

Get connected.



BlogBuilderSM

Blogs are a highly effective medium for sharing information and perspectives—helping to influence such key audiences as journalists, analysts, customers and industry peers. As blogs continue to proliferate, a growing amount of time is required to keep up with what is being said in posted entries, and to participate in corresponding online discussions.

Carabiner's BlogBuilder services streamline your blog-centric activities so that you can beat the blog "bog down" and proactively leverage this important communications method.

LEVEL 1

Blog Monitoring & Alerts

Carabiner identifies influential blogs most relevant to your business, and then we monitor those blogs (*your blogroll*) on a regular basis. We issue a "blog alert" to you with a URL link whenever a blog appears on an important topic.

LEVEL 2

Blog Analysis & Response

In this second service level, Carabiner analyzes "watched" blogs and makes recommendations on how your business should contribute to online conversations. As part of this, we can assist you in writing a blog response and post it in a timely manner.

LEVEL 3

Blog Authoring

For clients who wish to host their own blogs, Carabiner works with you to set up your site and develop regular posts. We develop topic ideas and ensure adherence to posting schedules, and help you to write the actual blog content.



Because the blogosphere moves swiftly, our BlogBuilder services support fast and timely reactions to blog content. BlogBuilder reports are web-based and collaborative so you can access them anytime, anywhere. This allows you to be up to date on the blogs that matter most to your business.

BlogBuilderSM Case Study: digital element

SITUATION Digital Element, the leading provider of IP Intelligence solutions, wanted to advance the thought leadership of its co-founder and executive vice president, Rob Friedman. The company was interested in publishing content around Internet issues related to its key focus areas.

Digital Element turned to Carabiner for assistance in planning, launching and maintaining an active blog.

STRATEGY Created and promoted a blog presence, and supplied regular blog content that helped to establish Digital Element as an authority and subject matter expert. This also included monitoring and responding to third-party blogs authored by media, analysts and other industry influencers.

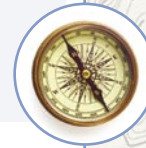
TACTICS An important first step in launching the new blog was to establish a name and unique URL. Carabiner brainstormed names along several relevant themes and researched URL availability. Ultimately, "Elemental Know-How" was selected as the new blog's name.

- Established blog components (blogroll, link types, categories).
- Developed bi-weekly publishing schedule of blog topics.
- Wrote and disseminated release announcing new blog.
- Assisted in development of regular blog content.
- Researched and identified list of influential third-party blogs to be monitored.
- Created a monitoring and blog-alert process to ensure quick reaction to newly posted blog entries.

RESULT HIGHLIGHTS Since launching Elemental Know-How, Carabiner regularly assists Rob Friedman to develop blog content, as well as recommended responses to topics in other key industry blogs. The program is helping to keep Rob and Digital Element on the radar screens of industry influencers and at the forefront of issues related to its core technology, IP Intelligence.

About Carabiner Communications

Carabiner Communications specializes in marketing and public relations services for start-up and high-growth technology companies. Having provided technology PR and marketing services since the early 1980s, the agency has over 500 product launches under its belt, enabling its professionals to quickly hook into the core of your business without the learning curve of other agencies. The Carabiner team is comprised of PR and marketing veterans who have hands-on involvement with a broad range of technology companies, from software and Internet solutions providers to healthcare IT, biotech and medical device firms.



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