

ONLINE MARKETING STRATEGIES USING ORGANIZATIONAL BLOGS

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*Being a consumer, buyer, or a user
of any product and service, it is a good feeling
to share what you have experienced of using these things,
either the outcomes were bad or good.³*

Abstract

Organizations which until 2009 were profitable in 2010, profits have fallen considerably, making firms to turn increasingly towards more virtual environment. The Internet has become nowadays the best way to increase profit due to limited costs, reduced time, especially due to firm-customer interactivity is growing considerably.

In the information society in which we live, the need for communication arises from the customer's desire to save money and time because of our age customers are always connected people to information, for which services are offered in digital ways always advantageous and convenient. So companies adapt to market dynamics, using pull-type strategies, which helps develop the competitive environment forcing companies to offer products and services at high standards.

Keywords: Internet, online marketing, organizational blogs, online strategies.

History blogs

Philip Kotler believes that marketing is "a social and managerial process by which individuals and groups obtain what they want and need through creating, offering, and exchanging products of value with others"⁴.

A blog (or "web log") is a website, usually maintained by an individual with regular entries of reviews, descriptions of events, or other materials, such as graphics or video, and because the notes are ordered chronologically he now wears the name and online journal. Blogs include comments ordered reverse chronologically, newest entries (posts) are present on the first page. Blogosphere is the collective community of all blogs.

³ <http://reymos.wordpress.com/about/my-consumer-sites/>

⁴ Ph.Kotler – *Marketing Management*, (2nd edition), Teora Publishing House, Bucharest, 2000, p.22

"An entry (post) is made mandatory in the title, text, publication date, URL, and contains, optionally, photos, audio, video and links to, information from other sites or blogs. Each entry is stored on an individual page in an archive of topics and can be accessed anytime through a single Internet address. Blogs can be individual creations can be the sum of the contributions of several persons.

Blogging is a tool like Web 2.0 and social media. Web 2.0 is actually an indirect marketing tool which can easily reach the minds of consumers to form opinions and comments.

Electronic journal or blog is a tool through which everyone has something to say can write articles may be freely express, which in addition has the right advantage to an opinion that is easily searchable and especially one that is supported by advanced online publication.

Blogs are interactive websites that post its author more or less regularly, which may have links to other websites or blogs and, last but not least, allow visitors to interact with the blog author or other visitors through comments which may or may not be moderated by the blog owner. Depending on the topic, they can be grouped into specific communities, guided by a set of rules and regulations.

Blogging is a form of synchronous online communication type allowing posting comments on the articles in real time. Thus anyone can publish, because the blog actually creates a virtual community, a dynamic environment conducive to exposure of ideas.

Using blog possession of knowledge does not require web design very large due to the variety of settlement and leaving room for creativity cross correlation images with text in a custom combination of preferences after blogger.

Such a blog can easily build virtual service providers due to type a blog that provides easy and intuitive to create wealth not only take a few minutes.

Among the best known providers of blogs include:

Wordpress.com, one of the most popular blog hosting providers that offer free service and can build more blogs on the same account;

-Blogger.com (blogspot.com) - it offers the possibility to use the blogger platform for their own field and show the great advantage is that it is a Google service, which means that the blog created will certainly appear among search results the Google engine;

Among first-weblog.ro-blogging services in Romania;

-Ablog.ro - powerful customization allows complete control over your blog template.

Technorati there is also seeking a SEO blogs and compete with Google and Yahoo.

Until recently they were used only for personal blogs personal statement of views, from a desire to communicate with others and sharing common topics of interest. The blogs are distinguished several types such as independent blogs, standalone social networks, e-commerce sites and media, microblogging (Twitter). Penetration per capita is U.S. online most of any nation in the world according to Internet World Stats. About 251.3 million Americans are online or 74.4% of the total population of the country.

Blogs (professional, technical, personal or any other) is one of the trends in the online world and should be considered important components of a virtual community.

Using blogs in Romania

According to a study by ZeList Monitor, Service Monitoring and analysis of blogosphere, Twittosphere and online media, the number of blogs in Romania increased by

2.6 times in the last two years (October 2008 - September 2010), from 22,484 to 59,017 blogs.

