

INTERMEDIARY RESEARCH CONTRIBUTION

HOW A BRAND CAN BUILD A RELEVANT TEENAGERS' MARKETING STRATEGY BY RELYING ON BLOGS?

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“Over approximately 12 millions of blogs worldwide at the beginning of 2005, a good half was blogs of teenagers. For them, it is normal to share with their friends; there is nothing strange about it. They do not read the daily press; their media is Internet; their favorite mean of communication is not even more emailing but instant messaging.”

Loïc Le Meur¹, in the preface of *Les blogs, nouveau media pour tous*²

¹ Loïc Le Meur: He is one of the French blogging pioneers, former general director of Six Apart.

² By Benoît Desavoie, M2 Editions, 2005.

TABLE OF CONTENTS

Table of Contents	3
I. Introduction	4
II. The blogging phenomenon	5
A. The Internet situation in France	5
B. What is a blog?	5
C. The state of the French blogosphere	7
D. The different types of blogs and the reasons for blogging	9
III. Internet, marketing and teenagers	10
IV. How can brands create a marketing strategy by reading teenagers' blogs?	11
A. A study of their needs, their wants and their tastes	11
B. Posts and comments tracking.....	12
C. How to deal with posts and comments, positive or negative?	12
V. How can brands create a marketing strategy by editing a blog targeting teenagers?	14
A. Interact directly with teenagers	14
B. Creating brand communities	15
VI. Conclusion	16
VII. Bibliography	17
A. Books.....	17
B. Articles	17
C. Studies	17
D. Magazines	18
E. Websites	18

I. INTRODUCTION

Internet has evolved amazingly since 2000, transforming a unilateral communication to an interactive one. This new Internet generation has been called the Web 2.0, a word commonly used nowadays and introduced by Tim O'Reilly³ in 2005. Even if some people are talking already about the Web 3.0, this new era generalized the use of forums, blogs, wikis, etc. and made the words *interaction*, *collaboration* and *sharing* paramount.

Teenagers⁴ of 2007 are the first generation to be born with the Internet and who has grown up with it too. For this reason, they became real masters of that media, knowing better than their parents how it works, what tools are available, for what use, etc. Indeed, they spend hours on their computer, the Internet having replaced books.

As a matter of fact, the Internet conceals a lot of information written for or by teenagers, which can be easily found, among other tools, in blogs. Indeed, as Loïc Le Meur wrote: "Over approximately 12 millions of blogs worldwide at the beginning of 2005, a good half was blogs of teenagers." Though, companies which target teenagers should adapt their marketing strategy to this new communication tool in order to search for information about youth (trends, habits, tastes, etc.), to search for information about themselves (brand image, critics, etc.) or to settle down a dialogue between their brand and their consumers by creating their own blog.

I will first introduce the blogging phenomenon and look at the relation between teenagers, the Internet and the marketing. Then, I will try to explain how a brand can create a marketing strategy, dedicated to teenagers, by reading teenagers' blogs or by editing its own. The aim of my article is to help companies to better understand teenagers' motivations in writing blogs, but above all how they can use those communication tools at their advantage, to improve their products/services or answer perfectly to teenagers' needs and wants.

³ Tim O'Reilly: He is the President of O'Reilly Media and wrote the article *What is Web 2.0*, in 2005.

⁴ I define teenagers as young people between 14 and 18 years old.

II. THE BLOGGING PHENOMENON

A. The Internet situation in France

Mediametrie released in January 2007 the figures of the Internet audience of December 2006 in France⁵. This study showed that the number of Internet users grew steadily by recording a 10% increase between December 2005 and December 2006. Actually, it represented 57.4% of the French population aged of eleven years old and over, meaning 29.961.000 people. Among them, 89.1% had a high speed connection, which represented a growth of 28% in comparison with December 2005.

