

ROLE OF CORPORATE BLOGS IN BRANDING- A CASE STUDY

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ABSTRACT

Corporate blogging is a new form of online communication that is being used by companies as a PR tool. Today customers are moving away from the traditional media and so the need to be visible in the consumer's eye, new media is essential. In India corporate blogging is a relatively new phenomenon although it began way back in 2007. The study attempts to explore how corporate blogging is a new communication tool for companies. It tries to determine recent trends in corporate blogging especially in India and to find out what is the future of corporate blogging. The researcher has used the case study method. The study will be significant in presenting the Indian perspective towards corporate blogging.

KEYWORDS: Online Communication, Traditional Media, Corporate Blogging