

The 25 Basic Styles of Blogging

...And When To Use Each One

Ogilvy

Ogilvy Public Relations Worldwide

The Key

Each style has a suggestion for the maximum times it should be used per week to avoid having stale blog content.

This rating indicates how likely a blog post of this style is likely to be linked to and commented on (1 is low, 5 is high).

Represents how much effort and original thought is required to complete each style of blog post. Styles are rated Easy, Medium, or Hard.

Max times
per week

Buzz Index

Difficulty

Insight Blogging

Description

Sharing insights, original ideas, commentary or trends on a particular topic.

Many consider this the most difficult type of blogging to do.

Max times
per week

5+

Buzz Index

4

Difficulty

HARD

Examples

- [GapingVoid: How to be Creative](#)
- [The Future Web 2.0 Social Experience](#)

Resource Links:

http://www.gapingvoid.com/Moveable_Type/archives/000932.html
<http://www.webdesignfromscratch.com/future-social-web-experience.cfm>

Ambition Blogging

Description

Blogging about something with the aim of trying to attain it - usually by targeting the decision makers through the blog post.

Max times
per week

1

Buzz Index

2

Difficulty

EASY

Examples

- [One Red Paper Clip Blog](#)
- [Snakes on a Plane Blog](#)

Resource Links:

<http://oneredpaperclip.blogspot.com/>

<http://www.snakesonablog.com/2006/01/12/snakes-on-a-blog/>

Meme Blogging

Description

Starting a thread of discussion by sharing your response to a query and then challenging other bloggers to answer it on their own blogs.

Max times
per week

1

Buzz Index

5

Difficulty

MEDIUM

Examples

- [5 Things You Don't Know About Me](#)
- [Carnival of Marketing](#)

Resource Links:

http://headrush.typepad.com/creating_passionate_users/2006/12/fiveish_things_.html

<http://www.okdork.com/grand-opening-carnival-of-marketing/>

Piggyback Blogging

Description

Writing about a topic that is currently popular in the news media, on meme sites like Tailrank or on blog search engines like Technorati to capitalize on attention.

Max times
per week

3

Buzz Index

3

Difficulty

MEDIUM

Examples

- “Habitaquo”
- “Twitter”

Resource Links:

<http://www.technorati.com/search/habitaquo>

<http://www.technorati.com/search/twitter>

Life Blogging

Description

Also called reality blogging, this involves a blog post sharing the story of something that happened to you in your personal life.

Max times
per week

5+

Buzz Index

2

Difficulty

EASY

Examples

- Dooce: You Be Well For Me
- Most posts on personal blogs

Resource Links:

http://www.dooce.com/archives/daily/11_19_2004.html

Brand Blogging

Description

A post about a brand or product focused on sharing positive attributes or an “inside look” – posts in this category are (often) an official or unofficial view based on a personal association with a brand.

Max times
per week

5+

Buzz Index

2

Difficulty

MEDIUM

Examples

- Most posts on Corporate Blogs
- Moleskinerie Blog

Resource Links:

<http://www.moleskinerie.com>

Detractor Blogging

Description

Share a passionate hatred for a product or brand, get revenge or redemption by recounting a negative experience or tell a story that casts a person or thing in a negative light.

Max times
per week

1

Buzz Index

3

Difficulty

MEDIUM

Examples

- [Dell Hell and Jeff Jarvis](#)
- [Things I Hate About Panera](#)

Resource Links:

http://www.buzzmachine.com/archives/cat_dell.html

<http://rocketking.blogspot.com/2006/12/things-i-hate-about-panera.html>

Announcement Blogging

Description

Break news about an announcement or news that was not previously available elsewhere. For maximum effect, being the first to break the news matters most.

Max times
per week

5+

Buzz Index

5

Difficulty

HARD

Examples

- [Dave Sifry's State of the Blogosphere](#)
- [Om Malik Leaving Business 2.0](#)

Resource Links:

<http://www.sifry.com/stateoftheliveweb/>
<http://valleywag.com/tech/om-malik/scoop-blogger-om-malik-quits-business-20-and-takes-funding-180205.php>

Link Blogging

Description

Collecting a series of links to websites, blogs or other online content to create a list of resources with links in a single blog post.

Max times
per week

2

Buzz Index

4

Difficulty

MEDIUM

Examples

- [Micropersuasion del.icio.us Links](#)
- [List of White Label Social Networking Sites](#)

Resource Links:

http://www.micropersuasion.com/2007/04/links_for_20070_8.html

<http://www.web-strategist.com/blog/2007/02/12/list-of-white-label-social-networking-platforms/>

Video Blogging

Description

Creating original video and putting online in a blog post or embedding a video from YouTube or another video sharing site into a post and commenting on it. Ratings are based on creating original video for blog posts.