In 2007, the digital divide still exists, even in France. However, it is reduced each year. Indeed, the same study showed that at the fourth quarter 2006, 14 millions of the French households (54.9% of all the households) were equipped with a computer, which means an increase of 13% compared to the same quarter 2005. Moreover, the access to Internet inside French households registered a great progression (+19%) from the fourth quarter 2005 to the fourth quarter 2006, that is to say 44.3% of the total French households (11,3 millions of them).

Mediametrie stipulates also that the time spent on Internet by unique visitors knew a two hours and eleven minutes (2h11) increase in one year, from December 2005 to December 2006, reaching twenty hours and twenty seven minutes (20h27).

All those figures show that the Internet in France becomes a media more and more used, which is spreading quite quickly inside French households. But even if the digital divide is still present, we can clearly see that Internet is the future, where people and companies will have to meet and interact often together in order to better understand their mutual expectations. Actually, this kind of exchange is possible, thanks to one tool: the blog.

B. What is a blog?

The word “blog” comes from the contraction of “Weblog”, a term which has been created in December 1997 by Jorn Barge in his blog Robot Wisdom⁶, meaning “log of the Web”.

A Weblog is an online publication tool that is part of the CMS (Content Management System) family. It allows people to edit pictures, sounds or videos (podcasting or video-podcasting), and write anything they want, on any subjects they like, at any time they wish.

⁵ *L'audience de l'Internet en France*, Médiamétrie, December 2006.

⁶ <http://www.robotwisdom.com/>

Jennifer Jactel

A blog presents itself as an antechronological collection of posts (the most recent at the top of the page), a kind of diary which is enriched with hypertext links, and that has to be updated frequently. The thing is that Internet users do not need anymore technical knowledge to edit a blog, as current blogging platforms are as simple to use as a word processor.

All the posts are filed, by chronological order and by categories, which facilitates largely the navigation and the search inside a blog.

Because their aim is the interaction, hypertext links constitute one of the major characteristics of blogs. They all help to build an “inter-blogs” network, made of various communities, that makes it possible for a blog to be recognized. Above all, it creates a whole, which can be considered as a media. There are different types of links, such as:

- ▶ **Permalink:** This link is the URL⁷ address of the post, which allows referring to it from another Webpage, even if it has been filed in the blog of origin.
- ▶ **Comment:** It allows Internet users to write some comments about a post or just to consult them. If they decide to give their opinion, they have to let their name, their email address and optionally their blog URL. This is a good way to increase a blog visibility, because readers of the comments can consult the URL if they wish.
- ▶ **Trackback:** It is the possibility for a blogger to indicate, at the bottom of a given post of another blog, that he/she wrote a post about the latter. It contributes to engage debates, from one blog to another. It represents also the possibility to increase a blog visibility, for the same reason than previously, because readers can easily discover all the posts made on the same subject, that is to say changing from one blog to another, just by following the links.
- ▶ **Blogroll:** It is a list of external links that is generally present in the sidebar, and that often leads to other blogs. It participates in the constitution of small bloggers’ communities.
- ▶ **External links (to Websites or other blogs):** They are hypertext links present inside a post. They can refer to a Website, a Webpage, a blog, etc.

Nowadays, many blogs offer RSS (Really Simple Syndication) or ATOM (a different format but the same principle) feeds. They are content links within an .xml format, in fact technologies that “extract from a Website some regularly updated content. Those two methods, very similar, allow their users to be

⁷ URL: Uniform Resource Location.

Jennifer Jactel

informed, almost in real time, that a Website has been updated. Better, via a specific tool called “news aggregator” – such as Netvibes, AmphetaDesk, Net Newz, etc. – the user can consult the list of all the latest news published on different sites, and even all or part of these news content, without having to visit them⁸.” They permitted a real gain of time to users that were reading various blogs, in order to know exactly which contents had been updated, in just a click.

