

Bridging Transformation Enterprise - Wide



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Never Too Late to (B)log the Profits – Blogging still a corporate rage

Even after about seven years of stepping into the world-wide Web of the Internet, blogging is witnessing an unprecedented growth and the frenzy surrounding it is only growing by leaps and bounds. More and more corporates – largest corporations and latest start-ups – are joining the bandwagon. Corporates - seeking answers to why they should blog, what makes their blog successful, and how it facilitates growth, and how measurable is the ROI due to blogging – are living up to all the hype surrounding it. In fact, more than 5% of the Fortune 500 companies blog externally. And according to research company JupiterResearch, 35 percent of large companies plan to institute corporate Weblogs this year alone, and combined with the existing deployed base of 34 percent, nearly 70 percent of all corporate Website operators will have implemented corporate blogs by the end of 2006.

From corporate multinationals to young up-starts, blogs are helping them connect with their customers, clients and partners, and even employees, on a more personal level. Blogs are helping them build trust, gather valuable feedback and foster strong business relationships. Enterprises, researchers say, are enjoying tangible returns in the form of increased sales, partnerships, business opportunities, press coverage and lead generation, due to blogging.

Introduction to Blogs

A Weblog, shortened to "blog" in common parlance, is a type of Website where entries are made (such as in a journal or diary) and displayed in a reverse chronological order. Blogs often provide commentary or news and information – and can be private, as in most cases, or can be for business purposes. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. Most blogs are primarily textual although some focus on photographs (photoblog), videos (vlog), or audio (podcasting). Blogs, either used internally to enhance the communication and culture in a corporation or externally for marketing, branding or PR purposes are called corporate blogs.

The term "Weblog" was coined by Jorn Barger in 1997. The short form, "blog," was coined by Peter Merholz, who jokingly broke the word weblog into the phrase "we blog" in the sidebar of his blog Peterme.com in 1999. This was quickly adopted as both a noun and verb ("to blog," meaning "to edit one's Weblog or to post to one's Weblog").

Blogs and the Corporate World

The importance of blogs for the corporate world can't be overstressed. In fact, in January 2005, Fortune magazine listed eight bloggers that business people "could not ignore": Peter Rojas, Xenia Jardin, Ben Trott, Mena Trott, Jonathan Schwartz, Jason Goldman, Robert Scoble, and Jason Calacanis.

Corporate blogs, are either internal or external in nature – centering on Product and Service announcements/discussions, or, sharing information and expertise internally through employee blogs.

It is no surprise that corporate blogging has become a buzzword among enterprises, considering the amount of goodwill it helps build. Goodwill, in turn, leads to significant sales and marketing growth.

In fact, at the external level, successful blogs are helping enterprises promote new products and services among customers, and at the same time enabling them to harness customer ideas and knowledge and giving them a capability to serve them better and sooner. Enterprises are benefited through discussions about the blog itself (both offline and online), heightened Website traffic, and increased promotion through lead generation. External blogs are aiding corporate communications/public relations of enterprises build effective networks and relations and enterprises are using these networks to brand themselves better as well as better respond to crisis, and leverage this market feedback to improve the business overall. With the network more powerful in its knowledge about the enterprise, corporates are treating the empowered customers and audiences more seriously. Enterprises are leveraging powerful influencers among these audiences, seeking their help for exclusive preview product testing and consultations on marketing plans and customer services.

At the internal level, corporate blogs are becoming strong communication and information sharing tools. An important part of company Intranets, blogs are helping employees reduce personal meetings and giving them an easier and faster medium to share information, ideas and collect feedback through these virtual meetings. In comparison to emails, blogs are being seen as more practical and easier to use. Blogs are increasingly helping employees avoid the "cluttering of the Inbox" and find and recall information more easily, thanks to the "tagging" capacity of blogs. Moreover, internal blogs help collect feedback from virtually anybody within the organization, enabling the enterprise collect and leverage diverse viewpoint and expertise, and, in turn, giving it an enhanced decision making capability. Internal blogs are enhancing the participation spirit, and inspiring better collaboration and team learning within an enterprise.

Finding lateral ideas and integrating communication has become easier. Blogs are helping enterprises enable employees to achieve an integrated vision of the company, and open communication forums are helping build networks and relationships. Some enterprises publish the expertise of their CEOs and other senior executives, internally and/or externally.

The power of corporate blogs can be seen from the goodwill generated by Macromedia despite its financial downturn and employee lay-offs, all thanks to the company being able to appreciate and leverage the new genres of the Web. The company set up blogs to enhance relationships with customers who had their own blogs. The hype around blogs is being sustained by corporates which now realize that it's almost unfashionable not own a blog and be at risk of being perceived as dated.

CTE – Expertise in Web 2.0 Services

Web 2.0 Services have created several miracle technologies that are changing the way enterprises work and make fortunes. Blogs are one of these revolutionary technologies that Web 2.0 Services has spawned and fostered.

Cambridge Technology Enterprises realized the value and potential this technology wave holds for enterprise transformation, and is helping several Fortune 1000 companies with applications that give them quantifiable competitive advantages and make them future-ready. CTE has harnessed its technical expertise in the Web 2.0 Services and combined it with its immense business knowledge and industry partnerships to help several companies transform into real time enterprises.