

Study of the Role of Brand Voice in the Corporate Blog Management

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Abstract

Recently, social media has changed not only how the consumers interact with brands, but also how they increase their brand loyalty. With the expansion of the IT infrastructures and the development of the technology, blog has grown into a most effective tool for publicizing personalities and opinions for individuals and companies (or products, services, and brands) along with the social network services (SNS). In particular, blogs are far much more effective and natural for companies to communicate naturally with their customers and to communicate information because SNSs such as Facebook and Instagram offer a much more in-depth information and scalability. The purpose of this research is to identify the role of brand voice prior to establishing brand identity as one of the key success factors that companies need to achieve the purpose of blog management, and further suggest effective marketing methods.

Keywords: social marketing, blog development, marketing persona, brand voice, marketing, and SNS blog

I. Introduction

Justin Hall of the United States published a blog in an online journal format in 1994, and a decade later, an Iraqi blogged about the US-British allies bombing of Baghdad, claiming peace and now, blog has turned into a most important window of communication. As brand messages are universally used through social media, the part of delivering brand identity is increasingly becoming a key element of the social media communication. Brand voice is an important medium for conveying the message of

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the brand to the customer, communicating with the customer and conveying the brand personality. One can strategically use brand voice for an effective social media management and apply it to the actual blog management. Three levels of the successful social media are competitiveness, originality and popularity.

Enterprises use social media to communicate directly with customers and promote their products or services. Social networking services such as Twitter, Facebook, Daum Kakao Talk, and Line are exploding in number, and many companies are using social media for marketing purposes[1]. Social media marketing, unlike the traditional marketing, are largely led by the customers themselves. They voluntarily engage in blogging, Twitter, etc. to actively engage in product improvement with ideas about the company's products or services. Customers' voluntary participation has the advantage of being able to easily identify information that can be used for new market entry or product planning by grasping the hidden needs of customers without incurring huge costs for the corporations.

Marketing is the most important matter considered by the companies and brands. If one performs the right marketing according to one's targets and goals, one could achieve a successful result. Marketing is a kind of advertising, and as a result, consumers are increasingly becoming less and less interested in printed ads, newspaper ads, and mail ads. This is so because as the Internet became popular, most consumers use blogs and SNS as mass media to get information about products, browse, and receive advertisements. Online marketing is becoming more and more popular due to these changes, and marketing is gaining trust. Most companies and brands are trying to advertise with all the ads, targeting the online marketing market[2,3].

Since blogs are communication tools and platforms that need to understand the media characteristics of online, it is necessary to understand how the online paradigm is changing and fashionable and how it operates in a blog. In order to operate a successful blog that shares the contents embedded in an individual through a blog and build up a life, it is necessary to understand the strategic framework and understand important principles so that it can be applied to the actual blog operation. To this end, we will examine the purpose of the blog management. In this paper, I will present examples of the successful use of the brand voice in social media with a focus on blogs, and propose an effective marketing method.

II. Existing Researches

'Social Network Services / sites', or 'mutual network services', typically represented by Twitter, Facebook, and Me Today, etc., are defined as to allow the "individuals to disclose their personal information in a particular system, present a list of other users they are affiliated with, a list of networks that these other users are connected to, and a list of networks that other people in the system are browsing" [4].

Interestingly enough, in terms of marketing, SNS including Twitter are often referred to as 'social media' rather than 'service'. This is similar to traditional marketing media such as newspapers, TV and magazines. In addition, it is often observed that SNS is called 'social media' in the field of social science rather than business or marketing [5,6].

Psychologist Gerhart D. Wiebe[7] questioned, "Could we sell brotherhood like selling a soap?" And this was a precursor to social marketing. Twenty years later, Philip Kotler and Gerald Zaltman (1971), known as the fathers of marketing, formally introduced social marketing. They defined social marketing as "the process of devising, implementing, and controlling programs that enable them to embrace social ideas through product planning, pricing, communication, distribution, and marketing research." As a starting point, one area of marketing of social marketing has become a framework.