These technologies are associated with the ping, a computer network tool used to send a signal towards other blogs or websites

A blog needs a blogging solution to be edited. There are two types of platforms: the fully-fitted solutions and the solutions to install. The first one, the fully-fitted platforms, are preinstalled on a distant server, which means that their users do not need technical skills to create and edit their Weblog. Some are free, others not, but they all offer a very simple access, easy to use, and the possibility of choosing between different designs. Moreover, new users join an existing community that will help them to get readers. There are many fully-fitted platforms on the market, such as BlogSpirit, Typepad, Blogger, Canal Blog, 20.six, Skyblog, Haut et Fort, ... The second type of solutions, the solutions to install, need some technical skills and a personal (or collaborative) hosting site. Once the domain name has been deposited, users have to install the blogging tool, configure it, choose or modify the design, etc. This choice is more time consuming and require really motivated bloggers! Among the most famous solutions, there are Dotclear, Wordpress, Movable Type, ...

Finally, a study conducted by Vizu in March 2007⁹, has showed that blog readers were considering a blog as a blog mainly because of the personal opinions they offer (38.4%), the writing style (28.2%), the editorial freedom (26.3%) and the layout (25.8%).

C. The state of the French blogosphere

Interest in blogging remains considerable worldwide. As an example, the size of the blogosphere – term created by Brad. L. Graham for a joke made in his blog¹⁰ on September 10, 1999, and defined in Wikipedia as “the collective term encompassing all blogs as a community or social network” – was doubling every 236 days in October 2006, and counted 100.000 blog creations daily¹¹.

⁸ This definition has been extracted from the book *Blog Story*, Eyrolles, 2004, page 54.

⁹ *Blog readership report*, Vizu Answers, March 2007.

¹⁰ <http://www.bradlands.com/weblog/1999-09.shtml>

¹¹ Figures from *The state of the blogosphere*, Technorati, October 2006.

Jennifer Jactel

On its side, France accounts more than one million active¹² bloggers, which means one quarter of the European bloggers. Indeed, a study made by Forrester Development Corporation in June 2006¹³ showed that France was the first European country to blog, far ahead from Italy, however the second, with an advance of 26.4%.

Ipsos¹⁴ released that, in France, 9 Internet users over 10 heard about blogs. Moreover, according to Mediametrie¹⁵, 8.7 millions of the French online population consult a blog at least once a month (which is equivalent to one onliner over three), 6.1 millions create digital contents (such as audio, video, forum, blogs, etc.), and finally 15.8 millions are contributors (comments on blogs, wikis, opinions, votes, beta-test, etc.).

It is also said that during the year 2006, around 4 millions of the French onliners (14.5%) have created their own blog, which represents an amazing increase of 90% between the fourth quarter 2005 and the fourth quarter 2006¹⁶.

The study¹⁷ led by Forrester Development Corp. during the second quarter 2006 mentioned that a blogger is generally young, technophile, and consumer, and uses a lot the Internet. This statement has been proved by Mediametrie¹⁸, which stipulates that more than 7 bloggers over 10 (75.6%) have less than 25 years old, with 31.4% that have between 11 and 15 years old, and 39.2% between 16 and 24 years old. The same phenomenon had been showed in a study led by Perseus¹⁹ at the end of 2003, which indicated that 51.5% of the blog creations were made by teenagers, aged between 13 and 19 years old. The Forrester study indicated also that in average, he/she spends 16 hours per weeks on the Web, against only 5 for a common Internet user, and spends less time watching television or reading newspapers than the others.

A ranking of the top hundred blogs in France is edited every month by Alianzo²⁰. Actually the top ten, the ones that constitute the French “blogeoisie” – a contraction of *blog* and *bourgeoisie* which indicates the blogosphere’s elite, in other words, the bloggers the most popular – are respectively, at the beginning of April 2007, Loïc Le Meur, Pointblog.com, Embruns, Techcrunch in French, FredCavazza.net, Internetactu, Netvibes.com blog, Clea Cuisine, Presse-citron and Petite anglaise.

