

The Huffington Post

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Overview

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- Case - The Woman Behind the Blog, Founding of Company, Challenges Faced, Strategies and Results
- The Huffington Post Blog
- Blogging for Business
- Questions

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The Woman Behind the Blog: Arianna Huffington

- **Born in Stasinopoulous, Greece ²**
- **Studied at Cambridge University in England**
- **Moved to New York in 1980**
- **Married Michael Huffington in 1986 and moved to Washington (they are now divorced but have two daughters)**
- **Ran for governor of California in 2003 (so COOL!)**
- **Campaign was a failure BUT she learned about the power of the Internet when \$1 million dollars was raised solely online ⁷**
- **Author, columnist, commentator... AMAZING!**



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- **Started out as a conservative** 2
- **In the late 1990s, views shifted to more liberal (this is reflected in The Huffington Post)**
- **#56 on Forbe's list of The World's 100 Most Powerful Women in 2014, based on the aspects of money and power**
- **Her thoughts: "I would love to see a list that includes not just those first two metrics. But that also includes the metric of 'how fulfilling is this life?'"**
- **Her book "Thrive" introduces this third metric of success as being a combination of health, wisdom, a capacity for wonder, and giving**
- **Be comfortable with failure. It will allow you to take more risks.**



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- **Launched on May 9, 2005 by Arianna Huffington, Kenneth Lerer (online executive), and Jonah Peretti (viral media computer expert) with \$2 million beginning capital₈**
- **When it first went live, it was expected for failure**
- **Humor set it apart (some collaborated by Huffington)**
- **First venture capital was in August 2006 for \$5 million**
- **In 2008, the site had over 3.7 million unique visitors, which put it ahead of its conservative competitor Drudge Report₂**

Challenges Faced

- Conservative blogs were dominant at the time, particularly Drudge Report
- Other liberal blogs had failed
- Running out of money₂

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<http://www.drudgereport.com/>

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Strategies

- Drive traffic to the site and then **RETAIN IT**
- Huffington promoted it wherever she went
- Staff identified the most compelling news and published it
- Search engine optimization (Huffington Post might appear before the actual CNN article)
- Having A-list celebrities as bloggers²



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Results

- **The Huffington Post is now the number one blog with over 9,000 bloggers and 25 million views each month.**
- **AOL bought The Huffington Post in 2011 for \$315 million**
- **Company was looking for a more focused direction and to have a meaning to consumers**
- **Arianna Huffington serves as the president and editor of the Huffington Post Media Group at AOL** ₄