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| **MGT502 –**  **Business Communication** |

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# Introduction

This assignment is based on the process of business communication and the topic which is selected for this assignment is digital communication in the corporate world. Nowadays technology has become an essential part of everyone's life and has an impact in every business sector. There are several business organizations are there who are using the implementation process of the internet or technology based on the internet. Digital communication is one of the most important and very essential concepts in business communication. With the help of digital communication, the business organization can conduct multiple meetings at the same time. The social media network is one of the most famous and most widely used examples in today’s world. In this assignment, every section related to digital communication in the corporate world will be defined.

# Digital Communication in Corporate World

Andreea Pachitanu defines that nowadays media has become an essential part of the business organization. The corporate industry is being changed due to the implementation of numerous components of digital communication. The decision making capability is increasing in the business organization that gives this industry an enhancement. This decision making capability is related to the strategic communication of the business organization. In this digital world, the internet and social media have an impact and the reason for business growth also. In the marketing strategy of any business organization, the social media component of digital communication is implementing business growth. Now marketers use to interact with their customers so that they can understand the actual need of them. This is possible only because of the integration of social media advertising and social media marketing in the business marketing strategic process. The data has the power of attracting customers to the business organization and social media platforms effectively showcase every component related to the data (Pachitanu A, 2017).

# Implementation in Internal Communication of a Corporation

Liqianen & Nevalainen has described in their journal that digital communication apparatuses are applied for internal communication (IC) also that provide the next stage experience of business growth. Earlier companies used to implement one-way distribution implements for internal communication such as company TV, wall posters, business fortnightlies and many more. But now when technology is increasing the digital communication in the corporate world is also increasing. Social media is one of the most effective components of digital communication and can be considered into some types such as:

* Collaborative Schemes
* Content Communities
* Blog
* Virtual Social Worlds
* Social networking sites (SNS)
* Virtual game worlds

The collaborative projects enabling is one of the most important element and this element is considered by content creation by several employees. The social bookmarking application use to enable group-based ordering and ranking of web links or broadcasting gratified. Digital communication provides hardware and software integration also so establish communication between the employees and the organization (Lipiäinen, Karjaluoto, & Nevalainen, 2018)

# Digital Communication Management

According to the Sagar Dua, the marketing environment and marketing communication have been changed remarkably. The trend of digitalizing business is becoming very popular and numerous organizations are using this functionality. E-Commerce and E-retailing are manipulating the organization world. They are using the application of digital communication to grow their business. Digital marketing is one of the most effective elements of this type of business organization. Customers are directly associating with the social media platform like Facebook, YouTube, Skype, LinkedIn and many more. In the E-Commerce organizational world, there are some digital communication options are available such as:

* Social Media
* Mobile Marketing
* Websites
* Microsites
* Paid per click marketing
* E-Mail Marketing

These all are some digital communication options for this type of business organization. Social media marketing, mobile marketing, and websites are the most widely used digital communication platform that effectively evaluates the whole procedure (Dua S, 2017).

# Digital Communication Methods

GEORGE and COLBERT explained the method of digital communication and as per report this is clear that in the business organization or corporate world, there are numerous methods of digital communication are there which use to define and explain every possible aspect of the importance of digital communication in the corporate world. What methods are categorized into several types like electronic method, company effective method, and others? The basic and most widely used methods of digital communication are given below:

* Social internet software
* Conference calls
* Email importance
* Instant messaging tools
* Chat room and remote group messaging
* Discussion forums
* Issue tracking and case software
* Internal blogs
* Task management
* Analytics and sentiments
* Notification & alert
* Workflows
* Employees profiles

These all are common digital communication methods used by most business organizations or in the corporate world. To increase and improve productivity, proficiency and to provide a user-friendly solution to the customers the execution of all of these methods is much needed (COLBERT A, & GEORGE G, 2020).

