

How Does A Corporate Blogging Support Marketing Communication Activities?

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ABSTRACT: The use of corporate blog has become one of another best choice for a brand to achieve its marketing communication objectives. Corporate blog is assumed that it can execute strategies through its articles such as building image, sales and product orientation, customer relationship management, and more. This research analysed 224 content of Koinworks' corporate blog in 2 months. Using computer-mediated communication theory, this study finds that corporate blog has a high level interactivity that is effective to be utilized for marketing communication activities. This theory is supported by marketing communication mix to find what type of marketing communication activity that it should be, and also enhanced by corporate credibility concept to understand on how corporate blog reinforce the image of a company or brand. It is suggested for companies, especially the financial technology companies, to consider corporate blog as one of important activity in marketing to be applied. However, this study still needs to be optimized by an in-depth interview of the authors from respective corporate blog or readers to gain wider perspective.

KEYWORD: *Content Analysis, Financial Technology, Corporate Blog, Computer Mediated Communication.*

I. INTRODUCTION

Digital era has complemented consumer's journey as people, nowadays, consume a lot of information before purchasing a product. They spend more time in researching product through online media before making a decision. This phenomenon has led researchers to study more about online content as it is widely assumed that internet provides huge information and becomes a source of everything.

According to Reuters, internet becomes the most popular source of information where 40% of US adults prefer to select the internet as the most reliable source of news compared to other 60% of them who are divided into the options on television, newspaper and radio ("Internet Most Popular", 2009). Similarly in 2014, Swedish saw that internet as an important source of information ("Internet is The Most Important Source", 2014). The internet users in Sweden had driven the internet's number to pass over television's within 2 years to be their preference in getting news. Nielsen (2017) also said that at least 92% of UK population has access to the internet that led them to find their news from websites, apps and search engines even though the audience of television was still large. It can prove the reasons on why companies should merge their business with internet technology to stay close with their audience. The internet and digital media have revolutionized the way we communicate.

In the study of McKinsey, it was found that while Indonesia has a small base of current internet users, the connected citizens are tech savvy. They spend 3.5 hours online, 2.9 hours on social media, -90% of them are Facebook visitors and 78% purchase online (within a month). This number exceeded the US internet users (Das, Gryseld, Sudhir, & Tan, 2016). Connecting to the internet becomes the most popular to gain information before shopping as a part of consumer journey process. They are free to consume different opinions from other internet users who serve valuable information upon issues, good or bad sides, on products, services or brands. Looking at this behavior, companies start not to neglect online communication towards their audience in brand or image building and selling products through online contents ("Global Consumer Insight", 2018). The online sources may vary like social networks, websites, mobile apps, blogs and digital press and magazines.

In the online environment, there are variety kinds of platforms that allow internet users to create content such as website, social media, blogs, and others which can be applied for personal or professional aims. They use multimedia skills such as info graphic, video, articles to support attractiveness level on their content, especially in blogging. Puschmann (2010) said that people start blogging to express their personal expression and emotions regarding external issues. This trend is welcomed warmly by the corporations to utilize it, which is called as corporate blog or business blog. Puschmann (2010) explained that corporate blog is employed by the staffs of

company or blog freelancers to provide content to to perform marketing communication goals. Usually, they plan to match their objectives in blogging. Providing corporate blog does need strategic planning as applied in other social networking media.

On the one hand, almost all recent emerging online market utilizes business blog to boost their social presence (Wainwright, 2015). Marketers nowadays, believe that blog is one of impressive marketing tactic through digital platforms. There is a symbiotic relationship between blog and social media which stores content to boost their reach for search engine optimization (SEO). Therefore, almost online marketplace and other companies cannot leave digital platform behind for its presence while people are now online.

In this case, many start-up companies do blogging to boost their traffic because the majority of business activities are online. However, companies do communicate types of messages that can be transferred to the public of reader. Suster (2011) mentioned that corporate blogging is a must action because customer wants a company talks about transparency, accessibility, authenticity, thought of leaders, and advice. Therefore, many kinds of messages of corporate blogging tend to be more interesting to grab more audience.

This study attempts to examine the text of corporate blog that supports marketing communication objectives and strategies. Corporate blog is believed can attract potential consumers or lenders for P2P industry as Indonesian connected citizen are tech savvy. This research will be guided with these following research questions:

1. How is a corporate blog able to manage the relationship with the consumers in order to enhance corporate credibility?
2. What are the major factors that computer mediated communication is able to contribute in marketing communications activities?
3. How does a corporate blog support communication and marketing strategies?

II. LITERATURE REVIEW

In an organization, the communication is intended for two which are for internal and external. The internal communication is designed for among peers, department, superiors and subordinates, whereas the external communication sends messages to the existing and potential customers, partners and clients (Puschmann, 2010). This communication affects the goal of communication, the design of the message and the media itself.

Compared to bunch of media types for external communication, web-content or website become one of the most preferred for brands to communicate their products and brand. Web-content may be inclusive of corporate website, social media or networking, and blogs. Blogging is one of most preferred media within internet media as people like to write reviews and read other people opinion on particular topic. Blogs have been analysed by many researchers through the years to understand its content. People express their opinion about issues or personal experience on using products or travelling as they really want to share it with other people.

On the other hand, organizations use corporate blog to achieve specific company goals compared to the personal blog which can be written within personal interest without external factors (Zerfaß, 2005, as cited in Puschmann, 2010). Audience, partners, clients and the business model of a company could be the external factors that impacts on the message design. It is different from common blogs which are more personal; corporate blog is written to drive specific goals as a marketing communication strategy.

Studies on corporate blog start to increase in the year of 2000 when the internet proved its magic in high level of interactivity as it happened in personal blogs similarly. There are many researchers who analysed personal blogs to examines the features, appearance, emotions used, and genders of the authors (Neuendorf, 2017; Herring, 2008; Operario, 2013; Tammer, Tarkowski, Hofmohl, & Sapp, 2006; Fullwood, Sheehan, & Nicholls, 2009). On the other hand, in a business context, Gilpin (2010) studied on semantic analysis that an image or reputation can be constructed through this online media environment. Researcher found that words or statements presented on the blog do shape people's perception towards a company. It is similar to the effect of mass media communication on public perception. Many companies do apply this on the internet, corporate blog especially, as users of internet are increasing.

