

**CASE STUDY: BLOGS AS AN SOCIAL MEDIA TOOL OF
ADVERTISEMENT**

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ABSTRACT

Companies involved in market research analyse the market, gather information and compile all the important information in a report. Various industries and companies use these market research reports to enhance their business activities and efficiency. Market research reports help the companies in understanding the statistics and innovations in the market. This helps the companies in understanding their competitions and stepping up their game. Market research companies use various modes of advertisements. One of them is content writing. The reports published by the market research companies have to be bought by other companies for their reference. One method to promote these reports to the companies is to publish blogs, articles, open PR's and editorials that give a summary of the report and attract customers to buy them. Based on the company's requirements, it can buy relevant reports from the market research companies after referring to the blogs published by the company on its website. Moreover, many companies hire market research companies to handle their website in order to promote their products. Market research companies study the products of the company, analyze the market status of the company and publish content on the company's website. This attracts more customers to the hiring company. For intense understanding of blogs and its impact: Allied market research company case is considered by researchers.

CASE

INTRODUCTION

Nowadays, businesses use social media in a innumerable of different ways. A business that is concerned about How people perceive about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a explicit set of audience would run highly-targeted social media advertising).

What is a market research company and what do they do?

A company that analyses the market, its trends, patterns, changes in the market, new product launches, collaborations, partnerships and acquisitions, gathers all the data about the competitors, customers, distributors and other factors responsible for various changes in the market, compile all the facts and figures along with all the important information in a report and sell these reports to the companies that require to study them to enhance their business activities and efficiency. The market research company then publishes blogs, articles, editorials, open PR's on its website that gives a summary of the report to attract customers to buy their reports. Moreover, market research companies are hired by other companies to manage their websites. Market research companies do a thorough research on the products of the hiring company and then the content team goes ahead to write content on the websites of these companies with the help of all the facts and figures and information provided by the research team.

What does the content writing team of a market research company do?

The content writing team of a market research company receives requests from the digital marketing team regarding blogs, articles, open PR's and editorials. After receiving the request it then receives data from the research team based on which the content writers write the required blogs, articles or editorials on the requested topic. The DM team provides the heading with a deadline by which the content writing team have to develop the content . Once the content ready it get published on the company's website.

How are blogs made effective?

With the help of tools like keyword planner and meta description the blogs are made catchy. Keyword planner gives options to replace the keyword in the blog. This way when an

individual enters any word similar to the keyword in the search engine, it provides content bearing the same or similar meaning word. Meta description on the other hand ensures that the length of the title does not exceed the limit beyond which the search engine cannot display the entire title. This way the blogs are made relevant to the content frequently browsed on the search engine.

Allied Market Research is a market research and advisory company of Allied Analytics LLP. It provides market research reports to large, medium and small enterprises. Moreover, it assists its client to strategize business policies and achieve growth in their respective domains.

It is a one-stop solution from data collection to investment advice. The company helps its clients to understand the market dynamics, its impact and significance, with the help of its analysts who conduct a thorough study of the market. The company studies industries from all the domains such as life sciences, food & beverages, consumer goods, materials and chemicals, energy & power, and many others.

Some of the biggest clients of the company are Amazon, Bank of America, Deloitte, Accenture, Philips, Shell, Fujikura, Adobe, TATA projects and LG Electronics. The competitors of Allied Market Research are TMR, Markets & Markets Research, Cascade Insights, Sproutbox media, Vista Market Intelligence, and Mile7.

Few blogs were consider for the study from the site of Allied Market Research. The study further continued based on analysing how blogs can be helpful in advertisement.

CYBER INSURANCE MARKET

Cyber insurance protects an organisation from the breach of sensitive data that the organisation holds like customer's information, card numbers, account numbers and others. To curb the number of cyber -attacks, cyber audits have now become an important pit stop. During this time of a pandemic, there has been the highest number of spam hits related to the pandemic. With employees working from home, it has become a major task for to create a secure IT environment. With the impact of covid-19 the cyber insurance market is expected to grow at a CAGR of 12% by 2021. Along with creating a secure environment, the users also need to be made aware of what to do and what not to do and also of how to stay away from falling prey to malicious practices.

This blog was used to attract clients working in the field of cyber insurance. With the help of the report published by the company, the client company would benefit by studying the report to analyse the market. The blog also helps in knowing the effects of the pandemic on the cyber insurance companies.

SMART HEADPHONES MARKET

Smart headphones comprise of an electronic ear-in devices which come with benefits like a better audio quality, hassle-free movement of the user, and portability. Key players of the market are Bose, Sony, Apple, Microsoft, and Samsung. The Indian smart headphones market is largely untapped and hence shows utmost potential for the growth of new players. The pandemic has highly affected the market with china being one of the major suppliers of raw materials required for the production of the smart headphones.

Through this blog the companies involved in the making smart devices were tapped. Different news links and open press releases were referred to while writing this blog. It gives information about the effects of the pandemic on the market, the key players, and others. It also shows that the market is likely to experience a fall in the revenue unless the right strategy to revive is used.

5g INFRASTRUCTURE MARKET

5G, literally meaning the fifth generation of cellular networks, is the fastest wireless technology ever created. It is expected to provide faster downloads and have huge impacts on how an individual works and plays. Moreover, the technology can increase accessibility for people through connected devices, autonomous vehicles, and other remote applications. It is the fastest growing market and is expected to grow at a CAGR of 95.8% by 2025. However, the slowdown in production due to the pandemic has slowed down the growth drastically. Moreover, the shipment of 5g products has been declined due to the safety measures that need to be taken during this time.

With the study of this blog we found out about the 5g infrastructure market. This blog attracted not only the current companies that deal in 5g infrastructure but also the potential companies who are likely to expand their business with the help of 5g networks as we are living in a fast paced world that constantly needs adaptation by humans to continue in the race.

INTERACTIVE KIOSK MARKET

Interactive kiosks are self service solutions that engage customers through digital content and information through user friendly interface. They can be operated with the help of internet and can be customized and according to the need of the user from a remote location. Attracting customers to a product has become easier with the help of kiosks. Customers can view the products by themselves and gain all the required information without the need of the service provider interfering in the process making customers more comfortable to view products at their own will. With social distancing becoming the need of the hour, interactive kiosk market may experience a surge in growth as the system provides contactless services.

This blog was written keeping in mind the need to promote kiosks during the time of the pandemic.

MASS NOTIFICATIONS SYSTEM

Mass notification system is a type of software that is used for coordinating with people during rescue and relief operations during natural disasters such as earthquakes, floods, and others. The system provides services such as staff protection, extensive threat response, regulatory compliance, and low response time. The market has witnessed significant growth over the years. With the world fighting against the pandemic, mass notification system may experience a significant growth in the field of healthcare. Hospitals have been using this system to ease communication among the doctors and nurses. With changing environmental conditions, mass notification system will prove to be a relief to ensure public safety. The healthcare mass notification system may come out as the most used systems during the pandemic.

The blog talks about the mass notification system that has proven to be very useful during the year 2020 with the pandemic and natural disasters taking place. Many companies invested in this system keeping up their pace in the competition to sustain their business in the market.

Content writing is one of the crucial elements of advertisement used by leading companies. It helps companies in lead generation. Moreover, it helps companies to create digital presence on various social media platforms. Content marketing generates sales by attracting more and more customers towards the company. Allied Market Research has been efficiently using this method to increase its client base over the years. Timely delivery of content and the effectiveness of the content delivered by the company have improved its reputation and

gained trust of the clients. Social media marketing blog covers the latest social media strategies and tools for Facebook, Instagram, Twitter, and more.