# Effects of the Digital Revolution

As per the Andreas journal report digital communication is known as a collection of internet-based process that developed on the technical fundamentals. The functionality of digital communication gives an enhancement and permits the design and conversation of user-generated material. These methods are the game-changing development of business organizations and individuals also. Numerous applications and platforms are available today which did not even exist a decade ago but nowadays in today’s digital market, these applications have a powerful impact. The applications are such as Twitter, Facebook, INSTAGRAM, Foursquare and many more. The social media and digital communication platforms are not limited among youngsters only but these platforms are affecting everyone, the business organization as well as consumers also. Business executives used to worry about their decision making capability that the strategy they are going to implement will be beneficial for the business growth of their organization or not. But after the method of digital communication, they can test their marketing strategy very easily (Kaplan A, 2017).

# Competencies of Digital Communication in the Workplace

In the journal article of Morneau Shepell this is clearly that in the workplace of the corporate world, business executives use to focus on sending and receiving written messages. To increase the quality of that written communication in the workplace there is also digital communication that has been implemented. Some of the messaging tools in the workplace has some word limit like social media platform (Twitter) has 140 character word limit. This is the most effective task to express effective communication within a minimum word limit. This digital communication platform increases the employee's written communication skills which is an essential and very necessary aspect to identify their stand in the business organization. Review and editable tools are also there that help to check and identify the incorrect spelling, bad grammar, incomplete sentence framing and many more. The tool which is very famous for all of these processes is GRAMMARLY. The coordination between the employees is now possible just because of the implementation process of the digital communication (Shepell M, 2020).

# Improvement in Corporate Communication

According to Subhojit Roy the corporate communication has an impact on business growth and defines the factors that can affect the business marketing strategy very easily. The corporate communication is increasing day by day and this is just because the corporate world is accepting the uniqueness and application of digital communication process. The organization that works in the area of corporate communication globally is very well-known the strategic view of corporate communication that directly related to or associated with digital communication and the application of digital communication. The identity creation, brand building, reputation management and many more are some important elements of the corporate communication process based on the concept of digital communication in a business organization. The corporate plan mostly undertakes by the digital display nowadays that use to showcase an effective way of communication. Video conferencing and Skype calls are the most important and most widely used tools in this application process that can easily integrate with digital communication tools and techniques (Roy S, 2020).

# Impact of E-Mail communication on Business Organization

Danntje and Bakker report on the e-mail communication define that this E-Mail Marketing and E-Mail communication are also one of the elements of digital communication in the corporate world. The business organization uses e-mail communication for their day to day communication with their employees and their clients also. The e-mail communication is an effective and necessary quality that an employee should be having. Although computer-mediated communication (CMC) has become very common in digital communication in the implementation of the business organization the still the email communication is the most prevalent form of computer-mediated communication (CMC). The technology has given the new dimension to e-mail communication and mobile device integration gives the process a next-level experience. In the corporate world, email communication is a very must and business executives use to communicate through email and this is the biggest importance of digital communication in the corporate world (Bakker A, 2020).

# Digital Communication in Industrial Marketing

In the report of Heikki and Pauliina the rising of information technology especially social media platforms are changing the corporate world and business organization. The interaction of the business organization’s element with their customers or clients is increasing day by day due to the execution of digital communication. The two-way communication channel and user-generated content has been increased and changing the point of view of customers regarding the organization’s approach. Adoption of this technology and digital platform in sales and marketing providing the new and attractive way of marketing strategy. Now marketers are interested to talk directly with their customers so that they can easily identify the actual condition of the market and can change their marketing strategy accordingly. Social media advertising and digital marketing are the two most important platforms for the industrial marketing strategic approach. The use of digital communication channels like websites, web analytics, online advertising is also increasing to provide efficiency in the business organization (Karjaluoto H & Ulkuniemi P, 2020).

# Advantages and Disadvantages of Digital Communication

Laura gives the explanation of the factor advantages and disadvantages that digital communication involves the organization’s growth as per the marketing strategy. The organizations are having a wide range of online channels that use most of the digital communication elements to connect with the stakeholders, employees, and customers also. The digital communication has a lot of advantages because nowadays there are top skills for success in digital communication such as:

* Flexibility
* Storytelling Capacity
* Empathy
* Curiosity and many more.

There are multiple jobs are there of this particular field in the organization such as:

* Content Marketing
* Digital Marketing
* Digital Publicity
* Social Media incorporation
* Search Engine Optimization (SEO)
* Data-driven Marketing

These all are some advantages of digital communication in the business world and have an impact on the growth of the business organization also (Matthews L, 2020).

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