April 2010 was the month in which almost half (45%) of all blogs have published at least one post. April 2010 is the best month of the last two years in terms of percentage of active blogs.

In the last 22 months (December 2008 - September 2010), active blogs have published an average of 12 stations each month.

In December 2009, saw the most comments published in a single month of the study period: December 2008 - September 2010. Their number was 300,601. December 2009 is the only month in the last 22 months (December 2008 - September 2010) when the number exceeded the threshold of 300,000 comments.

In the last 22 months (December 2008 - September 2010) an active blog posted an average of 13 comments. Romanian blogosphere has expanded considerably (2.6 times) in October 2008 to September 2010. In October 2008, reported 22,484 Zelist.ro the Romanian's blogs online. Two years later, in September 2010, the number had grown to 59,017 blogs.

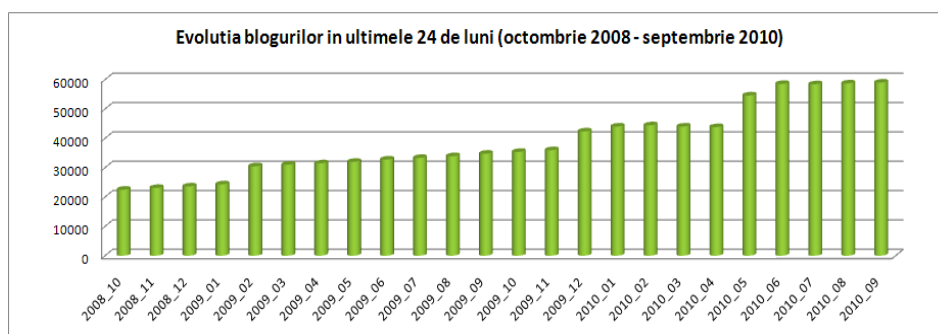


Chart 1: An evolution of blogs in Romania (2008-2010)

Most intensive on blogs in 2010, was registered in September, 45% of all blogs, their number reaching considerable amount of 59.017, while the worst period in terms of activity was In April 2010, with 43,823 blogs.

The active blog means that published at least one post in that month.

The best months of 2009, in terms of active blogs reported the total number of blogs was in January when 42% of blogs were active. The worst months of 2009 in terms of percentage of active blogs, it was October, when the total percentage of active blogs in existing blog that month was 29.9%.

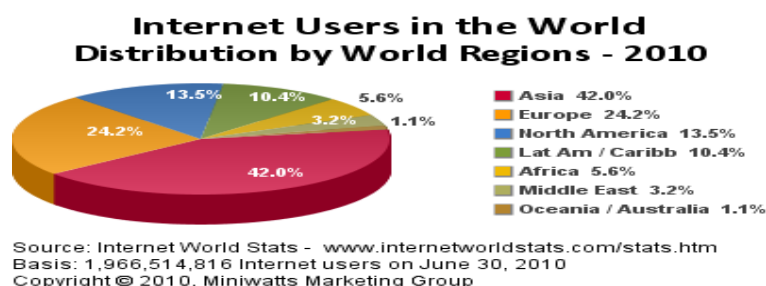


Chart 2: Internet users in the world by World Regions distribution – 2010

Online marketing strategies using blogs

It is very important presence of companies using blogs. Blogs can be used as a tool "echo" of the consumer voice, which spreads in the minds of readers of blogs and especially in their hearts.

So a brand may create a positive image by updating offers, news with a blog, also feedback is very important because the organization can make a bloggers comments analysis weaknesses and opportunities but not yet were exploited. Along with these opinions and suggestions appear public target could later be converted into real strategies. Blog instigate and involvement of both parties, since the target audience is not this rich information resource that provides a real mine of data to be operated on the extent of its importance.

According to online blog marketing strategies marketers should consider some important points:

1. Setting the goals blog.

Defining the most important objectives that must be whose core consumer.