¹² An active blogger is a blogger who edited at least one post in the last three months.

¹³ *Online Media, marketing and retail study*, Q2 2006 survey.

¹⁴ *Quel est le pouvoir économique des blogs en Europe*, Ipsos, November 2006.

¹⁵ *Les tendances de la blogosphere*, Mediametrie, November 2006.

¹⁶ Figures extracted from Marketing Direct, #110, April 2007, page 60.

¹⁷ *Online media, marketing and retail study Q2 2006 survey*, Forrester Development Corporation.

¹⁸ *L’Observatoire des usages Internet*, Mediametrie, third quarter 2006.

¹⁹ It was available on <http://www.perseus.com/blogsurvey>, but is not anymore online.

²⁰ <http://www.alianzo.com/top-blogs/france>

Jennifer Jactel

For information, in France still, the main blogging platforms were respectively, in April 2006²¹, Skyblog (with a penetration rate of 20.2%), MSN Spaces (14.3%), OverBlog (11.3%), Six Apart (9.1%), Blogger (7.6%) and BlogSpirit (6.3%).

Finally, I needed to mention various figures²² such as:

- ▶ 30% of French blogs are personal journals, 22% cover technology and business and 19% deal with cooking.
- ▶ 35% of the bloggers post daily, 35% every few days and 20% post multiple times per day.
- ▶ Personal blogs are the most consulted (90%), followed by group and association blogs (46.3%), media blogs (38.2%) and brands blogs (29.9%).

D. The different types of blogs and the reasons for blogging

There are actually many types of blogs because of a very simple reason: the diversity of interests. However, Weblogs are not necessary mono-thematic, which makes it difficult to really file them into categories. Nevertheless, it appears that we could distinguish various families of blogs²³. The most common are personal diaries. They are diaries that report daily the life of their author, mainly teenagers even if more and more this trend tends to change; this is why it will interest us particularly later on, in their use for building an accurate marketing strategy. We can also find as a family the corporate blogs, which represent the second big interest of this article. Then, there are plenty of other families, such as collaborative blogs, knowledge blogs, media blogs, warblogs, sexblogs, etc.

Nevertheless, Laurent Gloaguen suggested in his blog Embruns a simple way to classify them²⁴. According to him, the blogosphere could be represented as a triangle, with the three major poles referring to the pure Weblogs family (meaning constituted only of external links), to the diaries family and to the thematic blogs family. In the middle, the “unclassifiable” blogs would be placed, the other families being located intuitively and roughly all around and between those three poles.

If there are many kinds of blogs, there are also many reasons for blogging. The first one mainly quoted is the ego satisfaction, but we can also find the need to affirm oneself within the society, the need to share with others, etc. Every bloggers have its own motivations, but they all want the same thing: to be read!

²¹ *Les tendances de la blogosphere*, Mediametrie, June 2006.

²² Figures from *BaroBlogs in France*, Crmmetrics, June 2006.

²³ *Blog Story*, Eyrolles, 2004.

²⁴ http://embruns.net/etude-du-blogue/typologie_de_la_blogosphere.html

III. INTERNET, MARKETING AND TEENAGERS

Nowadays, teenagers have started to individualize their use of digital technologies. First started with audio devices (walkmans, etc.), mobile videogames (Gameboys, Nintendo DS, etc.) and telephones (cell phones), it is the turn to computers and the use of the Internet. As Dominique Pasquier explained²⁵, they put in place various strategies when using computers such as: creating their own password, have a personal email address on a different server than their parents', creating personal files, cleaning systematically the Websites historic after use, etc. We also assist more and more to their socialization from home, and above all, alone, explaining the real success that blogs know currently, especially because they are easy to create, to use and to read, but also because they constitute a tool for socializing.

For 70% of French teenagers, Internet connexions last more than 30 minutes, and for 8% among them, they last two hours.

