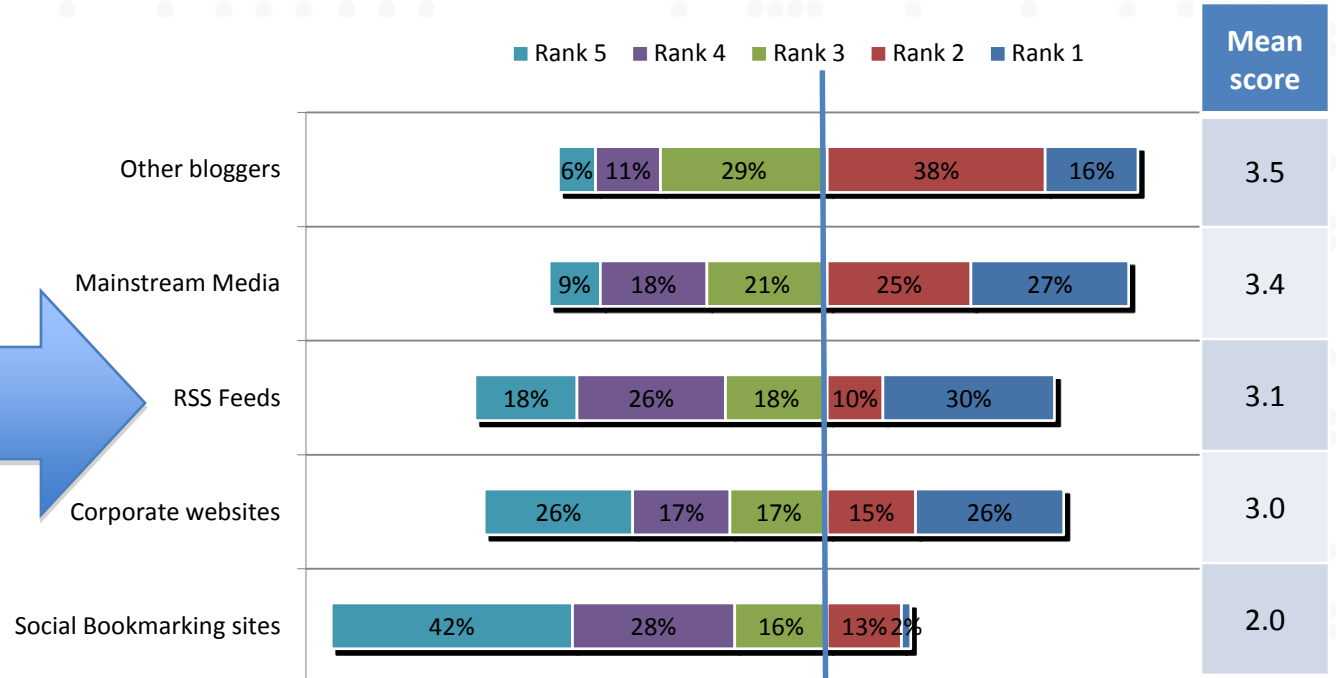
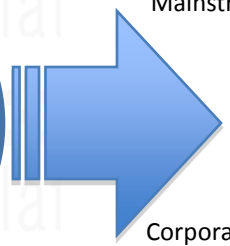
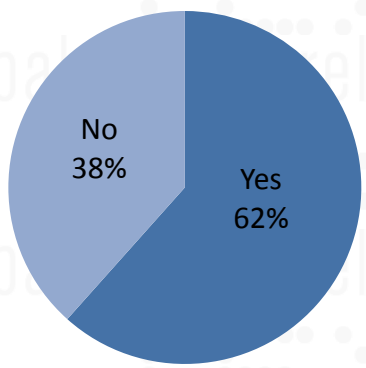


