

Corporate Blogging: Prospects and Challenges

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Abstract:

While many people think of blogs as online diaries or journals some forward thinkers and leaders in the march to tomorrow have recognized the more profound impact on the world of digital communication.

In addition to personal journals, there are now business blogs being used to promote products and services, publish company and other news, and provide customers with technical support. Blogging is not marketing the products but it is the channel through which businesses need reinvent how communication works between business and their customers. Because it is the potential customers that businesses can't reach their best target for future business growth and dynamic, engaging and informative business blogs are an amazing avenue for reaching businesses in a way that has never been possible with other channels.

This paper focuses on blogs from the point of view of businesses. Current professional literature in blogging was examined to determine how blogs are being used, who uses them, and what their advantages/disadvantages are.

key words: blog; corporate blogging, social media, blogosphere, bloggers.

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