Max times
per week

5+

Buzz Index

3

Difficulty

HARD

Examples

- [Make Magazine Blog](#)
- [Chalkvertising with Julian Beever](#)

Resource Links:

<http://makezine.com/blog/>

[http://rohitbhargava.typepad.com/weblog/2007/01/chalkvertising .html](http://rohitbhargava.typepad.com/weblog/2007/01/chalkvertising.html)

Photo Blogging

Description

Making the main content of your blog post a photograph or series of photographs with or without some kind of captions to tell the story.

Max times
per week

5+

Buzz Index

2

Difficulty

MEDIUM

Examples

- [Thomas Hawk Digital Connection](http://www.thomashawk.com)
- [Amateur Gourmet Restaurant Review](http://www.amateurgourmet.com/the-amateur-gourmet/2006/11/chutzpah-truffl.html)

Resource Links:

<http://www.thomashawk.com>

<http://www.amateurgourmet.com/the-amateur-gourmet/2006/11/chutzpah-truffl.html>

Review Blogging

Description

Offer your expertise or personal opinion to review a product or service and share an honest assessment. This type of blogging can be solicited or done independently.

Max times
per week

5+

Buzz Index

3

Difficulty

EASY

Examples

- [Robin Good Reviews Yahoo Pipes](#)
- [Manolo's Shoe Blog](#)

Resource Links:

http://www.masternewmedia.org/news/2007/02/09/beyond_news mastering_yahoo_pipes_is.htm

<http://shoeblogs.com/wordpress/2007/04/04/giuseppe-zanotti-at-the-bluefly/>

Evangelist Blogging

Description

Passionate blog post sharing an affinity and support for a social cause, organization, product or individual that you believe in. These posts are meant to inspire others to believe in the same thing.

Max times
per week

5+

Buzz Index

3

Difficulty

MEDIUM

Examples

- [The Cancer Mosaic](http://brand.blogs.com/mantra/2006/03/cancer_mosaic.html)
- [Google: Celebrating Earth Day](http://googleblog.blogspot.com/2006/04/celebrating-earth-day.html)

Resource Links:

http://brand.blogs.com/mantra/2006/03/cancer_mosaic.html
<http://googleblog.blogspot.com/2006/04/celebrating-earth-day.html>

List Blogging

Description

This is the highly popular format of the top ten (or any other number) lists about something. Blog posts in this type of format are frequently bookmarked and shared.

Max times
per week

5+

Buzz Index

5

Difficulty

MEDIUM

Examples

- [101 Biggest Stories in Search](#)
- [Almost any post from Guy Kawasaki](#)

Resource Links:

<http://www.10e20.com/2006/12/27/101-biggest-stories-in-search-2006/>

<http://blog.guykawasaki.com>

Survey Blogging

Description

Starting a dialogue by asking for readers opinions by offering a survey to answer or an open question for them to respond to through a comment or blog post.

Max times
per week

3

Buzz Index

4

Difficulty

EASY

Examples

- [Dilbert Blog: Romance Survey](#)
- [Are we bloggers or journalists?](#)

Resource Links:

http://dilbertblog.typepad.com/the_dilbert_blog/2007/01/romance_survey.html

<http://mariosundar.wordpress.com/2007/04/08/are-we-bloggers-journalists/>

Feature Blogging

Description

Creating an ongoing feature category as in a magazine or article and then continually posting to it with new thoughts and ideas that fit together under the same theme.

Max times
per week

2

Buzz Index

4

Difficulty

MEDIUM

Examples

- [John Bell: IdeaBar](#)
- [Viral Garden: Top 25 Marketing Blogs](#)

Resource Links:

http://johnbell.typepad.com/weblog/the_idea_bar/index.html

<http://moblogsmoproblems.blogspot.com/>

Repost Blogging*

Description

Taking a post or article from another location and reposting a significant part of it as a blog post with limited original commentary.

** Spam blogs or “splogs” that republish posts for the sake of trying to get traffic to their Google keyword ads are not included in this style. Repost Blogging should only include content relevant to your blog and be used as a quick way to post when you don’t have time to do a “real” blog post.*

Max times
per week

2

Buzz Index

1

Difficulty

EASY

Examples

- Any post that republishes another to make a point with limited additional commentary

Guest Blogging

Description

Authoring a blog post intended to be published on a blog other than your own. Used to augment content on a group blog or fill gaps while a blogger cannot blog for any reason.