Note: Small sample size by country

Blogging about corporations and sources of information

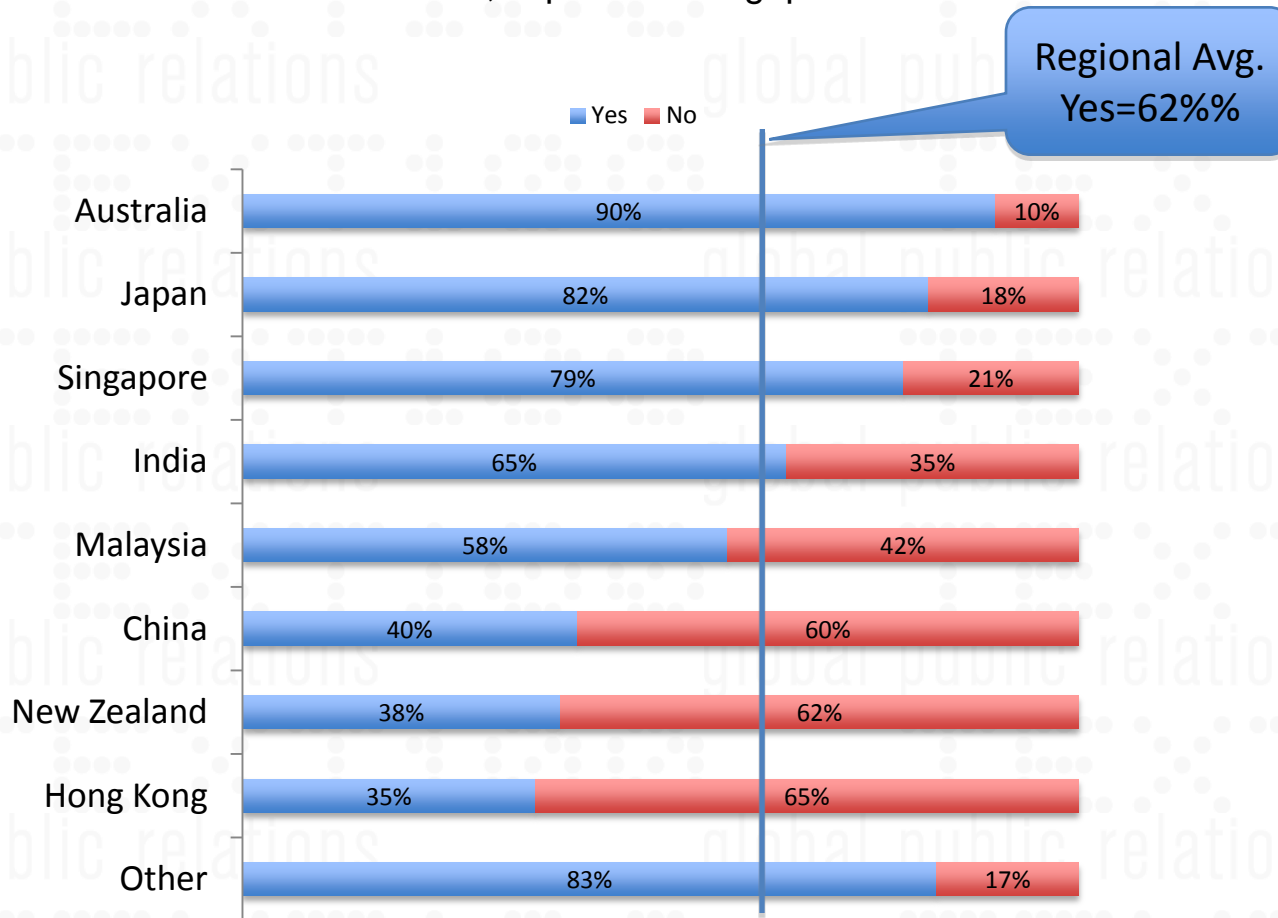
“Social Bookmarking sites” is the lowest ranked source among five given sources of information about corporations

Blog about corporations?