Many researchers studied and found that corporate blogs is a tool for relationship management. Cho and Huh (2010) did a content analysis to examine the strategies to maintain the relationship using corporate blog among the companies within the USA. The elements of analysis applied were positive for user-friendly features, openness for authors' personal information, social networking of the authors, and sharing task for frequent publishing. The adoption of corporate blog in the major of US corporations were effective whether in in two different industries; manufacturers and services/retailers.

Basically, corporate blog attempts to be more informal in marketing approach compared to an official website of a company. The latter seems not to be interactive in communications while corporate blog designs interactive messages on its article and allow public to express their opinion in comment sections provided.

Therefore, some aforementioned features such as social networking of the authors, sharing task for public, and comment boxes are the common subjects to be studied by many researchers. Special features of blog upgrade

the level of interactivity from a formal website to be social networking site. Some corporations execute marketing strategies through corporate blog. The marketing strategies may vary based on the objectives. In example, the blog has a purpose for customer service with the content on solutions for particular customer problem.

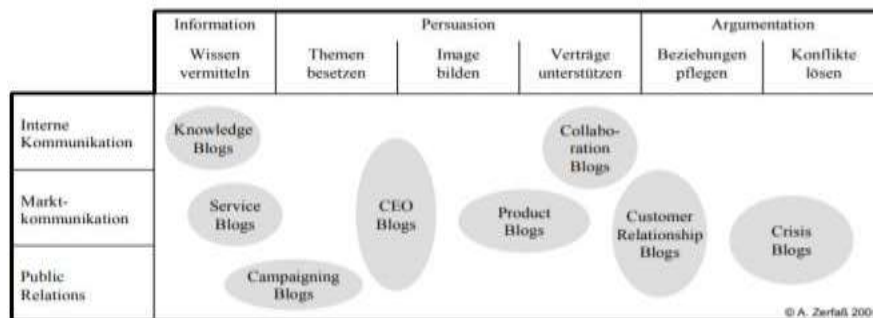


Figure 1: Classification of corporate blog based on the purpose (Zerfaß, 2005)

Many other studies are found using content analysis to examine the messages written by the companies. Colton and Poploski (2018) analysed and produced 2071 messages by 534 corporate blogs from different 41 companies. They classified the purpose of corporate blogging into 6 categories; company, product, customers, marketing, outside activities, and outside relationships. These purposes were concerned as communication objectives in blogging for corporations which are necessary to be determined in designing the actual message for the audience (Clow & Baack, 2016). They believed that corporate blog is potential to achieve some marketing communication objectives such as building image by giving more exposure towards the company through blog writing, boosting sales by introducing products, appreciating loyal and new consumers, and other communication objectives.

This study was to test on how a company builds its credibility by looking at its expertise, trustworthiness and likability studied by Keller and Aaker (1998). As perceived, corporate credibility can be achieved by product innovation enhancement. A corporation tends to develop their product to fulfill their consumer needs which shows its expertise according the industry the company plays on. This leads towards the level of likability of consumers. They like to a brand which explore and understand their needs or preferences. Other than that, trustworthiness as not giving fake promises on how their product or services solve particular problems is one other crucial elements in having corporate credibility. Colton and Poploski (2018) apply these three important factors to evaluate corporate credibility. In their study, it can be understood that some of objectives of corporate blogging are linked to above mentioned factors, such as company messages in information sharing strategy is synchronous with the expertise of company, exposure in product development or new products is linked to likability and expertise, and coverage on customer needs represents trustworthiness as to enhance their relationship.

Other than company focus, blog is also used for customer relationship as studied by Palonka and Miąc (2016), and Clow and Baack (2016). They believed that the effective corporate blog can help the organization to enhance communication and building relationship with current and potential customers through open communication as happened in corporate blog. A corporation utilizes blog to start communicating with readers by providing discussion forums for particular articles written. Therefore, corporate blog should be planned comprehensively using strategic approach which is in-line with the organizational objectives.

Business blog also helps the organization to form online community to attract them to discuss on what authors on their writing (Webb & Wang, 2013). People find their community by sharing similar interest. Therefore, when the organization succeed in building its best relationship with or among the audience, it becomes easier for marketer to give advice and inform promotion from the products (Stenius, 2015). It is common to find that content analyst does research on blog which focuses on comments or forums formed by the audience which proved that blog is effective for interactivity using two- way communication. However, in marketing communication context, one-way communication still can maintain a relationship with customers as long as the messages are focusing to engage the audience into actions such as purchasing or using the care lines (Fill & Jamieson, 2011). Yet a two-way communications seem more effective for not only building relationship, but also for strengthening relationships between two parties.

Blogging is one of marketing communication tools to achieve corporate objectives. It is understood as a marketing activation which is different from using traditional media. It is actually also to boost social presence

for a brand (Budikova, 2014). Frequent publishing articles in corporate blog allow companies to compete with others in the online social presence. One of the most important points for marketers to be concerned is what content should be published to represent brand's story and value (Singh & Sonneburg, 2012). Therefore, they should put blogging as one of important activities in their comprehensive marketing communication plan. Similar to other social networking sites and media, it was suggested not to over-advertise products rather than to keep people discussing about an issue or even though a brand itself.

As like in advertising, blogging also has both hard-sell appeal and soft-sell appeal. Mueller (1987) asserted that soft sell approach uses human emotions to induce affective reaction from the viewer through images, implicitness, and feelings. Otherwise, hard-sell approach tends to be direct and emphasize on sales orientation and product recommendations which induces rational thinking from viewers on the explicit information and facts. In the same case, author of corporate blog can be driven based on the objectives. When a company set a goal for consumer's action for purchase, content of blog tends to introduce products with benefits or sometimes using promotional approach. Differently, soft-selling approach also happens in corporate blogging with the objective to educate readers on the benefits of products or services offered by the company which may lead to change their mindset or behavior in the future.

These two mentioned approaches have different impacts as their orientation is contrasted to each other. Okazaki, Mueller, and Taylor (2010) learned the impact of hard-sell and soft-sell towards purchase intention looking at the attitude, ad believability and ad irritation. The study has proven that hard-sell is assumed to be more irritating while it has high ad believability for the strong message which can lead to a purchase intention. Otherwise, soft-sell leads both more positive attitudes toward ad and increases ad believability which has dual effects in strengthening the purchase intention, yet it may be lower than the first approach.