As one can see from the definition of Kotler and Zaltman, social marketing is a lot like commercial marketing, including marketing research, product development, proper pricing and distribution strategies, and the formulation of promotional strategies. To measure the success of the program, the effect is measured by various evaluative surveys. Therefore, commercial marketers and social marketers try to solve their problems and satisfy their desires, focusing on target audience. However, commercial marketing is aimed at realizing profit of the society by aiming for a healthy and high quality life through change of behavior of target audience, rather than seeking profit of marketer. After all, commercial marketing and social marketing have crucial differences in terms of their ultimate goals.

Social marketing can be confused with several other concepts. First, it is confused with health education programs and health communication. Social marketing pursues 'change of behavior' by

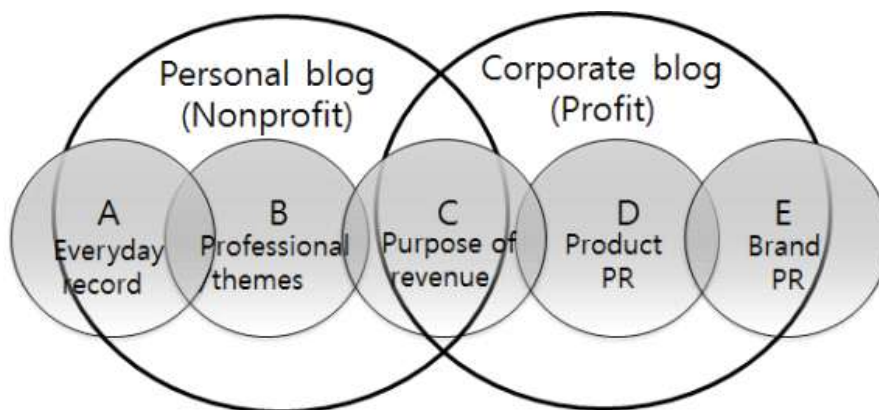
inducing voluntary behavior by providing the desired product or service. Therefore, it is also distinguished from involuntary sanctions such as health policy or law (Rothschild, 1999), which induces the consumers' 'voluntary' behavior.

However, the more fundamental characteristics are the face-to-face communication and the inherent condition of seeking differentiation, and there is still a high tendency to premise the concept based on the attributes and customs of interpersonal communication. On the other hand, they are not aware of various research tendencies based on 'Computational Methodology' such as data collection and analysis approach using API (Application Programming Interface), and how they can contribute to the understanding of the meaning of research, and more specifically, 'Twitter mediated communication'.

III. Main Discussion

3.1 Setting the Purpose of Blog Management

Blogs can be divided into personal blogs and corporate blogs according to purpose (Figure 1).



[Fig. 1] Classification of blogs according to purpose

Depending on the purpose of the blog, the attributes and direction of the content are different. Corporate blogs have PR type blogs that convey detailed information about products or inform brand

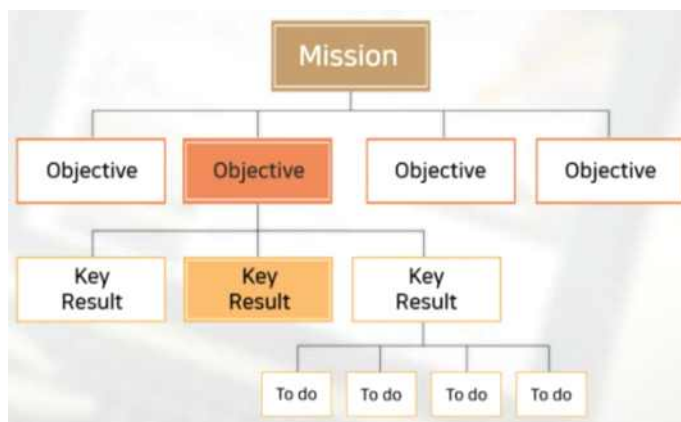
image. A personal blog can be classified into a daily blog, a profit blog, and a professional and themed blog. According to the characteristics of visitors, blogs about restaurants should be more intimate than contents that are too professional and critical, and professional blogs should be specialized in detailed information and professional theories about products or knowledge. All blogs should start and operate according to the characteristics of the visitors.

