

The Benefits of Corporate Blogging

As in all PR campaigns there has to be a strategic reason for deploying the tools and tactics one might use. And from a corporate point of view blogging is no different. To assist you in making a decision to introduce a corporate blog we have listed the main benefits of running one.

1. Thought Leadership

It's no surprise that as people continually write and add opinion to a specific industry, sector or topic they become recognised as experts within their chosen field. Blogs provide the platform for staff to show their expertise, knowledge and passions to a global audience which can often result in them positioned as authoritative figures on the subject.

Staff members are generally the best advocates for a company and some businesses fail to recognise that the wealth of knowledge these people possess can be used to enhance the reputation of the business itself.

2. Gain Feedback

Blogs are generally a two-way process which means that people can add their views, opinions and advice to whatever you've written. When used strategically blogs can act as an invaluable feedback mechanism to engage your key audiences and stakeholders. Blogs help form and establish relationships.

3. Stakeholder Relationships

Unlike websites which are much more static in nature, blogs require no technical skills to update which means content can be added in a short period of time by almost anyone. This ease of use makes it easy for employees to regularly add content in the form of words, images, audio and video making a compelling and useful experience for your customers, publics, employees, partners etc.

4. Media Relations

Before the Web only the large media companies had the ability to reach a lot of people at the same time. They were (and still are to some extent) gatekeepers of news. If a company was featured in a negative article by the press its only option to reply was to issue a statement regardless of whether the negative coverage was warranted or not. These days, however, the Web has given the option for any company or organisation regardless of its size to add their side of the story to a negative news article.

As well as this, research has shown that journalists are increasingly using blogs as sources of information to create news stories.

5. Search Engine Optimisation (SEO)

Some people say the word 'blog' should stand for Better Listing On Google. It's true too. As long as they're kept up-to-date with fresh and well written content blogs generally feature high in search engine rankings. This provides the opportunity for people associated with your line of business to find your blog when looking for information on the internet that's of relevance to them.

6. Recruit Employees

Company blogs often provide real and valuable insights from its staff informing readers as to what it's like to work at a company. These days people can see past marketing fluff and employees are often a company's best advocates.

Who should write a Corporate Blog?

It really depends on a number of factors and no two cases are the same. However, a corporate blog doesn't necessarily have to be written by senior management and often junior staff can provide readers with more entertaining and engaging content.

The key is to find people in your team that A. Enjoy writing and B. Enjoy communicating. Anyone from the actual business owner to senior management to junior staff can all write an engaging and entertaining blog.