2. Identification of "commentators", more exactly of public blog now.

It is very important the target audience identify because with it we can proceed to better define the needs and expectations of customers and potential owners.

3. Determining the most effective communication channels

The communication channels must be established most efficiently but also other digital solutions that could lead to a better connection to our clients, to the products and services of the highest quality.

It is necessary that the firm to adopt both offline and online channels because using a strategic combination of integrated media is key to success in any business.

4. The importance of content

The content must be attractive and still affordable. It is the most important section and must contain the reasons for which customers should support the brand, know the values that must fight and perhaps to come in defense arguments against contrary views. Basically here must be found and the key messages that will have a special contribution to sales growth. Here, it is imperative for the emergence of competitive advantage, namely the highlighting of what makes products or services from a great distance to differentiate from the competition.

The content can lead to the question of target audience in the digital environment feeling at ease in an intimate setting helps to express their opinions with an open heart because the digital environment without disturbance flexibility offer in terms of time, messages can be posted at any time of day or night, very low cost, and a lot of connections that can develop with this social network environment.

5. Conversation

When communicating via a company blog by its employees, gain confidence because the target audience of the communication target public attachment arises. Story the company will be shared in some way if the other was told it was strong enough to be heard and here is the so-called marketing "mouth to mouth."

6. Commitment to customers

Commitment is essential, and comes fully all aspects of business profitability because it represents the enterprise guarantee that the promise is fulfilled and trust is won.

7. Control and assay data

It is necessary to conduct an analysis of data collected, monitoring customers participating, comments and practical recording of the entire business exposed. The decision-making

process must be taken into account the "voices" that reveals nevoiel consumers and their expectations. At the same time following the decisions taken in accordance with feedback provided by customers, the company gets to win and more than their hearts, and with it will increase brand notoritatea and profits.

Whatever product or sericiul blog is part of marketing strategy. This environment provides a rapid increase brand reputation because the right to reply that it is a brand from criticism by a negative consumator.Feedback site posted on a blog, besides being an act consumer involvement and if the reply is constructive and even confirm, a customer can get angry at worst defender.

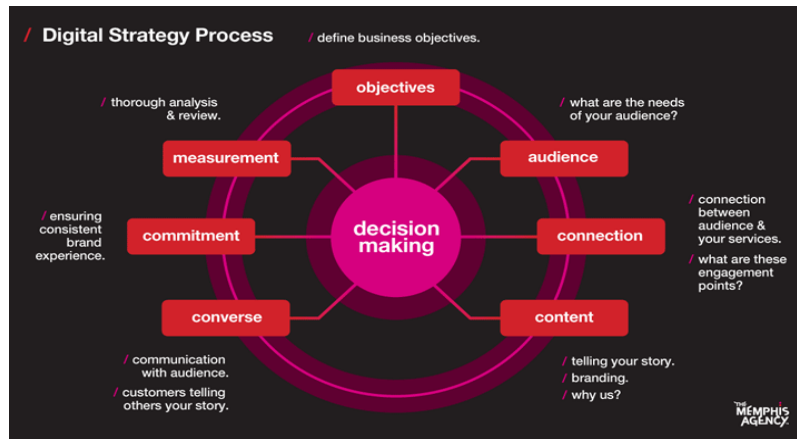


Fig 1: Digital Strategy Process⁵

There is a downside, namely that any disgruntled employee was launching his blog paote defamation of our brand, which is why it is important that employee satisfaction is on the same level and treated as seriously as consumer satisfaction. Involvement of other bloggers by commenting on key business issues by reading the blogs about your product or company to understand the perspective of the blogger and the audience. Liability by comments from other reviews is a very important strategy that causes the audience to dialogue. This strategy comes to be more powerful and striking, this approach can help, and negative exposures strained argument on purpose.

The use of advertising on blogs to influence the target audience reach, niche audiences can easily lead to peaks purchases. Although only about 25% of Internet users (about 32 million) currently read blogs, they tend to influence the thinking of others. Readers Bloglines check about 20 blogs daily. An exploratory research conducted by BlogAds exposes readers to blogs that they are large consumers of content, well-paid specialist, preferring subscriptions to The Economist and The New Yorker.

