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Project Report

Developing a Corporate Blogging Strategy for JJ Keller

Project Sponsor

JJKeller & Associates Inc.

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Executive Summary

J. J. Keller provides safety and regulatory compliance products and services that help companies increase safety awareness, reduce risk, follow best practices, and stay current with changing regulations. JJ Keller is expanding its offerings, such as for HR/People Management, to serve the needs of many industries. The emergence and growing popularity of blogging has motivated JJ Keller to explore the potential benefits of utilizing this medium to build awareness and market share (especially in the HR market) and to improve search engine rankings for JJ Keller's corporate homepage. The goal of this project was, therefore, to assist JJ Keller in developing its corporate blogging strategy.

Our team studied issues from several important perspectives, and accordingly performed several activities, including

- Perform a competitive analysis of JJ Keller's competitors in the HR market and top HR blogs.
- Do Web-based research to compile potential benefits and risks of blogging to JJ Keller
- Investigate how blogs can be leveraged for improving search engine rankings
- Compile options for blogging technology, hosting, and feed subscriptions.
- Identifying a list of potential candidates for the linking strategy
- Based on the above, propose a strategy for developing and deploying the corporate blog and marketing it.

We began by developing a competitive analysis spreadsheet tool to compare how JJ Keller's competitors structure their blogging efforts, as well as by comparing and contrasting them to leading HR blogs. The points analyzed for each blog include posting regulation, the authors and their corporate affiliations, subscription requirements, linking strategies, update frequency and the availability of multiple means of accessing the blog feed. Given an understanding of the major blog trends, we added a consideration of their particular audiences and normal market-space.

Subsequent to the research, we developed a multi-pronged set of recommendations that both leverage some of the major observable blogging trends (in terms of blogging technology, design and practices) as well as insights gained from the competitive analysis.

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