

How to Fully Utilize Web Innovations Today

An external corporate blog is a publicly-viewable corporate blog where the company's employees or spokespersons share their opinions. This type of corporate blog is often used to promote new services and products, to react to public criticism, or to clarify some policies. It is often more informal than traditional press releases although corporate blogs aim to accomplish the same goals as press releases. Essentially they are a public relations tool and can be biased, but they also offer more honest opinions than traditional communication channels. They also add a different level of credibility that is often not found in corporate websites, and can interact with consumers at a more personal and informal level.

A corporate blog is created, maintained, and used by an organization or a company to keep track of their goals and to publish updates. The advantage of using corporate blogging is that new posts can be accessed instantly by subscribing to its RSS feed, which allows users to read recent entries even without visiting the website itself. This is useful for low-volume blogs. Discussions are also easy to follow because of the comments feature, which structures conversation threads.

Corporate blogs can also be used to encourage employee participation by asking them to freely discuss issues and to give feedback. Often they take the place of e-mail discussions or meetings, which is useful when the staff members are located in different offices.

E-mail marketing is a method of direct marketing that uses e-mail to communicate commercial messages and advertisements to consumers. Every e-mail that is sent to a current or potential customer can be considered e-mail marketing. The term is also used to refer to e-mails with the purpose of enhancing the relationship with the consumer or client and to encourage customer loyalty or e-mails to keep customers updated with new products and features. E-mail marketing is an inexpensive way of keeping in touch with current customers, building relationships with customers, and to attract new clients and obtain their business.

Twitter is a free, live micro-blogging services that friends, co-workers and family use to keep in touch and communicate. All you have to do is answer one simple question – What are you doing? – in 140 characters or less. It's a quick and easy way to find out what's going on with your friends and what's happening in your city and the world around you. What makes it so useful is that you can send your Twitter updates anywhere - from the web, your mobile phone, IM, or a third party application. You can also receive Twitter updates from your friends on the web or on your mobile phone by adjusting your notification preferences. Twitter has made online communication and gathering information more efficient and mobile than any other service.

Wikipedia is a free encyclopedia that anyone can edit, and is one of the most popular innovations of Web 2.0. Its content is free and written collaboratively by anyone who has access to the internet. Created in 2001, Wikipedia has since become the internet's largest and most popular reference site. It is actively updated in over a hundred languages, and the English Wikipedia contains over one million articles.

One of the main criticisms Wikipedia receives is its inconsistency and the unauthoritative way submissions are received. Anyone can edit the articles, even under an anonymous name. To ensure quality and accurate content, edits and submissions are monitored by staff and volunteers, but it's still prone to inaccurate information. Citing Wikipedia as a reference is usually discouraged.

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