

## New paradigm of marketing- Blog marketing

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**Abstract**

The term blog is a shortened form of web and log. A blog is a page to discuss or to provide information to the readers on the websites or the web pages. It is like an informal diary which includes text on various pages in the form of posts. A blog is a place to share thoughts, ideas, news or anything. They can be easily accessed with a single click. It is an expression of your thoughts on the web. It uses themes on the pages. It makes easy for the user to find any information on the blogs as different blogs are placed differently. We can easily navigate the blogs. The blogger who writes the blog generally highlights the widgets and popular links. Recent activities or latest news can be accessed easily as the current topics are on the top and the old ones are downward. Blogs can be easily linked with various social networking websites to connect the prospect directly to your blog. Posts on the blogs can be updated regularly and readers can easily provide feedback on your post on the blog at the end section of your page.

**Keywords:** Blog, Marketing, activities, thoughts, ideas etc.

**1. Introduction**

**A. What it sells**

Anything that creates utility to the consumer, any information for the reader, any service for the aspirant, any idea which adds to your knowledge can be sold through a blog.



**Fig 1**

**Gal Meets Glam**



**Fig 2**

**B. Difference between websites and blogs**

A website is generally collection of related pages containing information, some multimedia content which has a domain name published on the web server. It may be a page or the pages on the web. Example is facebook.com. It is static in nature.

Whereas a blog is dynamic in nature and updated frequently. It has different information every time whenever updated. It can be a website or a part of the websites where the information is posted on different posts.

**2. Blog Marketing**

Blog marketing is a process to publicize or advertise a business, brand, service, product, idea or website. Earlier blogs were like online diaries where people share their personal information or ideas. But with the passage of time they are updated for the business purpose also. Products can be featured with various images, text and videos on the blogs so that the reader or the prospect can watch them clearly. Blogs are for everyone and can be accessed from anywhere. It's a great way to connect with people or the potential buyers of the featured product.

In business, it is easy to target the customer with through posts on various blogs. They are helpful in building relationships with the customer. Various kinds of advertisements and information can be placed on the blogs and the blogger gets paid for that. Promotions can be also done through third party blogs and may be helpful to boost the company sales.

Companies provide advertisements on the blogs in the form of banners, text links, audio and video clips and pop up ads. For displaying these ads on various blogs company has a pay a good amount of money to the blogger or to the third party blogs. Some popular blogs these days are Fashion blogs, Travel blogs, Food blogs, Lifestyle & fitness blogs and Sports blogs etc.

Some famous names of the blogs are Wordpress.com, blogger.com, ghost.org and medium.com.

### 3. Promotion through blogging

Trusted blogs generally have huge followers. Product reviewers, Market Experts and critics maintain these blogs updated, where they provide latest information and share their own experience regarding products and services, with the followers. Readers tend to trust these experts as they have an unbiased view. So Companies pay these bloggers to promote or mention their products in their blogs.



Fig 3

### 4. Speed of Blogging

The greatest power of blog is its speed. These blog posts have viral effect. News travels very fast through them. News posted on these blogs sometimes becomes everybody’s cup of tea. People give their opinion on a particular topic- they pick them up and blog about them on their own or third party blogs. In this way, the story gets spread on different blogs and same is with the products and services. This whole process can be done occurring very little cost and can do wonders for the company. It has a snowball effect. It is a tactical move by the advertiser to publicize the product. Blog marketing is a great platform for advertiser to showcase their promotion skills but it can be dangerous sometimes as the originators don’t have or have very little control over the message that get spread. If it generates the positive impact it want to create the results can be magical. But if it generates negative impact on the mind of the reader it can be a harmful tool to destruct the company’s image.



Fig 4

### 5. Process of Blog Marketing

The steps of Blog marketing is as follows.

1. **Create blog marketing plan:** The step in this process is the idea you want to share on your blog. What are you going to share with the readers any news, idea, thought or tips. When and how you want to share it. The timings and the frequency to update the information i.e. daily, weekly etc.
2. **Create the platform:** After finalizing your to do list, decide the blog platform i.e. on the websites. Make customizations to fit them on the websites. Create logo for the blog and use a domain name.
3. **Generate pages and fill posts:** readers would like to visit the blogs with multiple pages and different posts. They like variety. Update your posts regularly to keep them in touch.
4. **Market your blog:** Anything produced but not marketed properly is mere wastage of resources. Integrate your blogs to various social media websites. People will get to notice these things easily.
5. **Provide feedback to people:** Blogs are platforms to discuss. People like to ask questions-reply to their queries. Provide feedback to them. It will generate their interest in your blog. Share your ideas and opinions with them.

### 6. Advantages of blog marketing

1. **Cost efficient:** Generating blogs are quite cost effective. As we know there are certain free blogging platforms, but to make your object self centered try to use a self hosted option. It can be done in cost efficient manner.
2. **User friendly:** Creating blog is easy and so does operating. They are simple to use. They can be handled easily. Updating the content is also very simple. Users can access them easily.
3. **Platform to showcase your expertise:** It is a platform to showcase your skills. People like to know who they are doing business with. Bloggers can show their expertise by creating innovative blogs, providing unique information, helpful tips to the readers. If the information provided is useful to the consumers they will not think while spending money to get the membership of your blogs.
4. **Connect you t the market:** Blogs are a link between the advertiser and the reader. They link us to the market. Direct conversation is helpful to both of the blogger and the reader.
5. **Source of earning money:** By advertising on the blog, the product or service get famous on one side and the blogger earns well on the other side. It is a good source of income to the blogger.
6. **Long term results:** Blogs can yield long term results for a business to invest.
7. **Helpful to other marketing channels:** Blogs are an aid to other marketing channels of a company. It is helpful in promoting a business.

### 8. Disadvantages

1. **Time consuming process:** Maintaining the blog and updating it every now and then is a time consuming process. Hiring specialized people for the purpose also charges you a fair amount of money.
2. **Need to keep a constant eye:** Putting the information on the blog for once is not sufficient for a blogger, you

need to keep updating it every time is compulsory. Any changes introduced should be tracked by the blogger to keep its readers in touch and updated.

3. **Results are not so quick:** It takes time to link people to your blog. It is a gradual process.
4. **Finding target is difficult:** Blogs need to be marketed too. Finding the right target for your blog is quite difficult.

## 9. Blog Marketing Tips



Fig 5

1. Find the right audience for your blog.
2. The right content for the audience is also of equal importance as that of the reader is.
3. Enrich your content with images, audios and videos.
4. Make promotional plans.
5. Track the progress of your work.

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