Koljonen (2016) said that content marketers should create their brand voice and story before creating content marketing campaign which can be called as a soft-selling approach. This strategy can build a good reputation and enhance a longer relationship with current audience than just a hard-selling approach that can convince people once and in very short term. Therefore, many companies are busy to create their brand voices and values together with sales orientation. It is because they believed that stories are more valuable and last longer than one time purchase action. This objective also can be achieved through offline or online contents, as long as there is audience to be aware of it. Accordingly, Hoffman and Novak (1995) explained that online content can influence one's behavior easily. Strategic content leads people to give attention and to be involved in the information about a product or brand. Through stories using emotion, images and implicit meanings people tend not to be irritated toward a corporate content and engaged more into the content.

Corporate Credibility

The enhancement of corporate credibility is one of attributes that a company owns to attract consumers. It plays important role to develop consumer attitudes about the advertisements, perceptions on products, and purchase decisions (MazKenzie & Lutz, 1989; Goldberg & Hartwick, 1990; Miller & Sturdivant, 1977). Corporate credibility can be understood as how consumer feel about a company that has the ability to fulfill its claim whether can be trusted to tell the truth or not.

According to Belch and Belch (1993), consumer can perceive an advertisement is effective with its credible source: expertise, trustworthiness, and attractiveness from the information of the source, usually the endorser or spokesperson on the advertisement. This becomes the factors on how to be a credible person in delivering messages. However, Newell and Goldsmith (2001) said that the dimension of attractiveness such as "beautiful", "handsome", and "sexy" cannot characterize a corporate. Therefore, the researchers eliminate dimension of attractiveness in their study and focus on two factors.

On the other hand, Colton and Poploski (2018) used all three dimensions of credibility to find that blog supports corporate credibility. They perceived the more people see and read the contents published on corporate blogs, the more credibility will be gained. Those numbers were understood to show the attractiveness of readers that has possibility to develop attitudes, perception on products, and purchase decision. The dimensions that are used to examine the credibility were explained on the study of corporate marketing and associations by Keller and Aaker (1998), and Brown (1998). The researchers identified clearly on each dimensions and were arranged neatly in the study of Colton and Poploski (2018).

Corporate abilities (Brown, 1998) Expertise Leading edge technology/innovation Information sharing Global presence Size Positive customer opinions Interaction with Exchange Partners (Brown, 1998) Company interaction w/customers Customer needs Customer service Partnerships Interaction with Employees (Brown, 1998) Work environment Employee characteristics Communication with customers Positive attitude towards customers Perks Social Responsibility & Contributions (Brown, 1998) Charity and community Environment Marketing Considerations (Brown, 1998) Events Public relations Promotion Sponsorship Brand Product Considerations (Brown, 1998) New product Product benefits Product features Recommended product usage Product popularity Product pride Specific product mention	Expertise (Keller & Aaker, 1998) Expertise Leading Edge Technology/Innovation Trustworthiness (Keller & Aaker, 1998) Communication w/Customers Company interaction w/customers Customer needs Openness Customer Service Legacy Likeability (Keller & Aaker, 1998) Charity/community Environment High profile associations Information sharing Sponsorship Sharing Personal Information
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Corporate credibility consists of three major dimensions which are expertise, trustworthiness, and likeability. Colton and Poploski (2018) used company expertise, employee expertise, and currency expertise to show how the company shows its knowledge in its field. Transparency on the information and an opened customer relationship can be a matter too. In a corporate blog, it can happen when number of comments is found. The involvement of the readers in the comment columns shares a level of trust (Dwyer, 2007). When two parties, company and consumers, talk to each other, it shows the expertise through the responds of the comment.

According to Keller and Aaker (1998), corporate trustworthiness depends on the honesty, dependability and sensitivity to customer needs, such as a direct respond towards consumer interaction, and openness towards positive or negative issue from the company. Last is attractiveness or likability which considers on the prestige and attractive company. Colton and Poploski (2018) agreed that this dimension can be achieved by number of views, as mentioned before. Corporate associations mean what an individual sees and feels about a company that can influence their attitudes (Brown, 1998). Dimensions seem broader than corporate credibility which is the complementary for building trust for a company. Brown (1998) classified them into six categories; they are corporate abilities and success, interaction with exchange partners, interaction with employees, social responsibility and contributions, marketing considerations and product considerations. All the associations can influence specific product perceptions, which most of these show what people know about a company influences towards brand attitude (Brown, 1998).

It is agreed by marketing scholars those indicated the long-terms of customer relationships. Kim and Rader (2010) said that building positive corporate associations requires creating, maintaining and enhancing this relationship. Both scholars come with three different communication strategies to achieve the objective of a corporation; they are Corporate Ability-focused strategy (CAb), Corporate Social Responsibility strategy (CSR) and a hybrid strategy. The first focuses on building public perspective using company's expertise and capability in its product and services. This strategy was similarly applied in Colton and Poploski's (2018) content analysis in defining the strategies and tactics of company and product related message. The second concerns more on building corporate associations which involves organization's social responsibility which was related to outside activity and partnership which leverage stakeholders, charity or community service and environmental concern. Last is the combination of CAb and CSR strategy to be used in the same time.

Outside activities and relationship are also important in building a good reputation and credibility which uses corporate social responsibility (CSR) and partnership management. Dahlsrud (2008) defined CSR into five dimensions based on review of literatures, which consisted of both journal articles and web pages; they are environmental, social, economic, stakeholders and voluntariness dimension. In the research, Dahlsrud (2008) found that stakeholder and social dimension were the highest ratio of the dimensions followed by economic, voluntariness and environmental. This result showed that most of companies perform their social responsibility through the management of corporate partnership and society.

Du, Bhattacharya and Sen (2010) also believed that CSR is an effective communication strategy to strengthen corporate reputation internally and externally. The internal outcomes of corporate social responsibility are building awareness, attributions, attitudes, trust and the external impacts purchase decisions, loyalty from consumers, employees or even though investors. Therefore, it is proven CSR activities, either for society or

stakeholders should be communicated towards the audience as one of attractive and trustworthy components for a company.

