

Title:

Vlogs and Wikis and Pods, oh my!

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526

Summary:

Perhaps you've heard about blogs - the hottest communication story of last year. Commentators

Keywords:

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Article Body:

Perhaps you've heard about blogs - the hottest communication story of last year. Commentators

For marketers, these changes mean more direct interaction with customers and potential customers

Many things about marketing communication won't change, of course: you still need to have some

1. Podcasting is the hottest idea on the internet. Starting in 2004, people began downloading

2. A vlog is a video blog. Unlike podcasting, vlogging can refer to either streaming video or

3. Wikis are websites that are editable by the site users. Content becomes part of a dialogue

4. Social software. Community sites that encourage sharing and conversation are springing up

5. Almost all of these tools involve RSS, a technology for feeding information to people who w

For the small marketer, the price of reaching customers directly has dropped. Large corporations

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