MTBN.NET PLR Library
Category: Blogging File: the-controversy-around-corporate-blogging-234_utf8.txt
Text and Word PLR Article Packs available at PLRImporter.Com

The Controversy Around Corporate Blogging

Corporate blogging is a relatively new idea, and the jury is still out on whether it will succeed. This controversial marketing tool may be the beginning of a new kind of advertising strategy, or it may fizzle out in a matter of months. Many companies are looking for ways to capitalize on the blogging trend, and many of these corporations have determined that a great way to ride the blogging wave is to keep a blog on their corporate website. These blogs are often created to appeal to the demographic that the company needs to court, and the content may have quite a lot to do with the activities of the corporation, or it may have very little to do with the company itself. Often, a corporate blog will focus on the kinds of content likely to attract the desired surfers, even if that content is not related to the product or service that the company provides.

Some bloggers feel that corporate blogging is a kind of validation for the blogging movement, and shows that this exciting new medium has really infiltrated the mainstream. Other bloggers consider the kind of viral marketing that corporate blogs practice to be unethical or distasteful. In any case, watching the evolution of corporate blogs and whether they survive and proliferate or fail and disappear promises to provide some interesting insight into today's consumers.

(Word count 234)

PPPPP