

# 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.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://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](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://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](http://www.micropersuasion.com/2007/04/links-for-200708.html)
- [List of White Label Social Networking Sites](http://www.web-strategist.com/blog/2007/02/12/list-of-white-label-social-networking-platforms/)

## Resource Links:

[http://www.micropersuasion.com/2007/04/links for 20070 8.html](http://www.micropersuasion.com/2007/04/links-for-200708.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](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://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://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](http://dilbertblog.typepad.com/the_dilbert_blog/2007/01/romance_survey.html)
- [Are we bloggers or journalists?](http://mariosundar.wordpress.com/2007/04/08/are-we-bloggers-journalists/)

## Resource Links:

[http://dilbertblog.typepad.com/the\\_dilbert\\_blog/2007/01/romance\\_survey.html](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://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](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://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://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

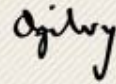
## Examples

- [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)



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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](http://blog.ogilvypr.com) >

The 25 Basic Styles of Blogging

By Rohit Bhargava  
Design by Jesse Thomas

360°  
DIGITAL  
INFLUENCE