

## **A Study on Awareness and Performance of Marketing Blog through Online Websites**

**Dr.P.B.Banudevi<sup>1</sup>, Ms.Janani.P<sup>2</sup>**

<sup>1</sup>(Professor and Head, Department of Commerce Finance, Dr.N.G.P Arts and Science College /Coimbatore, India)

<sup>2</sup>(M.Phil Research Scholar, Department of Commerce, Dr.N.G.P Arts and Science College /Coimbatore, India)

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**Abstract:** A blog is a personal online journal that is frequently updated and intended for general public consumption. Marketing blogs play a vital role in every business organization in the modern world. Its main motive is to develop the business and acquiring customer retention. This is the reason why the company or business organization is creating the marketing blog. In this study we focus on introduction to blog marketing. Blog marketing is the process of reaching a business' target market through the use of a blog. Most of the blog users are the professionals and students. The study focuses on the awareness of marketing blogs among the students and professionals. Also this paper attempts to study the frequency of changes in the marketing blog.

**Keywords:** Blog marketing, frequency, online, communities, Genre.

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### **I. Introduction**

The term blog comes from the combination of "web" and "log" or "weblog," which initially started in the 1990s as an online diary. Eventually the term was shortened to "blog," but still remained a resource where people could provide personal accounts of their lives. Blogs are often included in social media because of their interactive nature. Prior to blogging, visitors could sign website guest books, but there wasn't a method to have a conversation online (except email) until blogging and the use of comments. Another aspect of blogs that differ from traditional websites is the frequency with which it's updated. Many websites are static, in that once they're up, the information doesn't change. Blogs, on the other hand, are like news sites, that are updated often with new content. Like many new resources that pop-up, visionary entrepreneurs recognized the blog format as a marketing tool, and began to use it to provide information and updates to their customers, and as a way to draw in new business. From there, blogs grew into a new and effective marketing strategy.

#### **1. Blog Marketing**

Blog marketing is the process of reaching a business' target market through the use of a blog. Initially, business owners would have a blog separate from their websites, but eventually, integration of the site and blog became easier. Today, many business owners use a blogging platform, such as Word Press, for both their site and blog. Further, as blogging has grown in ease and popularity, many people have created businesses from blogging (as opposed to having a business first then blogging). For example, some food blogs are businesses in and of themselves.

#### **2. Statement of the problem**

Marketing blogs play a vital role in every business organization in the modern world. Its main motive is to develop the business and acquiring customer retention. This is the reason why the company or business organization is creating the marketing blog. So it is essential that we conduct studies and only countable studies made in India when compare to other countries therefore the motive behind this study is to understand the purpose of creating marketing blog and its effectiveness in their performance.

#### **3. Objectives of the study**

1. To find the awareness among general public about marketing blog.
2. To identify the factors influencing the followers to view the blog regularly.

#### **4. Research methodology**

Research methodology refers to the behavior and instruments we use in performing research operations such as making observations, recording data techniques. Here the blogs are identified thorough a search of blogs operated by corporations listed on Fortune 500 companies or Interbrand Top 100 global brands. The validity of any research is based on the data collected for the study.

The present research is based on primary data as well as secondary data. The primary data were collected from the general public. Secondary data means data that are already available in technical and trade journals, books,

magazine, newspaper, reports prepared by research scholars, universities, economists and through online websites.

### **5. Sampling Size**

Ten marketing blogs, data are taken for the research study and 120 respondents were blog users out of 150 respondents.

### **6. Sampling Design**

For the purpose of study, 10 marketing blogs are selected and data were collected using the online websites. For the purpose of selection of blog convenient random sampling method is used in the study. The blogs are

**8.1. Econsultancy-** Its mission is to help their customers to achieve excellence in digital business, marketing and commerce. They offer research, training, events development and resources. It comes under the Microblogging and corporate blog type.

**8.2. Business Grow-** Business Grow the company, reputation, customers, impact and profits. Grow yourself. This is a community that will help for marketing. It is a collaborative type of a blog.

**8.3. Convince and Convert-** It is ranked among the world's top marketing resources, and it was named social media blog in the world named by Jay Baer and so it is an aggregated type of blog.

**8.4. Moz Seo-** SEOmoz is founded in Seattle, WA by Rand and his mother Gillian. SEOmoz attempts to understand the art of ranking. They launched a set of independent tools to help blog.

**8.5. Hubspot-** HubSpot provides tools for social media marketing, content management, web analytics, landing pages and search engine optimization. Hence it comes under aggregate blog.

**8.6. Drew's Marketing Blog-** Drew's favorite tools for creating these moments are vivid storytelling, Italian heritage inspired hand gestures and the occasional tipping of a sacred cow. It is a type of corporate blog.

**8.7. Vertical Measures-** They has the power of content and digital marketing to transform their organization's results. It is under the type of microblogging.

**8.8. Influential Marketing Blog-** The Influential Marketing Group is a new consultancy founded to help brands and marketing leaders improve their marketing strategy and create more human organizations. It is corporate blog type.

**8.9. Heidicohen-** More specifically Heidi Cohen's Actionable Marketing Guide provides with marketing insights on social media, content marketing. It is a both microblogging and reverse blog type.

