



**Proposal to Implement a Blogger.com Site for Aardvark Enterprises**  
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**Aardvark Enterprises**  
**October 6, 2010**

**Prepared for Gina Varcone, Vice President of Professional Services**

**Executive Summary**

Aardvark Enterprises has been providing cash registers and financial software to businesses for over 20 years. As the business world becomes more connected through online social media, however, it has become necessary for us to consider implementing social media as part of our marketing reach.

The technical writing group has been tasked with determining the best social media for Aardvark Enterprises to implement as part of our online social media. Over the past few weeks, we have researched various social media to determine the one best suited to meet Aardvark's needs. We would now like approval to implement the use of the social media site Blogger.com and conduct a survey to test the usefulness of this tool.

## Proposal

**Date:** October 6, 2010  
**To:** Gina Varcone, Vice President of Professional Services  
**From:** Melissa Sheldon, Technical Writing Manager

## Purpose

The purpose of our report is to request authorization to implement the use of the website Blogger to increase our social media presence.

## Introduction

We are requesting approval to begin using the website Blogger.com as part of our marketing plan. This proposal is based on the increased use of social media in the business world and our need to maintain a presence in the online social world of the twenty-first century.

According to a study conducted by *BusinessWeek*, approximately 25% of adults in America read a blog while almost 14% of adults comment on a blog at least once a week. While more adults use social media sites such as Facebook and Twitter, we feel that it is best to implement a blog for our business because it is easier to include a large amount of information to explain our products. For instance, Facebook is limited to posts of 420 characters while Twitter only allows for 140 characters. Businesses certainly use these applications to gain feedback from their consumers concerning various products/services; however, our main purpose in joining the social networking world is to explain our products to a new client base—something that can not be done in less than 500 characters.

## What is Blogger?

In order to best state why Aardvark should use Blogger.com, we feel that we should explain Blogger for those who do not know what it is. Blogger.com is a free blogging website run by Google. The site allows anybody to sign up to run a blog, and anybody—even people who are not members of the site—can access blogs hosted by Blogger. Users may post text, images, and video files to their personal pages, and readers are able to comment on blogs. Unlike a Facebook page or Twitter account, a site on Blogger can be branded to match Aardvark's website, lessening concerns about confusing our brand. Although Google refuses to disclose the exact number of users, Blogger.com is reportedly the largest of similar free blogging sites with millions of people blogging through this host site.



Figure 1: Above is a picture of a blog hosted on the Blogger.com website.



areas of expertise, we will be able to most efficiently handle developing content and answering questions that may be asked by consumers through the Blogger site.

*3. Redesign the current website.*

Aardvark Enterprises’ current website is outdated and in need of reworking. We propose that the marketing department redesign the current website to include links to our blog at Blogger.com. This way, we really have two websites—one that outlines our company and one that serves as more of a sounding board for introducing and troubleshooting software. To avoid confusion, both sites will be branded, making it nearly impossible to tell that they are separate entities.

*4. Introduce a company blog at Blogger.com.*

Next, we will sign up for a blog at Blogger.com. This website is free, and starting a blog entails simply entering information about the company into a form. We propose that the assigned blogger from the technical writing department collaborate with members of the marketing department in charge of designing the company website to ensure that our Blogger site is branded correctly. Once the blog has been set up, we will introduce it via our website and through marketing efforts geared toward our current customer base.

*5. Take a survey of clients to determine the reach of the new blog,*

We will conduct an online survey via Survey Monkey to determine the utilization of the blog. We will post this survey on both our Blogger site and our company website, asking clients/potential clients to rate how effective our blog is as a marketing tool and tell us what they like or dislike about it. We will also contact fifty of our most loyal customers via telephone to serve as a focus group, asking them to rate the effectiveness of our new blog.

*6. Study the results of the survey and make changes to the blog in accordance with findings.*

Lastly, we will take a week to compile and study the results of the survey and focus group. Based on the gathered results, we will make changes to the blog and/or website to ensure the effectiveness of these tools.

**Schedule**

Following is a proposed timeline for implementing this project.

*Task*

1. Appoint a person to maintain the Blogger site.
2. Determine a team to develop content.
3. Redesign the company website.
4. Introduce the blog.
5. Conduct a survey to test effectiveness.
6. Study results of the survey.

Task 1							
Task 2							
Task 3							
Task 4							
Task 5							
Task 6							
<i>Week of</i>	Oct.18	Oct. 25	Nov. 1	Nov. 8	Nov. 15	Nov. 22	Nov. 29 Dec. 6

### Budget

The budget for the implementation of this project should be minimal. The costs associated with implementing a blog for Aardvark Enterprises are listed below. The first budget assumes that we do not hire any additional employees, while the alternate budget allows for the addition of a part-time, temporary staff member.

<i>Item</i>	<i>Proposed Cost</i>
Salary for staff member	N/A
Set-up fee on Blogger.com	No cost
Update of the website	No cost
Introductory e-mail to current client base	No cost
Marketing materials (including postage)	\$1,000
Survey	\$200 (Survey Monkey online survey)
Telephone focus group	\$1,500 (contract with research firm)
Miscellaneous expenses	\$500
<i>Total</i>	<i>\$3,200</i>

### *Alternate Budget*

Below is a tentative budget should we decide to hire a temporary employee or intern for the duration of the project implementation. For simplicity, we used the rate of \$100 per hour to cover all expenses incurred by hiring an additional staff member. In this estimation, the temporary employee would work twenty hours per week for six weeks (starting November 1 and ending December 10).

<i>Item</i>	<i>Proposed Cost</i>
Salary for staff member	\$12,000 (\$100/hr. x 120 hours)
Set-up fee on Blogger.com	No cost
Update of the website	No cost
Introductory e-mail to current client base	No cost
Marketing materials (including postage)	\$1,000
Survey	\$200 (Survey Monkey online survey)
Telephone focus group	\$1,500 (contract with research firm)
Miscellaneous expenses	\$500
<i>Total</i>	<i>\$15,200</i>

### References

Baker, S. and H. Green. Social media will change your business. BusinessWeek Online. 2008 February 21 [cited 2010 October 6]: 13. Available from <http://iproxy.lib.ecu.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=30073037&site=bsi-live>