Corporate bloggers by country

Bloggng about corporations are more popular
in Australia, Japan and Singapore

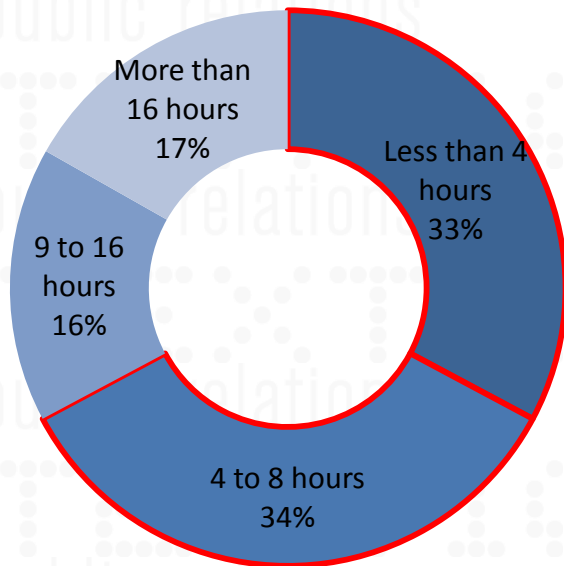


Bloggers' comments about content from PR people

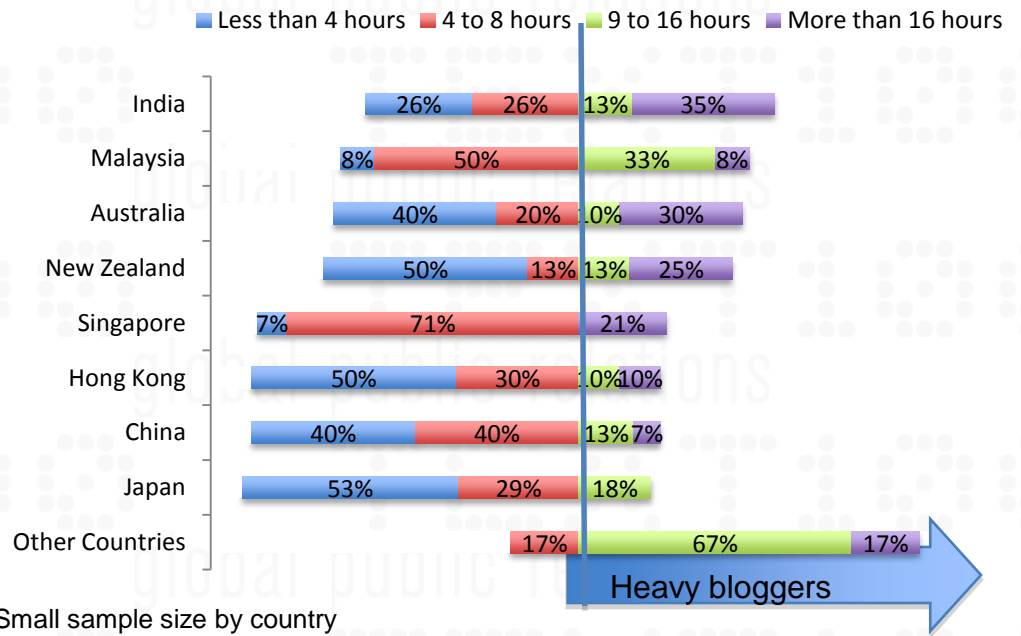
- Content is often unusable – stiff and corporate in style. Speak like real humans and be good listeners
- Provide bios with the content
- Keep it short and to the point – lay off the extreme glorification of companies
- Content is not as important as the relationship. The better the relationship, the better PR firms will know what the blogger wants and how they work
- Sincerity is essential
- Information in advance is crucial so the blogger has time to consider, research and develop the content into meaningful posts
- Few corporates and almost no PR companies have web sites that provide regularly updated, easily searchable press release archives

Time spent blogging

Two thirds (67%) of bloggers spend less than 8 hours of their working week on blogging



In the APAC region, India, Malaysia, Australia and New Zealand spent the most hours blogging



Increasing visitor traffic to blogs

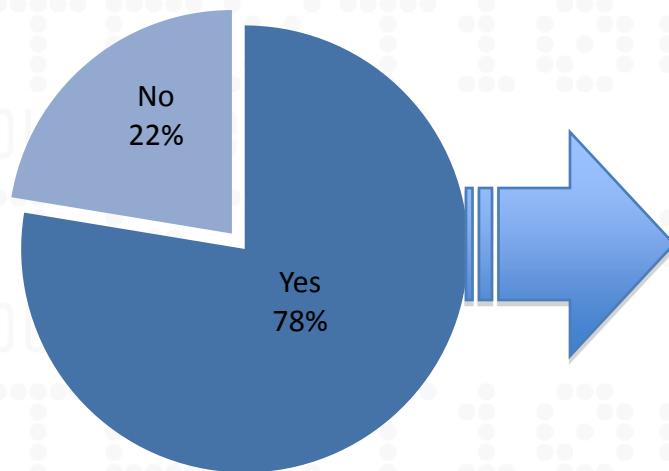
Some bloggers are totally against writing content to optimize search engines – others openly and actively use all the tools available to increase their readership

Bloggers' strategies to increase readership

- comments on other websites and blogs
- links from Facebook and other social networking sites
- write with search engines in mind!
- offer RSS Feed-ready layouts
- use blog aggregators
- engage in online communities
- viral tagging
- emailing of newsletters
- networking at events
- create WordPress plugins and release for free

PR people and increasing traffic

78% of bloggers feel that PR people can help to increase visitor traffic to their blog

