



Twingly Blogstream PR Best Practices

Best practices and ideas for communicating a Twingly launch

The purpose of this document is to make the communication efforts surrounding the launch of Twingly as smooth and effective as possible. We present a step-by-step approach for getting the most marketing value out of your Twingly launch and also the most value out of the service. Naturally, not all of the steps below have to be taken in order to successfully launch Twingly. But getting the attention of bloggers and readers is crucial for achieving a high value of Twingly on your site.

Goal of spreading the news about Twingly

The overall goal of communicating about Twingly is to get a solid user base among bloggers within a short term after the launch. The more bloggers there are that know about the Twingly widget, the more links from the blogosphere will show up on your site related to your content.

1. Internal communication - Tell your colleagues about Twingly as soon as you start the project and the process of implementing Twingly. Many of them might already be using blogs for research or be blogging themselves. Getting them on the same page early and having them passing on the news to the bloggers they are in contact with is a great way to get attention.

2. Tell the bloggers - Give the bloggers the scoop! Before sending out a formal press release, gather contact information to blogs that you read regularly or have been in contact with. You can also use the demo version of Twingly in order to find blogs that are already creating a lot of links to your site. Alternatively Twingly Blogsearch on www.twingly.com can help you with getting the information you need. Then let bloggers know that you are about to establish a connection with the blogosphere and explain to them how they can be a part of it. Creating this initial buzz in blogosphere will create more links to your articles from day one and the enthusiasm from thousands of bloggers will also result in an increase of page views for your site. This e-mail based communication does not have to be long or detailed, also a more personal tone is often more effective.

Example:

"Hi John, We are currently underway to launch the Twingly widget on www.oursite.com. So, if you happen to write about one of our articles and link to it, your blog post will be displayed right next to our article. Give it a try and let our readers know what you think. Feel free to use the attached images."

When sending out press releases to bloggers preferably use a plain text e-mail rather than PDF documents. It is much easier for bloggers to copy and paste relevant quotes and statistics from a standard email and include the information into their own message. It might also be a good idea to attach logotypes and other images as this could increase your chance of getting attention.

These images should be no wider than approximately 200 pixels and preferably in .jpg-format. If possible also include a screenshot of Twingly on your website.



Twingly Blogstream PR Best Practices

3. Press release - Bloggers are often active consumers of all kinds of media. Issuing a press release to TV and radio can also be a good way of spreading the message.

4. Tell your readers - Describing the blog phenomena in a very simple way could be a good way to introduce your readers to blogs. You could also explain to them how they can start talking about your articles in their own blogs and how they can have a link to their own personal blog from your site. Just explaining the technology behind blogs might be enough to create an interest from some of your more tech savvy readers. It could be of value to point out the great diversity among blogs so that every reader can find some point of entry to the blogosphere. The range of blogs goes from the spectrum of citizen journalism and political blogs across all fields to blogs that deal with i.e. everyday matters such as lifestyle, family, pets, fishing, hunting, fashion and many more. The number of starting points for talking about blogs grows basically every day. So why not tell your readers in an online article how to start a blog themselves and link to the very same article on your website?

5. Events - Getting together with bloggers to exchange ideas and discuss media is a great way to engage the blogosphere and build strong relationships with bloggers. Use these events to advertise and push Twingly; you should really use Twingly as a tool for starting up a dialogue with bloggers.

6. Marketing - Your use of Twingly can to a great deal also be utilized in marketing in order to display your commitment to new media and that you encourage your readers to participate and engage in news reporting. Advertisers and readers will greatly appreciate the fact that you embrace user generated content and that you take an active part in developing the future of their media.

Finding the right way to market your Twingly launch is crucial for getting the full value out of it. We hope that these simple steps outlined above will help you in getting the publicity you need for your Twingly launch. As Twingly is an evolutionary product for media as well as the blogosphere, a well planned and committed communication around your launch will not only give you great attention from your readers and the blogosphere but also from advertisers and other media partners.

Please ask us for further information - we will help you with making Twingly a real success for your site!

Contact Information

Twingly Sales

Phone: +46-13-473 10 00

Fax: +46-13-473 10 06

Email: sales@twingly.com