

# THE POWER OF MOVABLE TYPE

Blogs provide everyone with the power to easily publish and share information. Organizations and individuals have the ability to connect with audiences that matter and to share ideas on a local or global scale. For more than five years, Movable Type (MT) has powered the most influential personal, media, and business blogging communications.

Now, Movable Type takes a giant leap ahead with new features that will enable you to build, drive, and manage entire blogging websites and communities. With MT, you'll be able to turn your site's readers into members and your audience into communities.

Movable Type powers blogs across many industries and the not-for-profit world, including:

BOEING

BOINGBOING.NET

CONDÉ NAST

GENERAL MOTORS

GOTHAMIST.COM

HUFFINGTON POST

INTEL

NBC UNIVERSAL

NEW YORK UNIVERSITY

NISSAN MOTORS

ORACLE

ORGANIC

WASHINGTON POST

TBWA\CHIAT\DAY

## Movable Type Features and Benefits

### EASY SET UP AND USE

Get your blog up and running in minutes and use powerful new configuration tools to expand it into thousands of blogs with a few clicks—vital if your business wants to maintain conversations with customers or employees. Automated management capabilities make deployment of MT's completely revamped templates and themes a snap. And a new rich text editor lets you incorporate photos, audio, and text into your blog, making it easy to reuse your files and media assets in the future.

### TURN YOUR BLOGS INTO A COMMUNITY

Create neighborhoods of readers—and benefit from their input—through easy comment registration and advanced editing controls that help you manage registered members. Promote your best commenters to full-fledged authors, leveraging user-generated content.

### ADVANCED USER MANAGEMENT

Install and manage dozens, hundreds, or even thousands of blogs—and authors—in minutes, and effortlessly aggregate content from multiple blogs into a single page for easier viewing and faster reading. Movable Type's dynamic user permissions system is now even more powerful, giving administrators fine-grained controls over common permissions and roles for users. Developers can easily extend permissions, making it possible to further customize control over content.

### POWERFUL WEBSITE MANAGEMENT

Create, deploy, and reuse photo and audio files, documents, and more with easy-to-use template and asset management tools. Design standalone web pages that automatically inherit the design and layout of the original blog, resulting in a seamless, cohesively designed website and blogging platform. Draft content for review or schedule publishing based on your editorial or communications requirements.

### FLEXIBLE CUSTOMIZATION

Extend the power of Movable Type to meet the needs of your growing business with functionality packs and plugins that will allow you to expand your community and enterprise usage. MT fully integrates into your organization, and can serve as the center of your complete social media strategy.

### HANDS-ON SECURITY

Your blog is safe with Movable Type. Six Apart's expert quality assurance and security teams respond to security issues immediately, identifying problems, and proactively sending out updates and patches whenever they're needed.

## Drive Marketing Communications

Are you looking for ways to drive more visitors to your site? Want to connect with your customers in order to hear what they have to say about your brand? Chances are your customers are already blogging about you. With Movable Type, you have an easy way to join in and influence the conversation.

### CREATE A DYNAMIC CORPORATE SITE

Immediately engage readers, easily keep your site up to date with new content, and understand what your customers think about your organization and its products.

### BOOST SEARCH ENGINE RANKINGS

Increase your rank and visibility on search engines, making it easier for your customers to find you.

### EXTEND YOUR REACH

Reach readers with RSS feeds to deliver fresh, relevant content and keep them engaged with your site.

### PROMOTE CUSTOMER DIALOGUE

Create a community of active readers and learn what's important to them; their comments can provide you with invaluable insights into product innovation and ways to improve loyalty.

### CREATE CLIENT AND PARTNER CHANNELS

Use blogs to create a direct conduit to your best customers and partners. Create a blog per client or partner and use it to share updates and news, and answer key questions.

*"Organizations customarily spend \$40,000-\$50,000 for their initial website, plus more for a content management system. Without Movable Type, we could not have afforded the marketing, communications, and community building we achieved in the last two years. It would have been impossible." – Andy Sernovitz, Founding CEO, Word of Mouth Marketing Association*

## Harness the Power of Your Employees

Your employees are your greatest asset—and many of them are already blogging outside of the office. Movable Type enables massive collaboration and authentic dialogue through blogging to greatly enhance internal communications. Using Movable Type inside of your business provides them with a familiar tool—and you with an invaluable resource that can unite teams, enhance productivity, and reduce communication costs.

### ENHANCE COLLABORATION

Movable Type is a convenient way to update groups, employees and customers, and motivate teams to share ideas and increase productivity. Blogs offer an easy and effective way to connect partners, initiate group conversations, and share information across departments.

### SIMPLIFY INFORMATION CAPTURE AND SEARCH FUNCTIONS

Find the information you want in moments with Movable Type's aggregator and flexible content archiving, which stores

entries by category, by date, by author, or by user-created tags. And built-in functions let you search, archive, organize and discover information immediately when it's published, or at any point in the future.

### DECREASE INFORMATION "SPAM"

With one-to-many distribution, you control who gets what information and cut down on system-clogging communications, email "storms," and outdated attachments.

*"Because of what we've built with Movable Type, I'm guessing that we'll save close to a million dollars this year on the physical publishing we didn't have to do, and the meetings we didn't have to have." – Laurie Coots, Chief Marketing Officer Worldwide, TBWA*