3.2 Strategy Framework for Blog Management (OKR)

Strategies are needed when the purpose of blog management is determined. Strategies can be built using OKR as a strategic framework. OKR is an abbreviation of Objective Key Result. One can make a list of tasks through OKR. OKR can create a framework using concrete and improved outcomes for the final goal. The origins of OKR were first developed by Intel in the 1970s, spread to Google by John Doerr, and then spread to the Silicon Valley. It is possible to classify by time. It is an innovative system to systematically achieve the goal. The advantages of OKR are as follows.

- Focus: Focus on core tasks
- Alignment: Coordinate and align tasks and priorities with inter-departmental collaborators
- Evaluation: Clarifies individual / departmental lessons for quantitative assessment

Figure 2 shows the OKR chart.

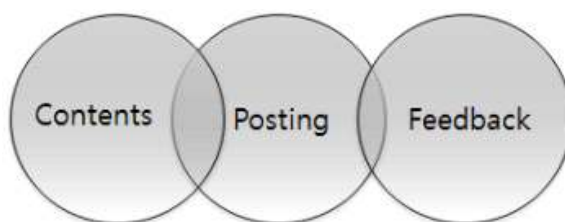


[Fig. 2] OKR chart

First, there is a mission, a purpose, and there are individual goals according to it. Each goal has its own goal achievement, which has a to-do list. OKR has the advantage of improving work performance because it clearly shows to-do's. The ORK can be broken down by time of the day, and it is possible to set the target for each period by the monthly or quarterly parking by year. OKR is not only available to organizations, but also helps people in their daily lives.

3.3 Three Steps for the Successful Blog Management

Once the frame is set up for the purpose of blog management and strategy, the steps for successful blog operation (Step 3) could be discussed.



[Fig. 3] 3 Step of blog management

First, content. When we look at the contents that are needed when producing effective contents, we can say somethings about them in terms of competitiveness, originality, popularity. Competitiveness is what I can do well and what I have to be most interested in and doing. Creativity can be created only by you, and you can create content based on what you have only what you have found first. People can create something that people are envious about, curious about, and familiar with. Content becomes a popular blog when it comes to intersection with your own abilities and people's interests.

Second, it is posting. Posting should be honest and diligent. Sincerity means that there is a point to learn from the post, the interval of issuance must be regular, and the publication frequency must be high. The openness of the posting must be done in full publicity, so it is advantageous to evaluate the activity index. In posting, timidity is a keyword that can become a popular blog with quick timing of rebutters, i.e., reading trends.

Third, feedback. Feedback must first respond immediately to the visitors' interest. Also, it should be exchangeable such as comment, empathy, neighborhood addition. If you show interest to other people's blog as well as your own, there is a kind of exchange of labor effect. You also need to be flexible, but to communicate with the public, you need to hide a little bit and communicate with the visitors by creating a personal blog. Maintaining face or celebrity syndrome is the biggest enemy of a successful blog.

IV. Case Study of Brand Voice

Starbucks[8], which makes the most use of social marketing, has 34 million customers by posting the appropriate posts using the main ingredient coffee, rather than advertising and promoting Starbucks. They were able to access various information through the use of their posts, and created a space where customers can share various information.



[Fig. 4] Starbucks Korea Facebook(<https://www.facebook.com/starbucks-korea>)

Mr. Pizza[9] used the blog (Figure 5) to enhance the image of the brand. It was primarily aimed at female customers who mainly use pizza, so they have posted various kinds of information such as all information about pizza and women's favorite subjects such as love and food, and they have directly connected with the events and gained a positive image while posting a variety of information.



[Fig. 5] Mr. Pizza's blog

(<http://blog.naver.com/PostList.nhn?blogId=mrpizzalove&from=postList&categoryNo=49>)

V. Conclusion

Social marketing is about connecting people in an open manner and identifies and shares consumers' information, interests, and preferences through various media, instead of just one medium, and forms relationships between consumers and businesses. Through social marketing, companies can build relationships with customers and can quickly and diversely research and enter into the market, while

retaining existing customers and attracting new customers.

In order to identify the role of brand voice prior to building brand identity, which is one of the key success factors that companies need to achieve the purpose of blog management, I have taken examples of successful corporate brands, analyzed them, and presented effective marketing methods. As a result, it was concluded that the brand voice plays an increasingly important role in the corporate blog management. It is necessary to study the brand persona which can help to maximize the value of the brand among the roles of the brand voice.

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