

Blogs and Groundswell I

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Blog

What is a Blog?

A blog is an online journal or information website in revealing information in antithetical chronological order, with the recent posts to show first, as an introduction. It is a plan where a group of writers or journalists interact with their audiences on their separate subjects.

Why should an organization or business maintain a blog?

An organization or business should maintain a blog because it guides their career to be successful. It helps them to be able to connect with their audiences. “Beyond your company website, a blog is a fantastic tool to keep your audience in the loop about your business. While a website might be more practical in content and straightforward in tone, a blog offers more flexibility to connect with customers, to share updates in a way that shows who you are, not just what you do. (Siekierski, 2021)” It is a way to communicate about your product and service.

What is a purpose of a Blog?

The purpose of a Blog is to bring content on your website to communicate with your audience. “Answers your prospective customers' questions and helps them learn about your product or service. It expands your brand’s visibility by giving Google and other search engines context to index and serve up in search results. (Bavaro, 2020)”

What can a business do to increase its blog traffic?

Business needs to increase their blog traffic to bring the best platform to improve their SEO skills Their business could provide an opportunity to develop new articles that involve “keywords, images, and videos. Put simply, the more blog content you create, the more

opportunities you'll have to show up in search engines and drive organic traffic to your website. (Siekierski, 2021)”

In what ways is a blog for a business different than personal blogs?

Frequently, the business blog needs to specify its audiences. “It's more of a niche audience, which at some point might be more which at some point might be more picky than the readers of your personal blog. (Guest Blogger, 2014)”

Developing a Business Blog could be very complex to write and publish content. “Your blog has to speak about your business, but be of more general interest at the same time. As for the personal blog you have a higher freedom in choosing what to write about. (Guest Blogger, 2014)”

How can a blog help promote the area of business you work in or are interested in working in?

You need to recognize your purpose to build a blog. “There are a lot of different reasons that you could be using a blog to promote your business, including increasing sales of your products, landing new clients, Improving exposure, brand awareness, and increasing traffic to your website. (Andre, 2020)”

You have to classify your audience. “In order for your blog to be effective, you need to know who you're writing for. The target audience of your blog may or may not be the same as the target audience for your business as a whole or for the products and services you offer. (Andre, 2020)”

You need to make a network. “Establishing connections with other bloggers in your industry can benefit you in a lot of ways, including more shares of your content on social media,

more links to your content, guest posting opportunities at other blogs, and collaboration opportunities. (Andre, 2020)”

What are the most important aspects of blog writing?

The most important aspect of blog writing is to write any topic and share your thoughts. “They are a great way to generate fresh content on a website and provide a catalyst for email marketing, social media promotion to drive search traffic to your website. (Digital Marketing, unknown year)”

Groundswell

Explain the Social Technographics Profile.

Social technographics profile concentrates how they relate or connect to each other. “*Social* refers to the people-to-people activities in the groundswell. *Technograph* refers to Forrester Research’s methodology for surveying consumers-it’s similar to demographics and psychological but focuses on technology behaviors. (Li and Bernoff, 2011)”

What this profile tells organizations about audiences?

The profile tells the audiences based on the comparisons of people’s generations. “This profile is defined to allow to compare any two groups of people-Gen Y versus Gen X. (Li and Bernoff, pg. 66)” Profile is a path to set up into groups. “Profile is a way to group people based on the groundswell activities in which they participate. (Li and Bernoff, 2011)”

How might this data inform your social media campaign for this course?

The information of the groundswell activities shows how often people go on social media and the reason behind it. “...Figure 3-1--too much information. Certain things are a clear-for example, far more people join social networks than contribute to blog. (Li and Bernoff, 2011)”

The Social Technologies Ladder on figure 3-2 shows that the data graph appears that “how we can classify consumers according to their involvement in the groundswell, placing them into one or more of seven groups. (Li and Bernoff, 2011)” Figure 3-3 shows how the group of the social technographics profile of online U.S. adults. “The relative size of these groups among online U.S. adults. Notice that groups overlap. (Li and Bernoff, 2011)”

Conclusion

A blog is an online journal that could guide you to bring creativity to your audience. You can develop a blog through business purposes (selling a product), creating a gallery, and making videos. Social Technographic profile helps people to bring a connection to interact with each other.

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