## THE IMPORTANCE OF A CORPORATE BLOG

First things first what is a corporate blog? ,or come to think of it I am putting the cart before the horse I should start from the very beginning with what is a blog .According to BlogBasics ” a blog is frequently updated diary or personal journal. A place to express yourself to the world .A place to share thoughts and passions “.With that I can now define a corporate blog, a corporate blog is a blog operated by a company it can be managed by one or more of its employees .When it comes to functionality a normal blog and a corporate blog don’t have much difference .The difference comes in terms of purpose ,for a normal a blog a private blogger will use the blog to publish and share with the world topic they are passionate about but when it comes to a corporate blog a company often use it as a marketing tool .In other words we can say corporate blogging otherwise known as business blogging is a modern marketing tactic used to increase a business online presence .

## ADVANTAGES OF COPORATE BLOGGING

What are the advantages of a business blog? , why should a company bother with business blogging? They are a plethora of advantages that would convince a business to invest its time and resources in corporate blogging .First, it gives a company an identity, a company can blog about the things it stands for and care for like a service company can blog from time to time on how they are focused on achieving a fast and efficient customer services, efficient customer care being the soul of a good service provider. Another advantage maybe a company may have a ground to test their most radical ideas by making it seem like just an opinion from one their employee, like when a company decides to take a political stand they may blog about and get the general feeling of the customers. Getting feedback on areas to improve on is also one of the many advantages of corporate blogging, a company can publish a blog post and turn it to a question and answer session to get feedback from their customers about their product and services. And one obvious advantage is the increase in online visibility of the company ,we are living in information age and people often go online to search for product information before making purchase ,this information can be availed though corporate blogging .

## CONCLUSION

A company treat corporate blogging as a business essential not just a mere strategy if it wants to compete favorably in modern world .And if it happens that a company doesn’t yet have a competent blogger ,it should of for a tested and proven professional copywriters ,who will be tasked with providing materials for the blog. Adeo Internet and Marketing is one of the companies that excels in this area they have a dedicated team which will analyses you goals and help turn them into reality. Companies should know that corporate blogging is an ever changing field and so the shouldn’t stop learning and innovating.