

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.*

Keywords: corporate blog

I. INTRODUCTION



A corporate blog is one that a corporation or organization publishes to offer information, insights, and updates about their business and industry. It is often maintained on the firm's website and acts as a platform for direct communication between the organization and its customers, employees, and other stakeholders.

Corporate blogs can cover a variety of themes, such as corporate news, product updates, industry trends, thought leadership pieces, and so on. They are frequently used in marketing and public relations to raise brand awareness, engage customers, and create a community around a company's products or services.

Objectives

TO IMPROVE BRAND VISIBILITY: -

The main objective of corporate blogging is so significant is that it boosts brand visibility and brand awareness when used in conjunction with an SEO strategy. A blog increases your company's chances of being identified for target search terms by potential customers and partners. This type of organic traction outperforms paid search activity in the long run. As a result, traffic should increase, and more people will become aware of your brand and what you do.

As an example, consider the Soft cat content hub. They use their platform to share everything from industry thought pieces to the most recent blog entries in order to provide beneficial suggestions and information to company clients. This allows companies to reach out to different sectors of their audience while being at the forefront of their field.

TO CREATE RELATIONSHIPS: -

Corporate blogging may help you build and maintain relationships with the individuals you want to focus on, whether they are your target market, existing customers, suppliers, workers, or other people connected in your business. You may start a two-way conversation by asking readers for their ideas and comments in blog articles, and you can also get your readers engaged by inviting them to write guest blogs for you. Building relationships in this manner will increase brand loyalty and give readers a great view of your organization - they'll quickly realize you're a company that is willing to engage, accept comments, and answer inquiries.



The Co-op's blog is constantly attempting to engage customers and members by boosting awareness of their community efforts, offering recipes, and so on.

TO GIVES THE COMPANY A HUMAN FACE: -

Through the tone of voice, you employ and the content you choose to convey, blogging helps you to humanize your company. You can also assign staff to certain posts and provide their photograph and name. In the same way that blogging fosters relationships, it also allows customers to recognize you as a person, rather than a faceless corporate machine. This will make them feel more comfortable doing business with you.

It's no wonder that Moz's blog achieves this so well as an online marketing authority. Each post includes the author's opinions as well as their bio, which includes information about them and other entries they've published. You are also given the opportunity to communicate with them personally.

TO IMPROVES TRANSPARENCY: -

Blogging is an excellent approach for businesses to establish trust with their target audience. Your company blog can be used to disseminate internal developments, such as new partners and sales numbers. When the general public perceives a corporation as trustworthy, direct, and honest, they are more inclined to use or purchase its services or products.

Google's official blog The Keyword provides greater transparency than most other companies. They publish CEO remarks, information on how their corporate collaborations are making a difference, and the most recent usage statistics. This information helps clients feel confident that they can rely on the organization. This is a great, low-cost strategy to build trust and goodwill.

TO PROMOTES CREDIBILITY: -

Your corporate blog can help you create credibility as well as transparency. People will begin to regard your organization as authoritative if you routinely provide high-quality material on issues relating to your field. When they need information about the topic you specialize in, they will go to your blog or contact you because they know they can rely on the material you've supplied.

Dell's blog is used on a regular basis to convey vital corporate news and industry updates, making employees, stakeholders, and clients feel like they're always in the loop; they can trust Dell to have their finger on the pulse of the computer sector.

TO CREATES LEADS: -

Corporate blogging creates leads, which is what every small business owner strives for. Every piece of material you produce on your blog increases the likelihood of your company getting discovered. More people will visit your website, and some of them will convert to leads by becoming subscribers, sending you an inquiry, following you on social media, or connecting with you in some other way. B2C firms that blog produce 88% more leads per month, while B2B enterprises generate 67% more prospects. Without a consistent blogging presence, you dramatically diminish your chances of being discovered.

River Pools & Spas is one of the most well-known examples of the efficiency of blogging for lead generation. They were falling behind.

TO IMPROVE CONVERSATION: -

Consistently blogging high-quality material increases your chances of converting leads generated by your website. Readers who are undecided about what you offer will utilize the material on your website and blog to make their decision. This could be accomplished through tutorials, product guides, or thought leadership articles. The investment you make in your content marketing strategy represents the commitment you're willing to make in your company and customers, providing them another reason to believe in you.

Platform for personal financial management Mint attracted two million subscribers in three years by focusing on blogging and other forms of content. Mint is no longer a tiny firm; it has evolved into a global brand; isn't it your goal as well?

EXPLANATION



Corporate blogs can be an effective method to develop thought leadership, engage communities, and bring additional traffic to a company's website. For example, since starting our blog in January 2008, Communiqué PR has seen a 200 percent increase in Web traffic, and the blog has been a fantastic method to provide our clients additional exposure as well as educate potential clients about our work.

A blog also allows businesses to communicate directly with consumers, partners, and possible new workers. However, for a blog to be effective, the contents must be relevant, timely, and constantly updated to keep readers coming back for

more. Potential blog themes should preferably contain corporate news, customer case studies, executive changes, opinion on industry trends, and so on.

If your company is thinking about starting a corporate blog, here are some steps to get you started:

1. Identify two to three internal blog champions or owners. Ideally, these are people who can write blog entries and comment on other blogs.
2. Create a topic calendar. This will help to influence the blog's direction and ensure that the themes correspond with corporate communication objectives. As you create this calendar, keep in mind how each piece will benefit readers.
3. Create a system for creating entries and updating the blog on a regular basis. This will ensure that blog posts are written on time, well ahead of your publishing date.
4. Create best practices for blogging and engaging with other bloggers. This is a critical stage in developing a company blog. For example, you could want to specify what company information can be shared and what should be kept private.
5. Be open and honest. When commenting on other people's blogs, it is necessary to clearly identify your identity and intention in the spirit of open dialogue.
6. Manage the reader comments. The blog owner should monitor comments on his or her articles on a frequent basis and answer properly.
7. Encourage others to link to your website. Finally, when you contemplate developing ties with other bloggers in your network, ask them to link back to your business blog.

We hope you find these suggestions useful as you prepare to start a blog. Please let us know if you have a success story to share about your blog. We'd love to hear about any extra steps that worked well for you



II. CONCLUSION

A company blog can be an extremely efficient tool for online marketing. It does, however, necessitate more effort than making an appearance on a social media site, and it will also take longer to see results. If done correctly, corporate blogging has the ability to connect customers extremely closely to the firm over time. Furthermore, through high-quality contributions, a corporate blog can help to develop a company's role as an authoritative expert and opinion shaper in its industry. As a result, corporate blogs are ideal for organizations developing a long-term marketing strategy.

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