

BLOG MARKETING – A RELEVANT INSTRUMENT OF THE MARKETING POLICY

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Abstract: The number of internet users is continuously expanding, and the number of people with a personal blog is rising in a vertiginous rate from one year to the next. In this context, the Blog Marketing is starting to play an important part within the marketing strategies of companies/organizations/persons. Different aspects of the personal blog are becoming defining elements of the image we are trying to project in the blogosphere. Promotion through the World Wide Web and advertising through the blog are becoming essential elements of the development and attraction of the potential clients' interest for products and services offers by a firm, by a non-profit organization or by a person.

Key words: blog, marketing, promotion, advertising

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