On the other studies, Dutot, Galvez, and Versailles (2016) investigated that corporate reputation, nowadays, can be built on the internet using social media which can be called as e-reputation. They agreed that CSR become one of communication strategies to influence customers through the expansion of trust between a brand and its consumer. Consequently, communicating CSR program through media, online or offline is important to build corporate credibility.

	Advertising	Sales promotion	Public relations	Personal selling	Direct marketing
Communications					
Ability to deliver a personal message	Low	Low	Low	High	High
Ability to reach a large audience	High	Medium	Medium	Low	Medium
Level of interaction	Low	Low	Low	High	High
Credibility					
Given by the target audience	Low	Medium	High	Medium	Medium
Costs					
Absolute costs	High	Medium	Low	High	Medium
Cost per contact	Low	Medium	Low	High	High
Wastage	High	Medium	High	Low	Low
Size of investment	High	Medium	Low	High	Medium
Control					
Ability to target particular audiences	Medium	High	Low	Medium	High
Management's ability to adjust the deployment of the tool as circumstances change	Medium	High	Low	Medium	High

Key characteristics of promotional tools and its level (Fill & Jamieson, 2011)

There are some changes in the environment of marketing communication to target audience well. Internet and digital technologies has made promotional tools become more interactive, especially direct marketing and personal selling, which helps to achieve the real aim of marketing communication to focus more on audience (Fill & Jamieson, 2011). Many companies are still focusing on direct marketing by sending mails, or online catalogs.

Since direct marketing becomes more internet-based, online marketing has been claimed as a fast-growing share of marketing in spending and sales (Kotler & Armstrong, 2014). The main characteristics of direct marketing, which are (1) non-public as the message is addressed to specific person, (2) immediate and customized messages, and (3) interactive which allows dialogue between buyer and seller (Kotler et. al, 1999). The use of internet technology does not harness in building relationship but to make it more effective to the next level. It is because direct marketing is able to produce customer database to learn consumer's needs, products and taste (Kotler, 2002; Kotler & Armstrong, 2014; Radivojević & Stanišić, 2017).

As mentioned before, online marketing as the fastest-growing form of direct marketing which is a great impact on both buyers and marketers (Kotler & Armstrong, 2014). The basic characteristics are not left behind with the aim of collecting customer databases to keep targeting right audience with specific messages. It happens when the marketers understand consumer behavior based on the provided database. Website, personal or corporate blog, and other social networking are the example of tools that are used to be utilized by marketers for online marketing (Kotler & Armstrong, 2014).

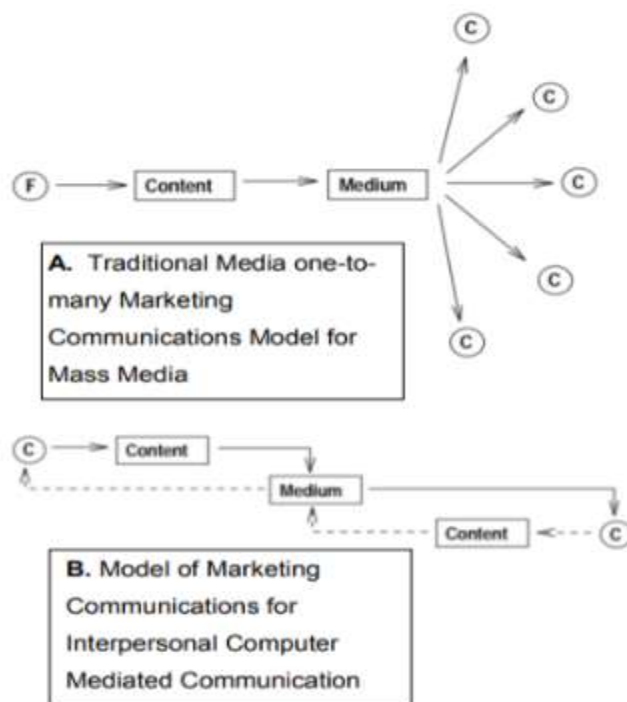
Digital direct marketing or commonly known as digital marketing which focuses on social media marketing, corporate blogging, email marketing, search engine optimization and others. One of the advantage of digital

marketing is to gather data with at least knowing IP address of visitor towards intended content and getting their email address for subscription for other promotional materials. Radivojević and Stanišić (2015) explained that internet is cost effective for small businesses with high level of interactivity which represents as a private media and enables direct contact with consumer. Đukić (as cited in Radivojević & Stanišić, 2015) also agreed on its advantages for marketing communication activities, such as target focus, interactive capabilities, constant availability of information, flexibility, comfort, and lower cost.

Computer Mediated Communication

The development of technology has increased human communication through electronic media, which is now becomes a study called computer mediated communication (CMC). Spitzberg (2006) defined that as any text based human interaction using digital-based technologies. Nowadays, computer-mediated communication can be found in many types such as social media, social networking like personal blogs or corporate blog, websites and others. All of this has similar functions in building good relationship (Griffin, 2012). Other than that, this media are able to disseminate news and process information faster than other traditional media. It is found also that people start to connect each other in distance easily for personal or professional purposes such as long distance conferencing between companies or stakeholders. In this case, CMC shows its ability in building close relationship in a way more efficient than it is as in traditional way.

Numerous skills which are applied to enhance the communication through relationship have been developed by the users involved in computer mediated environment. They use a set of skills such attentive, composure, coordination, and expressiveness (Bubas, 2006). People in CMC usually ask questions to initiate a topic and consider more on content length management for more effective message. Using emoticons or animation also helps receiver to understand faster. In marketing communication application, the difference between traditional media and computer mediated communication can be seen clearly as the internet allows interactive communication through a medium, between the organization and the customers regardless their place and time (Hoffman & Novack, 1996; Hoey, 1998). Computer mediated communication serves two-way communication, while traditional only provides one way communication such as in mass media like television, newspaper, magazine etc. Level of interactivity may differ according to the type of environment created by the media used for communication activities. Therefore, it can be understood clearly that the functions applied in computer-mediated communication boost level of interactivity among its users compared to traditional mass media. CMC becomes one most- preferred media that cannot be left behind by brands, with at least on maintaining their social media to reach wider audience.