Teenagers search to differentiate themselves all the time. This is why music, fashion, etc. play a big role in their lives. Nevertheless, they also want to be integrated in micro communities, such as skate, urban, etc. As Ronan Chastellier²⁶ explains, those communities are constituted of three levels: the uppers (they represent the hype and diffuse it), the movers (who represent the fashion victims: the relay to the hype), and the followers (the mass market).

Marketing to teenagers is hard. Indeed, they are getting bored of all the advertising that targets them. They love innovation and creativity and react to ads that are funny, pushy or quite extravagant. They want newness and that brands understand their needs. They really want to be understood by companies, this is why they are more open to lead conversations on the Web, with or about a brand/enterprise, or to participate in viral communication. In one word: they became the nightmare of all the companies, as they change their mind really quickly, as they always want improved products, and finally because that, with their active use of the Internet, they are able to spread a buzz (positive or negative) very quickly.

²⁵ *Cultures lycéennes, la tyrannie de la majorité*, Autrement, 2005.

²⁶ *Marketing jeune*, Pearson Education France, 2003.

IV. HOW CAN BRANDS CREATE A MARKETING STRATEGY BY READING TEENAGERS' BLOGS?

“It is interesting to note that brands are right there too”, say Guillaume Weill, Managing Director of Cmmatrix Europe. “Nearly one quarter (22%) say they consult blogs to get brand information. Clearly, brands need to be listening, to be in line with ever-changing brand perception and image. And as the blogosphere in France grows, this will become even more important for brand managers to track.”²⁷

A. A study of their needs, their wants and their tastes

The standardization of personal diaries online allowed teenagers to edit posts about their lives, their family, their friends, etc. They are now able to say what they think, without censure, and to be heard! This is the reason why they deliver so much information about themselves, because blogs became an outlet for personal expression and reflexion, as well as a way to communicate, to connect with others and to share experience and feelings. In that way, teenagers create, explore and build their identity.

A study led by David Huffaker²⁸ attested that “teenagers reveal a considerable amount of personal information in their blogs”. That information is especially constituted by their first names (70%) – 20% give their full names –, age (67%), contact information (email address (44%), instant messaging user name (44%) or personal home page (30%)), offline location (59%), etc. Moreover, when they blog, they talk about their centres of interest, their intimate feelings, their relationships, their tastes, their life inside and outside high school, ...

The advantages of reading teenagers blog for companies that target them are numerous:

- ▶ They should get interested in that type of communication medium to conduct part of their market researches. Indeed, they can detect new trends; interact directly with them by leaving comments on their blogs or by sending emails; learn about their habits; learn what their favorite stars are, etc.
- ▶ These kinds of organization will learn a lot about teenagers, even if they think that they already know them by heart. Indeed, teenagers are very changing as we saw previously, which make them hardly reachable.

²⁷ *BaroBlogs in France*, Cmmatrix, June 2006.

²⁸ *Teen blogs exposed: the private lives of teens made public*, Northwestern University, 2005.

Jennifer Jactel

- ▶ Another big advantage will be cost savings. Indeed, a market survey costs a lot of money to build, to conduct and to analyse. With blogs, everybody can lead an accurate survey. It might take more time but it will be less expensive at the end.
- ▶ Moreover, they can enter various communities thanks to the blogrolls and follow the trends within a given one.

Because blogs allow teenagers to express themselves freely, it is not rare that companies find themselves, or their products/services, quoted in a post or a comment, in a positive or in a negative way. This is why they have to track what is being said about them, in order to respond quickly if necessary.

B. Posts and comments tracking

When a company decides to integrate the Web, it needs to look at what is said about itself in the blogosphere. It allows it to get permanent feedbacks and to better understand its consumers, especially when they had a bad experience with a product.

There are different mediums available on the Web to track millions of posts, thanks to the ping technology that I talked about earlier. One of them is Technorati, the most popular blog search engine, but there is also Bloglist, Blogpulse, Daypop, etc. The process is really simple and needs only the brand name or the company's URL to follow what the bloggers think about it.

