

# Packaging Blog Basics

By JoAnn R. Hines, Packaging Diva



Even though packaging is the third largest industry in the US it is always been behind the scenes and not in the forefront of the media. The media and consumers are finally paying attention so the time for a successful packaging blog is now.

Because of renewed interest a lot of companies are creating packaging blogs. Every day new blogs surface. The way it works for most companies someone is assigned the task to blog about packaging without a serious understanding what blogging is all about.

I've been studying the packaging blogosphere for quite some time and there are really some superlative examples out there, especially in the realm of packaging design and packaging sustainability. I've created what I consider the most extensive list of packaging blogs at my own blog <http://packaginguniversity.com/blog>. Before you get all huffy because you are not on my packaging blogroll list I'll explain why.

The majority of packaging blogs are BORING! They simply don't have a clue about how to blog or what to blog about. They are either collections of current news archives, directories of other packaging web sites or in the worst case scenario self serving sales promotions for the company. Who cares? Seriously people, provide some meaningful information. I'm not going to follow you (nor will anyone else) if all you do is pitch product or showcase uninteresting product descriptions.

There is a whole world of exciting information on packaging available. That's the whole secret behind successful blogging: compelling content, information or insights. I don't want to see a bunch of pages

telling me what you are selling, I already know that. I want you to tell me how I can do my job better as a packaging professional, fix my packaging woes, be more cost effective or stay in tune with the latest packaging trends.

Just as an example what's driving packaging innovation, what are the latest packaging trends, what legislation might impact my product packaging? Tell me what you know, help me find some answers. At the very least let me come away with some insights I did not know that will help me be more successful.

Prove to me that packaging is as interesting to the world as it is to you and your company. Learn these packaging blog basics and you will have a winning packaging blog people will want follow.

Need help with your packaging blog or to even understand social networking? I'm JoAnn Hines the 'Packaging Diva' and I'm known as the 'go to' person in packaging. I have built my brand over the years. If you GOOGLE JoAnn Hines or Packaging Diva you will see what I mean. People like what I have to say too and I have a huge number of followers waiting for my next piece of advice. I can teach you too how to connect with your core audience through blogging the right message. So give me a call or even better email me for help.

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