

Corporate Blogs

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Abstract: *A corporate blog, also known as a company blog, is a blog that is published and maintained by a company or non-profit organization, or by an individual or organization acting on their behalf. Its concept is similar to more traditional blogging in that content is published in multiple individual posts. Most of these posts are shown in reverse chronological order, with the most recent blog posts appearing first. Aside from ownership, the primary distinction between a corporate blog and a traditional blog is the underlying goal. While most personal blogs are created to share information, entertain others, or provide commentary or insight on a topic of interest, most corporate blogs are primarily intended to serve a marketing function, whether it is attracting website visitors, boosting SEO efforts, generating leads, or increasing brand awareness.*

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