



Companies Need to Monitor Blogs

Blogs basically consist of everyone's personal opinion about everything, but not only their opinion, but also their experience of things. So if they buy a new gadget - or widget for that matter - and something goes wrong with it, or the service is disgusting, they get on their blog and complain about it. Others who may have had the same experience join in and agree with them. Before long, those who were thinking of buying that brand decide they'll choose another brand.

Blogging is such a popular 'sport' that almost everyone one does it. And those who do it mostly are the ordinary man/woman-on-the-street - the all-important consumer.

Companies need to monitor blogs to see what consumers are saying about their products. In this way they can move quickly to avert any crisis that may occur; find out what the consumer *really* wants and discover things they are concerned about.

It only takes one post to start an avalanche of opinion either for or against a product. It took only one post to start the ball rolling against Kraft for the trans-fatty products they were selling in California. Within just two months, the company had announced a decrease in the amount of hydrogenated oils in their products. You wouldn't get that sort of response with a polite letter to the chairman, now would you? It only happened due to blogging, because bloggers have strong opinions that they write about constantly. And blogging is so popular that people read as much as they write.

The chain reaction didn't stop there either; soon the US Food and Drug Administration decided that food companies should label their products with the amount of trans-fat content in them. This just goes to show what an amazing influence public opinion can have in the food industry, but such influence can also be felt in other areas of business.

Other companies want to know what the general public is saying about them and their products too. This would require a great deal of time and effort on the part of each company, so there are firms that do the job for them. Buzzmetric keeps tabs on the blogging scene for many large corporations such as General Motors, Hewlett Packard and others. Intelliseek monitors cyberspace opinion for Canon, Ford Motors, Nokia, Microsoft, Sony and heaps of others.

If these companies pay thousands of dollars to find out the gen. on public opinion about their products at least they don't have to pay out for customer satisfaction surveys and similar things that take months to analyze. They are well and truly in the forefront of using modern technology to boost their business and help the consumer get what he or she really wants.



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