

BLOGGING AS A PART OF MARKETING

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Nowadays, with the development of information technologies, social media have grown up since their inception, respectively their influence grown up too. Therefore, it is obvious that social media became an essential part of marketing.

Using social media by companies is considered important not because it is the main key to success, but there are minimum requirements to use it. Moreover, blogs as a part of social media became more and more popular. So what is a blog?

Blogs are online journals that reflect the blogger's personal opinions or views on a given topic. For a long time, personal blogs have only one goal - to communicate with a circle of followers.

The first time blogs were used by common people who created and posted content just because they could, with the aim to interact with people who were interested in their content, exchange and discuss common topics with each other.

Marketers quickly realized that through blogs it is possible to spread information more quickly, create and support relationships with customers and make more noticeable your web page in search engines. Likewise, the main aim of this technology is an interaction with the public on the Internet due to the publicity and availability of many Web users.

So nowadays, many organizations have their own corporate blogs to reach their organizational goals, such as to promote goods and services or to drive public relations, and communicate effectively with employees, consumers and shareholders.

The main reason why companies started use blogs for their own purposes is the concept of the market - a place where people come together, display their goods, talk about the weather, meanwhile, with a chat and a handshake, buy, and sell all sorts of goods.

From its beginning, blogs attract the resources availability, user guides, useful services, quality articles, news. Therefore, marketers of big companies adopted the practice of conducting corporate blogs in order to get different benefits.

Firstly, it gives you the opportunity to interact with your target audience, helps to define your target audience, to attract new subscribers or fans. In addition, corporate blogs help to get feedback, which allows you to pursue different business objectives. Blogs can be used as a never-stopping monitoring system, with different polls and surveys. Of course, most people will never comment or provide feedback to you. However, you can monitor virtually everything that happens with your blog content across multiple channels, including, of course, the blog itself.

Secondly, it creates fresh content on your website, which increases the level of hits and the level of your possible consumers. Because search engines just love good blogs, and as the consequence, your blog has, more chances to be found, which gives you the opportunity to develop more relationships.

Thirdly, it allows more types of information. When your website contains all the features and benefits of products and services, blogs don't. However, corporate blogs allow you to increase topics of special advantages of your product or service in accordance with your objectives. Alternatively, you can write everything that serves your company's goals.

Fourthly, corporate blogs form a strong community. Blogs can form strong relationships between a company and its consumers. The greater the emotional engagement is, the greater is consumer's loyalty.

As noted earlier, it is a cost-effective form of communication. Once the blog is built the real cost of the resources dedicated to maintenance, scheduling, writing, spreading and following up is composed.

Nevertheless, if a blog is a transparent marketing vehicle, which posts only promotional messages it's doomed to a failure. Subscribers and possible customers will surely ignore it. Likewise, on the Internet you can find a lot of different information, so if your blog consists of only advertising and corporate information it won't, probably, interest your potential visitors.

As a result, for the best promotion of your business products and services, a blog must have the right balance between marketing, interesting information and interaction with the audience.

Likewise, blogging is not an easy thing, because it requires observation of some rules, such as: knowing your brand, knowing your target market, clear company's aims, knowing and using platforms of your target audience (e.g. Facebook, Twitter, Vkontakte, BlogSpot and so on), comprehensive corporate blog strategy, having a fixed schedule, etc.

Besides this, there is one more important rule, which marketers often avoid – you cannot control or manipulate network and your audience. Attempts to control these things are always doomed to a failure because a control and manipulation of network is impossible, and the greater your attempts are, the greater is the resistance. The most forward-thinking marketers are trying to encourage, but not to control network, because network needs, in some special occasions, discussing the topic that people really want to talk about.

Blogging requires a lot of time and forces for its development. As the design of a blog, especially of a corporate blog is going stage by stage, the trust in a corporate blog could be achieved by a long-term communication and exchanging of information with the target audience. Of course, if a blog is qualitative, it brings a company new consumers and, as a result, increases company's sales. The sequence and periodicity are the two main keys to create a successful blog and attract the target audience.

Thus, a blog as a part of marketing is a new way to increase the level of sales, reinforce the brand recognition and achieve outstanding business results. However, it is still a very special area, with special rules and requirements.

A blog brings the opportunities to achieve a higher level of marketing, but blogging should be used as a part of other operational and tactical tools for successful business.