C. How to deal with posts and comments, positive or negative?

According to an Ipsos survey²⁹, 62% of the French Internet users acknowledge that they will be more willing to buy a product or a service if they read a positive comment made by other consumers on it, especially on the Internet. On the opposite, 44% of the French onliners declare that they did not buy a product or a service because of what they read on the Internet (posted by other customers), which represents in fact 9.6 millions people. Actually, seeing a negative comment is quite common, as 36% of the French online population have read, at least once, negative critics on the Internet.

Every blogger's post is an invitation for dialogue. Everybody should remember it, especially companies.

²⁹ *Quel est le pouvoir économique des blogs en Europe*, Ipsos, November 2006.

Jennifer Jactel

Jeremy Wright wrote³⁰ that “Dealing with good comments can often be the most difficult thing, because the temptation is simply to acknowledge the feedback and move on.” He is so right! Actually, it is true that companies omit most of the time to transform those consumers into evangelists. This is a real shame because teenagers are waiting for this kind of recognition, especially if it is coming from their favourite brand. They expect also goodies, special offers or other advantages, which an organization should provide to them in exchange of a good word of mouth. However, it is really important that the company shows authenticity, sincerity, honesty and be clean and clear in its blogging actions. The Raging Cow drink is a good example of a brand that has suffered from this kind of omission. Indeed, it recruited and paid teenagers to appear in the blogosphere as evangelists. Their contract wanted them to hide the fact that they were hired by this company to make its promotion. A big negative buzz followed and ruined its reputation on the Web.

A bad comment should not be ignored neither. Indeed, by not responding to a negative post, the company will drive away its customer forever. For this reason, those comments about support, products, just questions, or other customer relations issues, should be treated quickly, ideally within 24 hours. As Jeremy Wright explains³¹, “When someone uses your blog to comment on one of these topics, she isn’t just stating that she has an issue – she expects to get help. She is asking for you to create a positive experience for her.” Anyway, he provides 10 tips to response to comments: “thank them for their feedback, acknowledge the issues, admit where you’ve failed, solve any problems, take ownership, respond quickly, answer questions, be friendly and courteous, do not use form letters, and finally follow-up on any issues or questions.”

However, it is more difficult to respond to bad comments on other blogs because you just have one shot to be efficient in your answer, as you respond in the comment’s area. But Jeremy Wright gives some tips, such as apologize, ask the commenter to email or phone you, and finally, and if appropriate, to leave an explanation as to what happened and what is being done to fix it.

But even if a company has to deal with a positive or a negative comment, it is really important that it keeps in mind these three rules: respond quickly, be human and follow up to ensure resolution.

³⁰ *Blog Marketing, the revolutionary new way to increase sales, build your brand, and get exceptional results*, McGraw-Hill Companies, 2006.

³¹ *Blog Marketing, the revolutionary new way to increase sales, build your brand, and get exceptional results*, McGraw-Hill Companies, 2006.

V. HOW CAN BRANDS CREATE A MARKETING STRATEGY BY EDITING A BLOG TARGETING TEENAGERS?

There are various types of corporate blogging. Indeed, we can find blogs that have an external use (the company's management blog or the company's Weblog), insiders Weblogs, blog that have an internal use and brand's blogs. In the following part, I will focus on company's and brand's blogs, our main interest in this article.

A. Interact directly with teenagers

Creating a blog can be a great opportunity for companies (not all, obviously because of the target and the digital divide) to communicate directly with their stakeholders, especially with their consumers, in fact teenagers. Indeed, interactivity of the Weblogs allows them to leave comments, express themselves and react as you know already now. Companies will be able to become more successful thanks to those interactions, by developing or improving their products or services. Moreover, those exchanges will represent a big help in those companies' CRM (Customer Relationship Management) because they will keep track on all the conversations, all the comments, etc. that have been written directly in their blog. Indeed, as we have seen also earlier, teenagers will have to leave their names, email addresses and personal Webpage addresses if they want to post a comment to react to a note. Finally, having a blog will help an enterprise to be more visible on the Web, hopefully in a positive way, thanks to the blog and posts referencing, as well as the various external links.