**8.10. Sethgodin-** It is a personal blog all type of discussion have been made by the Sethgodin CEO.

## **II. Review of Literature**

**Sang Lee, Taewon Hwang, Hong-Hee Lee, USA (2006)** In this study attempted to analyze "Corporate blogging strategies of the Fortune 500 companies", The organizations maintain high levels of control by implementing top-down blogging strategies, here the study reveals that Organizations emphasizing bottom-up blogging tend to focus on product development and customer service content strategy, while those practicing top-down blogging focus on thought leadership or promotional content strategy. The study has shown that both strategies are taken for various purposes.

**Nidhi Sinha & Dr. Vandana Ahuja(2011) Corporate blogs a web 2.0 Approach to increase consumer brand knowledge,** Consumer sentiment score will be used for developing a conceptual consumer knowledge map for the respective brands. The objective here is to study the sentiment of a consumer with respect to a brand and the impact of variation in levels on consumer sentiment. The developments of the marketing come to an exposure to the corporate blog to promote product. In their study, concluded that a positive approach was observed in consumer brand knowledge and internet usage rate.

## **III. Analysis and Interpretation**

The data collected from the respondents were systematically applied and presented under various headings in the following:

### **3.1. Percentage Analysis**

The percentage analysis is used in this study for the entire question given in the questionnaire, mainly to find the awareness and performance of blog in each category as the value are expressed in percentage, it facilitates comparison. The expression of data in terms of percentage is one of the simplest statistical devices used in interpretation of business and economics statistics. Percentages are useful for the purpose of aiding comparison. A percent in the number of hundredth parts on number of another.

### **3.2. Ranking Analysis**

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Analysis of data obtained by ranking commonly requires non-parametric statistics. In this research rank is used

to determine the exporters in term of the number of respondents. The average is used to find the factors that have the highest priority. The highest priority is ranked as first followed by second, third and so on.

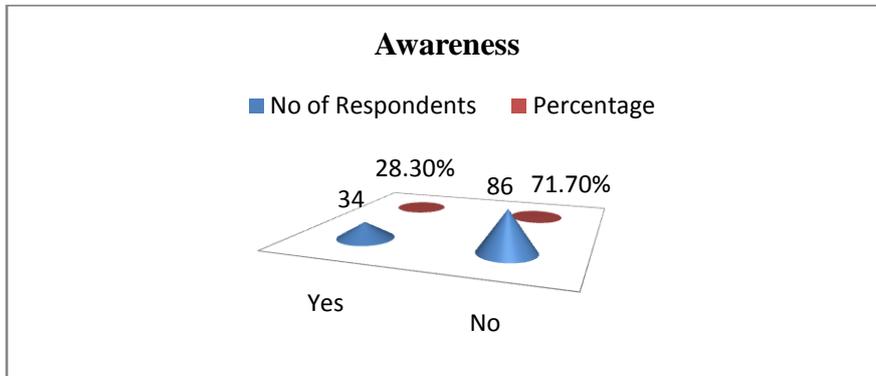
**IV. Chart and Table**

**Awareness Of Blog**

**Table -1** the table- 1 shows the awareness of blog by the respondents

.No	Awareness	No of Respondents	Percentage %
1.	Yes	34	28.3
2.	No	86	71.7
	<b>Total</b>	<b>120</b>	<b>100</b>

**Exhibit- 1**



**Interpretation**

It is known from the above table out of total respondents taken for the study, 34 (28.3%) of the respondents are aware of blog and 86 (71.7 %) are not aware of blog. Majority of the respondents feel that they are not aware of blog.

2. For the study, to identify the factors influencing the followers to view the blog by genre are (table-2 ) represents

- a) Narcissus (A blog about the person themselves and images of themselves).
- b) Streetstyle (A blog containing photographs that the blogger has taken of other people but info may be about the blogger).
- c) Fashionindustria (A blog that does not feature the bloggers own photographs and is not about the blogger them self).
- d) Professional (A blog written by an expert or a professional).

**TABLE -2**

Factors	I (4)	II (3)	III (2)	IV (1)	Total	Rank
Narcissus (Own blog)	23 (92)	19 (57)	32 (64)	46 (46)	259	IV
Fashionindustria	28 (112)	46 (138)	31 (62)	15 (15)	327	II
Professional	56 (224)	19 (57)	17 (34)	28 (28)	343	I
Streetstyle (photo)	20 (80)	38 (114)	39 (78)	23 (23)	295	III

**INTERPRETATION**

- The **Professional blog** have ranked as **first** that only influence them to view the blog regularly.
- The **Fashionindustria** have ranked as **second** by the respondents.
- The **Streetstyle (photography)** ranked as **third** by the respondents.
- The **Narcissus (own blog)** have ranked as **fourth** by the respondents.

**7. Findings**

- 1. Majority of the respondents feel that they are not aware of blog and some of the respondents do not aware of the word blog.
- 2. The Professional blog have ranked as first that only influence them to view the blog regularly.
- 3. It is observed that Convince & Convert blog is frequently updating blog.

### **8. Suggestion**

The awareness should be created among the students and professionals in future because it will help them to get more knowledge and update their day to day information through websites.

### **V. Conclusion**

The findings and suggestions in this project will be helpful to the future bloggers and researchers about the blogs. The blogging facility has enabled the bloggers to enhance their reading and providing them the latest information and access to worldwide information and get knowledge.

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