Blogs vary in size, approach, and ad opportunities. You can advertise directly on a blog that reaches the target market or through an advertising network like Pheedo and BlogAds. With all these elements present on a blog and comments must be contextually relevant.

⁵<http://www.google.ro/imgres?imgurl=http://thememphisagency.files.wordpress.com/2010/08/digitalstrategyprocess-blog>

To avoid boredom on the company blog can add various blogs organizational employment or even CEO's blog. These blogs need maximum transparency and more organizational support from the legal departments, public relations and above the top management.

Building a business or a brand is made only by connecting to consumers. Both small businesses and major corporations can use blogs to build closer relationships with their customers. Best Buy has created Slothmore Entertainment Institute. Best Buy is only about ads. The analysis is very important whether you have a blog related to analysis is important to track how the business and brand are discussed to better understand your consumer perspective.

There are also crucial instruments, such as IntelliSeek or BuzzMetrics BlogPulse. This analysis will help determine who you are and which influence the level of business connectivity to the target audience.

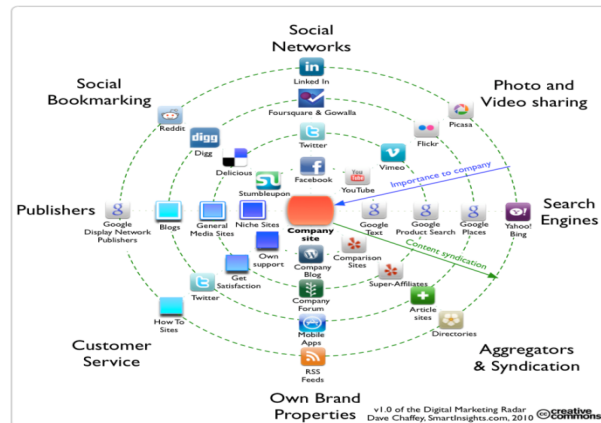


Fig. 2: Digital Marketing Radar ⁶

Consumers can discuss products in general terms, without using brand names or model numbers. Landscape monitoring information to determine macroeconomic trends and problems faced by buyers and the language it uses.

Conclusions

Regarding the professional blogosphere, you have to draw attention to the fact that membership in it, involve a number of advantages that you should blog author know. One of the first networking advantages because it presents such a community can open many doors to other professionals in various specialty areas, but also by companies seeking such professionals.

Safety and decision with the personalization context and clarity of speech comments. A simple mistake that can sneak in comments can be viewed negatively by other members of the community will not miss the opportunity to make "corrections" and this can lead to damage to the image.

⁶ <http://www.smartinsights.com/wp-content/uploads/2010/10/Digital-Marketing-Radar-SmartInsight-2010.png>

Creating a personal brand by taking advantage of a strong brand calităților. Construirea staff on the basis of relevant views in turn will help the outstanding part of the community organization.

Brand awareness comes automatically with the number of visitors and in particular the large number of comments and questions on the blog launched. Higher rating is difficult, but everything depends on the strength and experience held within the area of specialization and particular views of how exposure. Keeping busy commentators on the blog requires not only especially originalitatea postings by providing feedback by answering visitors' comments.

Originality and authenticity of the names appear with the creation of a community that belongs to an organizational blog bringing into question the current topics and strong and because they tend to debate the first blogger to get a true promoter constituting itself into a big trump in terms of increasing interest.

In conclusion, blogs are online marketing tools that create strategic opportunities and challenges at the same time. As in any communication strategy must take into account the expectations and achievements of both parties. The blog is not a strategic asset that must be treated with ignorance because most consumers are in front of our *Ziel computerului*. Blogs should be treated as tools of listening and involving customers. People comment about companies, brands, products and services or even yourself in the blogosphere and is useful possibility to influence the conversation. Online marketing is "using the power of online networks, computer communications, and digital interactive media to reach your marketing objectives."⁷

E-marketing is actually "creating and maintaining customer relations by means of online activities such as exchanging ideas, products, and services to meet the needs of both parties."⁸

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