

<http://houstonwoman.blogspot.com>

By Beverly Denver

Yes, we've started a blog! Nowadays, it seems to be the thing to do — at least that's what a whole lot of people have been telling us for a very long time.

Of course, we knew they were right. Businesses today need good ways to communicate with their customers, and the more often they can do it the better! Houston Woman Magazine is no exception!

So, a few weeks ago, we decided to give blogging a shot!

We logged into www.blogger.com and picked out a template. Within minutes, we were able to post our first news item. Easy! No big deal!

Shortly afterwards, we went about letting our advertisers, subscribers and interested friends and family members know about our blog. Almost immediately folks were checking it out! And, when they did, we got comments. Good ones!

"I like your blog. Thanks for letting me know about it. I've looked at it the past two days. Good information. Keep it up," said one subscriber.

"Got the notice about your new blog, so I went online to check it out. I found an item about a meeting Hobby Airport Manager Mary Case attended. I like that you included info on the museum at Hobby. I didn't know about it. Now, I want to check it out too," said another reader.

"Read your blog today and found the article about the 50th birthday of Crayola's 64 box. Very cool article. I remember getting my first 64 boxes of crayons when I was kid. No doubt, so do many others. Thanks for letting me know about things (like this) I didn't know I wanted to know," commented one of our advertisers.

"Checked out your blog as you suggested. I was so surprised (but happy) to see my name included as a participant in one of the women's networking events you covered for the magazine. Wow! It was like being in a celebrity. I've always loved Houston Woman Magazine, now I love your blog." said another subscriber.

Needless to say, the positive response is gratifying. We couldn't be happier and more motivated to keep on blogging!

At the same time, the responses affirm that Houston Woman Magazine, like all businesses today, need to take seriously the expectations and demands so associated with this Age of Information we live in. Fact is, doing things the way "we've always done them" just doesn't work any more!

So, this fall, we are addressing some of the things we need to do to better serve you! We're changing ad and copy deadlines for earlier press runs and earlier deliveries to subscribers. We're adding single-copy sales to the distribution mix.

We are also redesigning our website to be more content-based. Soon, some of the stories found in each monthly issue will be accessible online. At the same time, we will also create a unique template for our blog, as well as add additional features to it too,

These changes will present us with new opportunities and new challenges. We are enthusiastic and excited about all of them. I hope you will be too!

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