# Is it time for the corporate blog to die?

At a communications event last week, the three panelists were asked what communications channel they felt was overrated. The answer that stood out to me the most was the panelist who said she just wanted to see the corporate blog die already because, in her opinion, nobody visits/reads corporate blogs.

I disagree. Here are a few reasons why:

The corporate/organizational blog is an integral part of any **content marketing strategy**.

It's **owned media** that can help with your SEO, though leadership, lead generation and so much more.

For smaller organizations, blogs are an **easy way to add fresh content** regularly.

Blogs are **flexible and media friendly**—you can post images, graphics, video, audio and/or text.

Regularly updated blogs serve as a clue to your website visitors that your website (and your organization) is **current**.

Blog posts are a great **opportunity to respond** to current events/situations/policies in a timely manner, and in more depth that on other social media outlets.

Organizational blogs serve a purpose, when done thoughtfully and strategically. But far too many organizations don't consider what they wish to achieve with the blog that they feel they must have.

So yes, corporate blogs without a strategy or purpose behind them should die. But they can and should be resurrected to achieve one of the many things I have pointed out above. What

do you think? What’s your experience with corporate/organizational blogs? When do you read them?