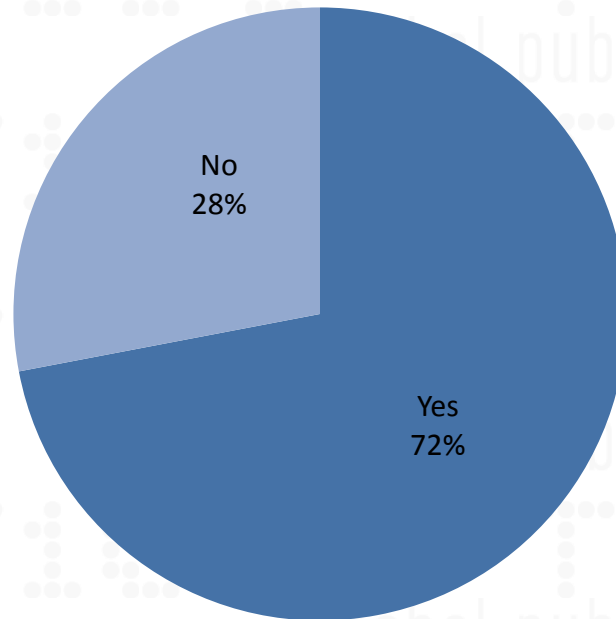


Suggestions by bloggers of how PR people can help:

- Keep bloggers in touch with corporates
- Invite bloggers to events, as is standard practice with traditional media
- Create linkages, link backs and cross links
- Post a round-up of bloggers you have relationships with
- Discuss strategies with bloggers
- Provide exclusives / unique information / and sneak previews
- List blog in press releases, at events and display in promotional materials
- Highlight postings to clients
- Host events that introduce bloggers to clients and the PR world
- Introduce blog as company-related information on corporate sites
- List bloggers who monitor products so consumers can review and compare

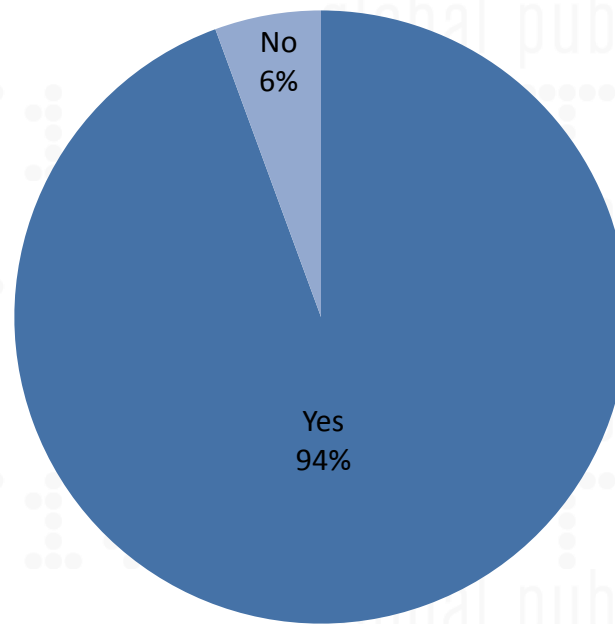
Blogging on corporate blogs in response to other blogs

72% of bloggers feel people should blog on a corporate blog in response to other blogs