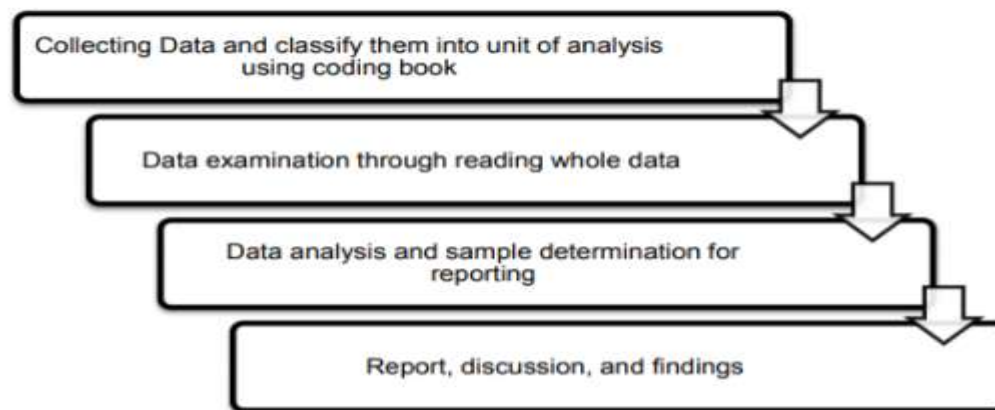
Communications Model for Marketing Communications outlined by Hoffman and Novack (1996)

III. METHODOLOGY

This is a content analysis study with the objective of understanding communication purpose of using corporate blog in a company. Krippendorf (2004) defined that, "Content analysis is a research technique for making replicable and valid inference from texts (or other meaningful matters) to the context of their use". With a set of procedures, this technique produces replicable findings; by different researchers in different times. Valid results are also expected through a scrutiny research analyzing on written text or others such as art, maps, signs, symbols, etc. Kim and Kuljis (2010) also supported and proved that content analysis has its advantages: simple and economical since content analysis does only acquire data to test its validity while other techniques have to engage with people.

Neuendorf (2017) created a guideline on how to apply content analysis study applied in web-content with a nine steps. Researcher should 1) form research questions/hypotheses; 2) define variables; 3) define categories and units of analysis; 4) create code book of containing categories and measurement; 5) determine sample of analysis; 6) Training of coders and revise coding book as needed; 7) coding data; 8) final reliability; 9) reporting. Code book is used for an analysis with a large data and gives a transitional process from between data collection and more extensive data analysis (Saldana, 2009). In this study, the researcher uses descriptive coding to summarize or paraphrase analysed words based on categorization of possible marketing communication objectives. This is to provide researcher to understand well on this study (Saldana, 2009).

Krippendorf (2004) determined important components of content analysis that precedes text into results. In unitizing process, analysts should include all information they need to be represented in the units. Similar to other research methods, sampling becomes more important to manage observed populations or units to make research become more economized. Recording process is a bridge to transform unedited text, original images, or unstructured audio into analyzable representations. Content analysis often provides large volume of data, especially in text. Therefore, analysts should reduce data for efficient representations, because to avoid duplications of data. Once data collection is done, analysts should infer or make conclusion into a descriptive meanings of text. Afterwards, narrating the results of content analysis is to share the beneficiaries of research. These components should be designed carefully and consequently based on theories and knowledge about the context of analysis.



Steps of Research Method applied in this study

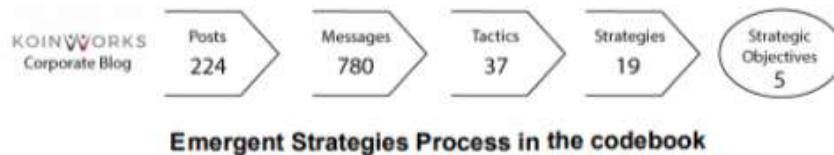
Recording process contains context units which limits the information to be considered in the description of recording units (Krippendorf, 2004). Usually, researchers input sentences or words to be analyzed to find their meanings. These context units help researchers to define the real message meant to be delivered to the readers or audience. Size of context units also shows level of reliability and efficiency of descriptive effort.

Unlike quantitative content analysis, qualitative approach applies hermeneutics theory as a ground to interpret text and give a deeper descriptive analysis (Krippendorf, 2004). This approach requires research question formulation, sampling, categorization, coding and trustworthiness determination. Gheyle and Jacobs (2017) asserted that qualitative approach in content analysis goes beyond text and writing, which pays more attention to semantic relationship between words to understand its meaning in communication.

This study applies a qualitative approach with the main elements of research questions, sampling, categories, coding, and determining the trustworthiness (Gheyle & Jacobs, 2017). As like as previous study, this study is trustworthy to be implemented by future study which is free from biases towards the object. This study is the application of previous study method which research on different field.

RESEARCH OBJECT

Koinworks is one of leading peer-to-peer lending (P2P) platforms in Indonesia (a start-up company). This company uses website as a platform for main business activity. All funding activities are well-described on its website as well as the transaction. The blog itself is attached in its domain as a marketing communication tool. However there is no consideration on the reason of making a corporate blog together with the main website or separated. All messages in both media are written in *Bahasa Indonesia* as a local language for public use which means Koinworks target audience is Indonesian and other people who speak or understand *Bahasa Indonesia*. The corporate blog discuss variety of topics around companies, marketing activities, information sharing about finance and many more.



The units of analysis may differ from among the studies. This study of corporate blog concerns more on the purpose of marketing communication. Researcher categorizes the units and writes them in the codebook which require researcher to determine the categorization of the messages from the articles that are focusing on the marketing strategies and objectives intended from the blogs. Tactics executed according to the strategies are also defined in the codebook as based on the theories studied for this analysis.

Data Analysis Technique

This study applies codebook to examine the messages using content analysis. The researcher should understand the messages produced by strategies and the objectives intended by the company or the content writer of the blog. The blog postings those are authored by employees of corporation were firstly coded as evidence of messages and secondly for marketing tactics employed by the blogger.

The corporate blog of Koinworks yielded 224 posts during chosen timeframe, which becomes the sample of this study. The researchers coded these 224 posts to identify main messages which could be the purpose of corporate blog that the author communicates to readers. Like other forms of marketing communications, blog postings allow the corporation to communicate explicit information to the target audience. A message was defined as a distinct point of information mentioned in the blog post.

