



new TRENDS IN BRANDS?

Bloggging

The marketer's secret weapon

Recently, large corporations and big name brands are turning to newer and more innovative ways to better understand their market and to facilitate communication between the users and themselves. They are finding ways to gather valuable feedback from existing customers, potential customers and past customers.

Blogs are now providing these businesses with much of this information. Blogs or forums allow the brands to interact with the user, ask questions, get important feedback from them. It encourages dialogue. Unlike surveys, blogs allow users to express their sentiments openly and to discuss their experiences with other would-be users. It is easy to find out how the market feels towards a particular brand, a new product or a new service, and to draw comparisons between them and their competitor(s). Brands are creating their own blogs/forums. And users might not even be aware that they are funded and created by the brand itself. But it works. Bloggers link to each other, spread the word, discuss amongst themselves, attract more traffic, help build brand awareness and promote new services or products to the mass market. Word of mouth is an important means of promoting a brand, service or product; and bloggers are all about spreading the word!

Suggested Reading

The DOs & DONT's of Branding

by James &
Tony Soames

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07月色彩組合

FlagPrimer

C0 / M100 / Y100 / K0
C70 / M20 / Y5 / K0
C70 / M35 / Y0 / K0
C0 / M0 / Y100 / K0