Boren Wang

Professor Joseph Labriola

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The Ways Google Utilizes Blog

Blog can be a powerful tool for business to connect with its customer, and Google Blog is a perfect example. There are two main sections in the Google Blog: Product Updates and Company News. In this article, how Google uses its blog to promote its products and create a positive brand image will be examined.

In the Product Updates section, the articles are centered around their products and can be divided into categories such as Android, Chrome, G Suite, Hardware, and so forth. To take a closer look at those articles, a majority of them are introductions to the newly updated features of a product, but even most interesting are the articles written by users of various Google products because the perspective from a real user is more engaging and trustworthy. One example is "Pixel 3a helped me see my vacation through a new Lens" written by Briana Feigon. In the beginning, the author describes three struggles she used to have when traveling: "pricy phone bills, subpar photos, language barrier, and getting extremely lost" (Feigon). Those are issues commonly faced by travelers, and to start an article this way can make the readers wondering how the author is going to address those struggles with Pixel 3a, especially when the reader has the same issues before.

After that, the author delineates how she conquered each of those issues with the help of Pixel 3a. She made use of an app called Google Fi, which gave her "unlimited international usage and great coverage" so as to she received a bill that was "only a fraction of [her] typical charge" in the end of her trip to Mexico (Feigon). In addition, with the help of her cheaper data plan, she was able to unleash the true power of the Google Map so that she never got lost again. She also used Live View, "a tool that literally has a big blue arrow staring at [her] on [her] screen, pointing [her] exactly in the direction [she] should go", and an offline mode, which enabled her to use the Google Map in rural area where there was no cell service (Feigon). Moreover, there was also an app called Google Lens that she used to "hover over text in another language for real-time translations" (Feigon). Finally, she utilized the portrait mode and night sight provided by Pixel a3, which enabled her to take several outstanding pictures of a woman trying to teach her how to make tortillas and night view around Santo Domingo Church.

It is a significantly clever move for Google to put articles like this onto its Blog because these examples are real and concrete; people who have been confronted with those issues before will be amazed at how the powerful Pixel 3a and the apps come with it enabled the author to travel more easily. Furthermore, every time the author introduces new technology, there is a hyperlink attached that links the users to the detailed description for that application, so if a reader gets interested, he or she can learn more about it right away, which is an engaging user experience and hence likely to increase the sales.

In addition, Google also benefits from the great diversity of its users' stories because it helps Google reach a wide range of audiences. First, the users' stories from Google Blog is significantly diverse in terms of topic. This helps Google market its products to people of various interests. For instance, "Pixel 3a helped me see my vacation through a new Lens" lets Google advertise its application to travelers. On the other hand, "Local Guides made me see my hometown in a whole new way" will help Google open a market for those citizens who wish to explore their cities better. Moreover, the stories are also diverse culturally and hence do a fantastic job at expanding Google's market to different countries. While there is a story"Hip-hop dancers show Paris in a new light on Street View" that connects to audiences living in France, there is also "Start the Lunar New Year with Google Arts & Culture" that engages Asian customer.

Finally, Google also makes use of its Blog to create a positive brand image. In the Company News section. There are a large number of articles around what Google have contributed to the community around the globe. Articles like "Using data to empower families to escape poverty" and "Accelerating Europe's clean energy transition" not only showcase Google's technological advance but also leave people an impression that Google is a responsible company and is striving for a better world through technology. This creates a positive corporate image, which could be considerably beneficial for Google in the long run to attract more talent.

In conclusion, Google cleverly blends users' stories with introductions to the products to create an engaging user experience, which helps Google increase its sales. In the meantime, the articles on the blog are significantly diverse in terms of topic and culture and hence enable Google to connect with a wider range of audience. Lastly, the blog also includes news that record Google's effort on creating a better world through technology. This improves Google's brand image and attracts more talent.

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