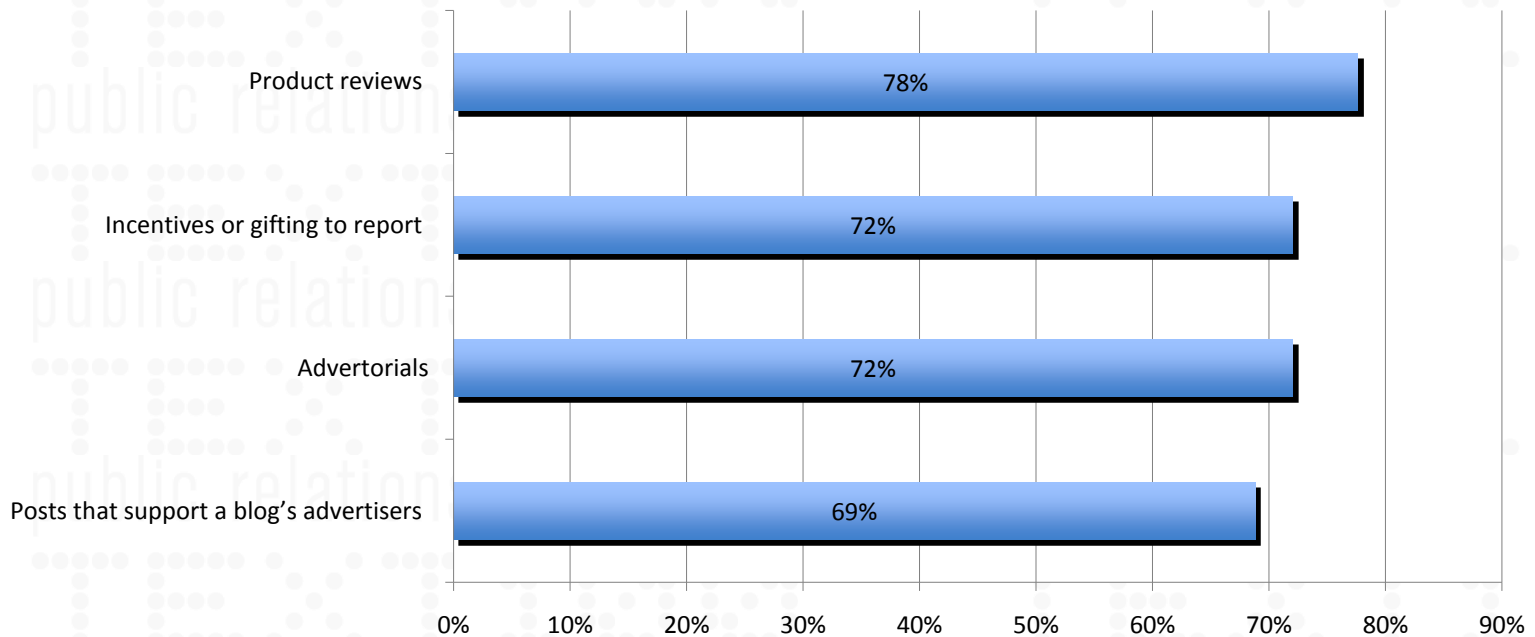
Honoring an embargo

If offered a story idea or announcement is under embargo 94% of bloggers would honor the terms of such embargo



Acknowledging sponsorships

Majority of bloggers agree that they should acknowledge corporate sponsorship



Acknowledging sponsorships

Percent of bloggers who agree

	Australia	China	Hong Kong	India	Japan	Malaysia	New Zealand	Singapore	Other
Product reviews	80%	87%	65%	78%	76%	58%	100%	79%	100%
Advertorials	80%	27%	60%	70%	94%	50%	100%	100%	100%
Posts that support a blog's advertisers	60%	40%	60%	78%	76%	67%	100%	64%	100%
Incentives or gifting to report	80%	60%	60%	70%	71%	67%	100%	86%	83%

Note: Small sample size by country

Advice from bloggers

“Bloggers are the new media, they are not to be treated like second-class journalists or expected to behave like traditional journalists. It's a whole new landscape and PR people should learn to accept it”

- PR people need to instigate the practice of good media relations with all media – including bloggers
- Get to get to know the bloggers, what they are interested in, and how they like to be contacted, treated, and respected
- Provide them with targeted information – not mass mailing
- Read and understand blogs first before engaging
- Contact should be less frequent, better targeted, and to-the-point
- No cold-calling of bloggers!
- Respect all views – positive and negative
- It should be a two-way relationship with ample respect

Text 100 & Peer Media

• Summary

- Text 100 has a well developed peer media practice
- We have been engaging with bloggers, social networks, discussion forums etc. cross the globe for more than five years
- We identified virtual worlds as an emerging space and were the first PR agency to open a presence in Second Life
- We maintain a global peer media practice, with leads in each region and office peer media ambassadors

• Services

- Listening Services
 - Identifying discussions
 - Identifying and ranking influencers
 - Mapping networks of influence
 - Monitoring conversations
- Preparation Services
 - Peer media introduction
 - Peer media spokesperson training
 - Peer media policy development
 - Peer media engagement planning
- Engagement Services
 - Peer media relations office
 - Proactive / reactive blogging program management
 - Social network relationship management
 - Peer media crisis counsel



The Holmes Report, 2007: New Media Agency of the Year.



PRWeek Awards, 2007: PR Innovation of the Year

Sample Client Experience:



Aha! Research

www.aharesearch.com

- A full-service market research solutions provider
- Established in 2007 by three internet veterans - a market researcher, an advertising executive, and an internet technology developer with more than 50 years of experience among them
- Based in Hong Kong and conducting multi-country surveys globally
- Aha!'s proprietary online survey tool tested by major local and international corporations including Toys'R'Us, HSBC, Aquent, Mindshare, StarCom, PCCW, HKTDC, etc
- Surveys off websites (i.e. banner invites), client lists, and the Aha! proprietary managed online consumer panel

Final thought from a blogger...

“I would say thank you for choosing bloggers as an alternative media instead of always keeping it to the main stream media.”