Max times
per week

5+

Buzz Index

3

Difficulty

MEDIUM

Examples

- [Intel PC Design Challenge Blog](#)
- [American Constitution Society for Law and Policy Guest Bloggers](#)

Resource Links:

<http://www.intelchallenge.com/category/blog/>
<http://www.acsblog.org/cat-guest-bloggers.html>

Interview Blogging

Description

Conducting an interview and publishing either audio or video files, or creating a transcript of the interview to write into a blog post.

Max times
per week

5+

Buzz Index

4

Difficulty

MEDIUM

Examples

- [Social Media Today Podcast](#)
- [10 Questions from Guy Kawasaki](#)

Resource Links:

<http://www.smcodcast.com/>
http://blog.guykawasaki.com/ten_questions/index.html

Event Blogging

Description

Sharing impressions, opinions and insights from an event such as a seminar, conference, concert or other gathering with others who may or may not have been able to attend.

Max times
per week

5+

Buzz Index

4

Difficulty

MEDIUM

Examples

- [10 Secrets from CommunityNext](http://rohitbhargava.typepad.com/weblog/2007/02/10_secrets_of_s.html)
- [8 Startups at Under the Radar](http://mashable.com/2007/03/23/under-the-radar/)

Resource Links:

http://rohitbhargava.typepad.com/weblog/2007/02/10_secrets_of_s.html

<http://mashable.com/2007/03/23/under-the-radar/>

Live Blogging

Description

Bloggging at a fast pace about something in real time as it happens. Often this type of post is uploaded through mobile blogging or updated through RSS streaming feeds.

Max times
per week

5+

Buzz Index

4

Difficulty

MEDIUM

Examples

- [Gawker Live Blogging Oprah](#)
- [Engadget at MacWorld 2007](#)

Resource Links:

<http://gawker.com/news/james-frey/james-frey-on-oprah-liveblogging-the-live-feed-150872.php>
<http://www.engadget.com/2007/01/09/live-from-macworld-2007-steve-jobs-keynote/>

Bridge Blogging

Description

Defined as “writing for an audience outside your everyday reality” – usually posts in this category offer insight into something happening in a particular part of the world that may not be known by an international audience.

Max times
per week

5+

Buzz Index

3

Difficulty

MEDIUM

Examples

- Most posts on Global Voices Online
- Screenshots: Malaysian Politics

Resource Links:

<http://www.globalvoicesonline.org>

<http://www.jeffooi.com/>

Classified Blogging

Description

A post that identifies a need for a product or service that you are seeking or outlines something you have to trade or sell to others.

Max times
per week

1

Buzz Index

2

Difficulty

EASY

Examples

- [Linden Lab: Hiring Web Editor](#)
- [Websites for Sale Blog](#)

Resource Links:

<http://blog.secondlife.com/2007/04/10/now-hiring-web-content-editor/>

<http://www.sitesalesblog.com/>

Response Blogging

Description

Directly responding to a challenge posted by someone or to a crisis situation in a post to outline your opinion and point of view.

Max times
per week

5+

Buzz Index

3

Difficulty

HARD

Examples

- David Neeleman's Apology
- Why SEO isn't Bull

Resource Links:

http://www.jetblue.com/about/ourcompany/flightlog/archive_february2007.html

<http://searchengineland.com/070208-110711.php>

Contact Blogging

Description

Writing about a person or blog with the intent of making contact with that person. An alternative is posts sharing the experience of meeting someone that is not an interview.

Max times
per week

2

Buzz Index

2

Difficulty

EASY

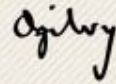
Examples

- [Finding George Clooney](#)
- [Meet a 92 Year Old Blogger](#)

Resource Links:

<http://clooneyproject.livejournal.com/>

[http://www.boingboing.net/2006/11/18/meet a 92yearold blo.html](http://www.boingboing.net/2006/11/18/meet_a_92yearold_blo.html)



Ogilvy Public Relations Worldwide

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About 360° Digital Influence

The 360 Digital Influence team is a unique offering within Ogilvy Public Relations Worldwide that is focused on helping our clients to understand the conversations happening in the world of social media, and crafting a strategy for organizations to be part of this dialogue. In a world where anyone can be an influencer, the old marketing communications methods don't work anymore. Digital Influence is about finding the new influencers and smart ways to use concepts like blogs, wikis, user generated content, co-creation and other methods to engage customers and build brand loyalty as a core part of our clients marketing communications efforts.

Read more insights at blog.ogilvypr.com >

The 25 Basic Styles of Blogging

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360°
DIGITAL
INFLUENCE