A single blog post may include multiple different messages. Therefore, researcher found that these 224 posts produced 780 messages in two consecutive months. For example, the information sharing messages come with 236 messages to achieve its strategies in delivering company-related messages. These 236 messages are called as tactics used by the authors to achieve the communication objectives. In other example, authors explain about product features with the explanation of features enhancement rather than actual feature.

IV. FINDINGS AND DISCUSSION

Company objective may refer to all communication messages that can enhance the image of the company, consumer trust, and company's expertise. In corporate blog, there is possibility to use some tactics to execute these strategies of image enhancement such as sharing information (strategy #2) to show the expertise of a company in certain industry which mostly become one of major concern of corporate blog contents. A company could educate (tactic #2) the audience about products (tactic #9) or business, or share advice/tips (tactic #4), and experience of a celebrity or public figure (tactic 10) that have similar concern to use similar products offered by the company. Additionally, the exposure on high profile association (strategy #5) helps to increase company's credibility which can be gained from legal recognition (tactic #13) or others depending on the industry.

The object of product usually helps marketing activity to introduce products offered. The main aim of the message is to convert readers to be consumers. The information of new product (strategy #9) that deliberately explains new product development or enhancement (tactic #17), the announcement of new product (tactic #18) and pride of good product quality (tactic #19). This objective can also be achieved by sharing selected product benefits (strategy #10), features (strategy #11), and recommendation on product usage (strategy #12).

On the other hand, publishing about customers (objective #3) is also important to appreciate customer's role in a company which can build their trust and loyalty towards the company. Understanding their needs (strategy #14) becomes one of major concerns for a company to grab their action and loyalty which can be executed through corporate blog while customers nowadays start to know their need by searching it on internet. Therefore,

corporate blog should discuss about customers to make them feeling appreciated as the one who dedicate their loyalty for a brand.

Marketing (objective #4) activities is the core objective of corporate blog as a marketing communication tool. Branding (strategy #15), event (strategy #16), promotion (strategy #17) and others are the alternatives to achieve the objective. Building people perception and convert it into action are the tactics used by branding strategy. Writers of blog also expose about company activities that involve customers in an event (tactic #30). Furthermore, corporate blog can be used as a promotional media to encourage participation (tactic #33) and communicate a running campaign (tactic #34).

Finally, publishing the relationship of company with outside partners (objective #5) seems to build credibility among audience. A company should utilize corporate clog to expose partnerships (strategy #19) by communication partner commitment (tactic #36), characteristics (tactic #37), and others. Other strategy that relates to outside relationship is also suggested to be written in corporate blog, such as competition (strategy #18) in order to build its partnership with current consumers.

In this study, the researcher utilized the same components as used in the previous research and combined them with new findings with deeper knowledge as in marketing communication. However, this study chose one research object for financial industry. KoinWorks published 224 posts in its corporate blog which generated 780 messages within the time frame mentioned; each one post may generate more than one message, tactic and objective. This peer-to-peer lending platform used 37 tactics mainly to communicate their communication strategic objectives. This research has successfully coded 37 different tactics to define the strategies applied in the blog.

As in table 2, researcher recorded all corporate blog posts of Koinworks within two mention months into units of analysis in details. Researcher preferred to code on which section of specific headline rather than only the topic and author. "Section" is the categorization of blog post content by the authors. Afterwards, marketing objective could be found from contents within each headline which may contain more than one objective. Similarly, the objective may generate more than one strategy which will also be achieved by several tactics. Therefore, researcher identified the message as a display of tactics and recorded each of them in the code book. Other than that, the comment section in this corporate blog had also been another important unit of analysis to understand whether this corporation utilizes a two-way of communication.

Most of prevalent messages referred to the actual benefits of the product (tactic #20), advice/tips (tactic #4), action on branding (tactic #28), and perception (tactic #29), which emerged 182, 160, 138 and 61 times respectively. Other messages were less significant appeared such as legal recognition (tactic #13) that occurred 10 times and competition (tactic #35) that occurred 2 times only.

Tactics, Strategies, and Communication Objectives

<i>Communication Objectives</i>	#	<i>Strategy Name</i>	#	<i>Tactic</i>	<i>Times</i>
1. Company (32.6%)	1.	Communication with Customers (0.1%)	1.	Success	1
	2.	Information sharing (28.4%)	2.	Education	17
			3.	Industry	1
			4.	Advice / tips	160
			5.	Strategy	9
			6.	Facts	14
			7.	Customer Interest	18
			8.	Importance	2
			9.	Product	7
			10.	Celebrity/public figure	8
		3.	Expertise (0.1%)	11.	Company Expertise
	4.	Performance (0.3%)	12.	Company Performance	2
	5.	High Profile association (1.5%)	13.	Legal Recognition	10
	6.	Leading Edge Technology / innovation (0.1%)	14.	Industry Leader	1
	7.	Size (0.1%)	15.	Size	1
	8.	Work Environment (0.1%)	16.	Work Environment	1
2. Product (38.2%)	9.	New Product (2.9%)	17.	Development	8
			18.	Announcement	2
			19.	Pride	9
	10.	Product Benefit (28.6%)	20.	Actual Benefits	182
			21.	Product Line	39
	11.	Product Features (0.9%)	22.	Actual Features	3

			23. Enhancement	2
			24. Tutorial of Product Usage	1
	12. Recommended Product Usage (3.4%)		25. Recommended Product Usage	22
	13. Specific product mention (4.5%)		26. Specific product mention	29
3. Customer (0.1%)	14. Needs (0.1%)		27. Action	1
4. Marketing (28.5%)	15. Brand (26.3%)		28. Action	138
			29. Perception	61
	16. Event (0.5%)		30. Involving Customers	4
			31. Communicating status of event	2
	17. Promotion (1.5%)		32. Exclusive for Participants	5
			33. Encourage participation	5
			34. Communicating a campaign	6
5. Outside Relationship (0.6%)	18. Competition (0.1%)		35. Competition	1
	19. Partnerships (0.1%)		36. Partner Commitment	1
			37. Partner Characteristics	1

Corporate Blog and Computer Mediated Communication

Colton and Poploski (2018) also understood that other than brand building, cultivating relationships, garnering feedback, supporting sales and demonstrating expertise, corporate blog is also used for people to collaborate and knowledge sharing which shares attractiveness to the public yet equipped with pictures and videos able to explain in more engaging ways. Therefore, corporate blog as a mediated communication with strategic plan in communication is assumed as effective media to get more audience talking deeper about a brand.

