

Profile

blog.co.uk is one of the furthest reaching blog communities in Great Britain. It is part of a successful European wide blog network run by the Berlin based

mokono GmbH. As well as blog.co.uk, nine further localised blog communities belong to this blog network, such as blog.de or blog.fr.

From amateur bloggers to media experts

- ▶ Over 520,000 visitors and 1.5 millions page views per month on blog.co.uk
- ▶ About 120,000 registered users
- ▶ Every age group is represented

Next to ambitious amateur bloggers there is also space for media experts. blog.co.uk is the perfect platform for every level of know-how. Fast and easy access to online publishing for amateur bloggers is guaranteed as well as a personal editorial system for media experts.

Magnitude of issues

The huge variety of issues on blog.co.uk has to be emphasized. The bloggers discuss almost every topic. The spectrum of issues is virtually infinite. At present the members of blog.co.uk have marked their posts with 113.291 different tags.

User tags

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art barking beautiful blue b books

boring chyna_doll cool cute

friendly fun funky **funny** gb101

gorgeous handsome happy illiterate

interesting kind kk-friend **life love**

lovely **music nice** poetry

more **User tags**



Theme Weeks on blog.co.uk

The special format "Theme Weeks" is a specifically conceived advertising format for blog communities. Companies have the possibility to occupy a certain topic with their product or brand. The blog.co.uk

"Theme Weeks" focus on highly effective "Word of Mouth" advertising and offer innovative companies an outstanding participative advertising format which supports viral marketing activities.

Why "Theme Weeks"?

- ▶ Relevant connection of content and product or brand
- ▶ Multiplication of the advertising message within social networks
- ▶ Appearance as exclusive partner on the homepage with own topic area
- ▶ Direct addressing of the members of one of the furthest reaching blog communities in Great Britain

The topic is the key to addressing the core target group, through whom the topic spreads to the heart of the social network. In this way, the topic is transmitted to readers outside of the core target group.

Success

In 2007 the blog community blog.de successfully hosted several "Theme Weeks". For every partner (e.g. Nokia, We Will Rock You, mydays) a significant increase of the relevant mentioned words within the community was achieved. The "leading word" was the term "mydays" during the "Gift Week", with an increased word count of 2843%.

Increased word count during "Theme Weeks" on blog.de

