

RSS for Competitive and Market Intelligence

A training and consulting service of Marshall Kirkpatrick

Marshall Kirkpatrick, independent consultant. Marshallk.com marshallk@marshallk.com

The following consulting service focuses on optimizing organizational and individual efficiency and impact in monitoring RSS feeds. RSS feeds are living streams of information that can be quickly generated, customized and leveraged to support your organization's mission in a wide variety of powerful ways. Teams that include advanced RSS users know more about their field, faster and with less time investment required than do teams without members engaged in optimal RSS reading practices.

Consultations include the following activities:

Feed management: Developing an RSS strategy for subscribing to a large number of feeds without suffering from information overload; learning to navigate a river of news.

Source selection: Finding the most useful sources of information in your field and enabling this discovery to continue in the future with as much automation as possible.

Query strategy: Constructing a body of strategic search query feeds in text, tag and multimedia databases.

Feed Customization: Feed filtering, scraping and email capture for sources without feeds.

Alert Systems: Using RSS to create automated alert systems via IM, SMS and email.

Collaboration: Using RSS and tags to create collaborative streams for communities of interest.

Synchronization: Creation and distribution of feed bundles (OPML) amongst a team for synchronization.

Looking foreword: Developing a strategy around the changing landscape of service providers, best practices and emerging possibilities.

Consulting services in RSS publishing and most other Web 2.0 tools and strategies are also available. Preferred clients are tech consultants, progressive corporations and nonprofits.

About Marshall Kirkpatrick

Marshall Kirkpatrick is a technology consultant and writer living in Eugene, Oregon. He writes the Weblogs Inc./AOL Social Software Weblog, interviews nonprofit and business Web 2.0 leaders at NetSquared.org and ruminates at Marshallk.com.

Marshall's writing on RSS has been referenced by David Gilbert's Nonprofit Online News, Steve Rubel's Micropersuasion and Jack Vinson's Knowledge Jolt with Jack. His writing on other web 2.0 topics has been referenced by CNET News.com, SearchEngineWatch.com, Dion Hinchcliffe's Enterprise Web 2.0 and many others.

For client feedback please see MarshallK.com/feedback