A study led by Crmmatrix³² showed that nearly one third of French blog readers (that is to say 29.9%) have visited at least once a brand's blog. "They see blogs as a great opportunity to open dialogue with the brand and engage with the brand on a new level." Actually, blog readers expect, firstly, to express themselves when they had a bad experience with the brand (82.2%), secondly, to test new products that have been launched by the brand (74.8%), and thirdly, to consult the opinions of other visitors left on the blog (70.3%). Even if some consumers want to express dissatisfaction, 98% consider that having a blog can have a strong positive influence on the brand image. As Laurent Flores³³ concludes: "The Barometer of the Blogosphere testifies the opportunity for brands, companies, and other organizations to better listen and understand their customers. For brands 'to be in the conversation', speaking to them is not enough any more – it is fundamental to first listen!"

³² *BaroBlogs in France*, June 2006.

³³ From Crmmatrix.

Jennifer Jactel

There would be ten good reasons for a company to start blogging, according to Blogagency³⁴. Indeed, a blog will reduce its communication costs; allows it to be independent and autonomous in terms of publication on the Web; make loyal by updating regularly and by offering a real and accessible interactivity; redistribute automatically information thanks to the syndication technologies; and more.

For me, THE reason will be in our case to reach a target that is the most representative of the blogosphere, which is born with these technologies, and that is hard to catch with traditional media: teenagers. The company will have to edit interactive and ludic contents, mixing audio, video, etc., in order to catch their attention and to be very creative in their way to communicate, youth being one of the most volatile audiences.

B. Creating brand communities

³⁵When a company decides to create its own blog (or its management's), it is synonymous of a “no more intermediaries for the communication”. Indeed, it will be able to publish information by itself and directly, without sending any press release or newsletters.

Because this type of communication is not intrusive (which is very important when communicating with teenagers as we saw), it will generate a consumers' community willing to receive news and information about the company. The use of syndication technologies, such as RSS or ATOM syndications, will facilitate indubitably the relationship between the consumers' community and the organization. Indeed, customers will be able to receive at their rhythm the information sent, without receiving any call or email. They will be informed in real time about new offers, promotions, company's topicality, testimonies of other clients, etc.

Moreover, a brand or a company can discover, one day, “its” non-official blog. Indeed, this kind of blog can be created by one or several consumer(s) for supporting it. However, it does not have any power on it, any control over posts and comments, which can lead sometimes to a real disaster.

³⁴ http://www.bogagency.com/whisky/index.php/10_raisons. This link is not anymore available online.

³⁵ Loïc Le Meur, from his blog, June 2004.

VI. CONCLUSION

Creating a blog became really easy and its use has been standardized, even within corporations. But it is still “difficult” to manage a blog for a company because it has to deal with comments and posts inside or outside its own blog, to manage its brand image, post regularly and react quickly to issues. Of course, it is time consuming, but it is worth it. Indeed, more than saving on communication costs, it allows company to get direct feedbacks with its consumers, to interact with them too, to control the information it wants to give, but above all to improve its image by being present on the Web.

Because teenagers are fan of the Internet, a company’s marketing strategy will have more impact if the organization is present online, particularly with a blog. However, they are still very reluctant to advertising, obliging enterprises to be more and more creative, by providing them with innovative communication campaigns or products, and of course by winning their trust, mainly by founding a dialogue.

Company targeting teenagers should really think about that way of communicating within their communication strategy. If it is difficult to handle, it can lead to a real success inside the blogosphere and beyond. Indeed, a teenager that like something will tell his friends, write a post on it, and the buzz will start to spread, thanks to external links.

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