A frequent knowledge sharing in corporate blog helps to build attractiveness of brand. People could be interested in receiving more knowledge when they see good quality content provided, which lead them to be in corporate database to receive more good information frequently. In computer mediated communication, database management is very easy and useful for marketers, compared to traditional direct marketing, to understand consumer journey in an online environment. This can be used to develop audience engagement when delivering a message, as said before that this communication approach create deeper customer involvement and marketer in giving advice and informing promotion from the products (Stenius, 2015).

From all concepts of computer-mediated communication environments, corporate blog shares a function as a tool that support marketing communication activities where the authors can insert not only text, but photos and videos. However, corporate or personal blogger has the authority to control over the content including public comment. Authors have their right to allow sending comment to be viewed by public. Therefore, corporate blog is good for marketing communication strategies since marketer own the authority to build its brand according to the objectives.

Colton and Poploski (2018) said that corporate blog facilitates brand building, cultivating customer relationships, garnering feedback, supporting sales, demonstrating expertise, encouraging collaboration and knowledge sharing. Kotler and Armstrong (2014) also said that this new communication approach can generate a deeper customer involvement and a sense of community surrounding by a brand. Readers are attracted to content of blog because of using engaging content (video, audio, photos) helps to increase of attractiveness (Colton & Poploski, 2018).

Looking at the model of corporate communication by (Horon, 2005 cited in Puschmann, 2010), the external communication towards the audience, partners, and clients may differ to each other according to the design of the message whether it is for advertisement, mission of the company, customer relationship and etc. Therefore, the communication objective becomes the first consideration on delivering message.

It is importance to determine the communication objective for practitioners to achieve the goal on delivering messages. In marketing communication, the objectives may vary such as developing brand awareness, change customer belief, enhance purchase actions, increase sales, enhance firm image and reinforce purchase decisions (Clow & Baack, 2016). This research found that corporate blogging as a channel for marketing communication practitioner to achieve those objectives. It can be seen from the statements explained by the authors through different tactics. As an example on statement below:

Message designs for marketing communication objectives in corporate blogging

NO.	STATEMENTS	MARCOMM OBJECTIVE	TACTIC
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1.	<i>KoinWorks adalah produk investasi yang memungkinkan Anda untuk bisa mendapatkan imbal hasil optimal dalam jangka pendek.</i>	Brand Awareness	Action
2.	<i>Tidak perlu khawatir dengan hal tersebut, KoinWorks memungkinkan Anda untuk berinvestasi dengan adanya dana proteksi hingga 100%.</i>	Change Customer Belief	Action
3.	<i>Lewat Promo 5% + 10% Lebih Banyak, kami ingin memberikan bonus cashbackspesial untuk Anda para Pendana setia.</i>	Increase Sales	Exclusive for Participants
4.	<i>Tunggu apa lagi? Ayo, sign in ke akun investasi Anda dan dapatkan cashback-nya sekarang juga!</i>	Enhance Purchase Action	Encourage Participation
5.	<i>KoinWorks hadir sebagai salah satu platform penyedia peer-to-peer lending yang telah resmi terdaftar di OJK.</i>	Enhance Firm Image	Legal Recognition
6.	<i>Tidak hanya itu saja, investasi di KoinWorks juga bisa Anda mulai dengan dana Rp100.000 saja.</i>	Reinforce Purchase Decision	Product Benefit

The above samples are the most common messages appeared in Koinworks'' blog. From the messages appeared on this corporate blog, it is clearly understood that corporate blog is able to support marketing communication objectives as Clow and Baack (2016) asserted.

Corporate Blog, Marketing Communication and Corporate Credibility

In business context, corporate blog can be considered as part of marketing communication activities, which is called as promotion mix or marketing communication mix. According to Saunders, and Wong (1999), a corporation should communicate with audience frequently and not to leave them in any chance to keep brand awareness, at least. Moreover, as like as other social networking platforms, corporate blog allows the company to communicate continuously without time and high cost consuming.

From all promotional tools, corporate blog resembles closely to direct marketing features based on 4Cs framework to identify its effectiveness; they are communications, credibility, cost and control (Fill & Jamieson, 2011):

Identification of Corporate Blog as a Direct Marketing according 4Cs framework

4Cs Frameworks (Fill & Jamieson, 2011)	Direct Marketing	Corporate Blog	Remarks
Communications			
Ability to deliver personal message	High	High	Users are allowed to be in subscribers list to get new updates of corporate blog and newsletter through emails
Ability to reach a large audience	Medium	Medium	Users and non-users are able to reach the content using search engines
Level of interaction	High	High	Comments boxes are provided for each published blogs
Credibility			
Given by the target audience	Medium	Medium	Providing valuable information from authors with specific background.
Cost			
Absolute costs	Medium	Low	Internet based communication allows low cost communication
Cost percontact	High	Low	Internet based communication allows low cost communication
Wastage	Low	Low	Low cost percontact

			contributes small number of wastage
Size of investment	Medium	Medium	Frequent blog post gives more investment
Control			
Ability to target particular audiences	High	High	Subscribers are allowed to choose to be notified according to their preferences
Management's ability to adjust the deployment of the tool as circumstances change	High	High	Users and subscribers list can be categorized for marketing communication purposes

According to the above table, corporate blogs meet all frameworks of direct marketing aside from cost. Marketers can get contacts with the lowest cost from the support of internet technology. However, this exception does not reduce the effectiveness of direct marketing, but to elevate it.

On the other hand, main characteristics of direct marketing still can be found as in corporate blog according to the study of Kotler et. al (1999). First, non-public as the message is addressed to specific person; only specific people with specific needs will find blog content. It is usually supported by search engine optimization (SEO) through web browser or content created with creative title that tries to understand consumer's preferences based on database earned by corporate website.

Secondly, an immediate and customized message is also directed through email of consumers or subscribers periodically. Email technology allows greeting its customer directly according to their private information which is called as personalization. This is to make consumers feel exclusive as a member of a brand which possibly produce their loyalty towards a product or brand.

Lastly, readers of corporate blog are allowed to start conversation in comment sections which is the special feature of internet technology is to boost interactivity towards the next level. Colton and Poploski (2018) considered number of comments in corporate blog as one of credibility aspects which includes expertise, trustworthiness and likability. Both scholars agreed to analyse corporate blogs with at least four comments for each blog post. Comments show a company's expertise on specific knowledge and field. However, in blogging context, the conversation on comment boxes should be started by audience, then followed by the author or company to show its opened customer relationship which is also part of expertise.

Unfortunately, Koinworks does not show good level of interactivity. In this study, there are only 20 comments over 224 blog post which means that this corporate blog produce a very low percentage (0.09%). Looking at result of analysis, Koinworks exposed too much in product-related messages, especially recommendation on product benefits (28.6%). Otherwise, Colton and Poploski's (2018) found almost 45% of their research object discussed company-related message which includes valuable information sharing, communication with customers, expertise, work environment and others. Tactics used to achieve particular communication goals can be different to each other. However, when company-related message is compared with product, the first can be applied using heterogeneous tactics which produces valuable message while the later seems to be monotone discussing about products from even though with different angles.

From this result, it can be understood that Koinworks gives too much exposure on its product which can be called as hard-sell content in its corporate blog. Mueller (1987) explained hard-sell approach tends to be direct and emphasize on sales orientation and product recommendation, while soft-sell approach uses human emotions to generate affective motivation through images, implicitness and feelings. Each approach has different outcome towards purchase intention looking from attitude, believability and ad irritation (Okazaki, Mueller, & Taylor, 2010). Hard sell-message looks to irritate the viewers which will give not much positive attitude toward the content as compared to the soft-sell. However, this approach has high ad believability for the string message for purchase intention. Singh and Sonneburg (2012) suggested marketers to set strategic content that represents more brand's story and value to keep people discussing about it. Therefore, over-advertise in a content is not suggested to construct an interactive communication. It is because corporate blog is one of tools to boost social presence (Budikova, 2014).

Additionally, number of comments means level of corporate credibility to show the expertise on specific knowledge which is related to company's field. As Dwyer (2007) perceived that involvement of the readers in the comment columns share a level of trust. They believe that authors own broad knowledge and interested in discussion as like consultants for readers. The more comments or interaction with company or blog authors, the more expert the company is.

Fortunately, Koinworks has successfully generated one single corporate blog using 37 tactics for 19 strategies and 5 objectives, which is not a small number for a two months publishing. This brand endeavors to reach audiences using a lot strategies and tactics while previous study analysed 41 different corporate blogs which generates 35 strategies with 88 tactics. These numbers is totally contrasted due to a big inconsistency in number of corporate blogs discovered by Colton and Poploski (2018). Specifically, the industries represented differently included airlines, beverages, consumer electronics, restaurants, consumer healthcare products, consumer financial services, hotels, consumer household goods, and retail store. Therefore, the number of blog posts, communication objectives, strategies and tactics were achieved in fewer numbers but in a deeper analysis for a single industry. There is one missing important objective in this corporate blog which actually boosts corporate credibility for attractive side as applied in Colton and Poploski's (2018) study. Previous study communicated "outside activities" that involves charity/community and environment which are leveraged into a community service activity to ensure on building corporate credibility and reputation. Du, Bhattacharya and Sen (2010) also believed that a company should not leave CSR activity as one important communication strategy. It produces internal and external outcomes to show attractive side of a company and drive consumer decision into an action. According to Dahlsrud (2008), corporate social responsibility leverages five dimensions which a company choose to perform, they are stakeholder, social, economic, voluntariness and environmental. Each dimension contributes corporate credibility and trustworthiness.

Additionally, CSR activity seems critical for digital companies to share benefits in real life. Dutot, Galvez, and Versailles (2016) perceived that communication plan on CSR activity helps to boost trust level between a brand and its consumer due to e- reputation should also be built on the emerging internet, nowadays. On the other hand, Koinworks did not provide any CSR communication, especially social dimension and environment, while communicating about partnerships with a very least portion (0.1%) only within two months periode. It simply says that this important component of corporate credibility was less concerned by this financial technology brand which reduced level of attractiveness and credibility as a corporate. In contrast, in the study of Colton and Poploski (2018), there was almost 10% space of corporate blog used to communicate social and environmental CSR dimension activity.

Another different result that we can find from this content analysis is this financial service company focused more on product-related messages (almost 40%) compared to company-related messages (32.6%), while the study of Colton and Poploski (2018) found that majority of messages, 44.7%, discussed on company messages. Regardless to different results, these two objectives are perceived as Corporate Ability-focused strategy, according to Kim and Rader (2010), while outside activity is included into CSR strategy.

There is no wrong decision on how a company would strengthen its focuses, whether to establish as a strong CSR associations by the public or a corporate with a high quality product and service as used frequently in the messages. To sum up, researcher understand that Koinworks tries to establish as a brand which provides high quality financial technology as this brand inserts product-related messages many times in its corporate blog.

V. CONCLUSION

Corporate blog is one of transformed traditional marketing tools to be in computer mediated communication environment. According to marketing communication mix, corporate blog can be categorized as a direct marketing activity as it should be interactive in delivering message. Corporate blog, in this study, has been used well to achieve marketing communication objectives such as building image of company, customer relationship management, sales orientation and communication with partners and stakeholders. The consistency on publishing content related to the elements of corporate association and credibility such as expertise, trustworthiness, and likability can be associated with different tactics. The strategies generated by this corporate blog show an effort to enhance company's expertise, trustworthiness, and likability.

It is suggested for future study to explore more corporate blogs in financial services, especially in financial technology industry. The study should be using content analysis which will be optimized by understanding on how the communication objectives that intended by the company towards the readers. Future researcher can do an in-depth interview to see both perspectives from readers and authors of particular blog articles. It is highly recommended for financial technology companies to optimize corporate blog content based on communication objectives. Corporate blog that tends to deliver messages towards lenders, it should use more stories and emotions which is useful to gain more audience and create new market with people who are technology savvy.

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