

Sample essay on corporate social responsibility strategy for bing

[Business](#), [Company](#)



Bing is a large company that generates high profits for Microsoft. The reason for the company's profitability is the hard working and cooperation of its IT employees. The intention of the company is to adopt strong CSR strategies to show its commitment and efforts required by the people in society. The company has to improve its reputation in the market. It has to practice some CSR strategies to show the public that the company is working for the prosperity and progress of the society. The marketing team of the company is looking for some strategies that could be used for both business and social purpose. For the purpose of spreading the message, it has to practice the following strategies.

Business-Based Social Purpose

The strategy refers to introduce the idea that results in both social and business. Business strategies are made to promote the business only, but this strategy is different from business strategy. Under this strategy, the leadership of the organization illustrates what they do and for whom they do? These two questions must be answered in a manner that the people living in the society attract towards the company products and services to analyze that they are made in the interest of the public. The organization could promote its business product while taking the advantage of social purpose and acknowledge the public regarding the intention to introduce the product (Banerjee, 2009).

Implementation of Strategy

Bing has a competitive advantage in the market. It is one of the largest search engines that are used by the global and international customers. It

has to practice the strategy for spreading the message on its websites. The company has to post the social message on social website pages and allow the users to give donations by hitting 'like' on the page. The company would be able to generate profits if more users hit the 'like'. The company would be able to attract a large number of customers those will attract because of the social highlighted issue. The company will gain potential revenues and social aim in the single strategy that is crucial for the service organization (Mullerat, 2010).

Quality and Depth Information

It is the social responsibility of the company to provide complete and clear information of the social issues to its stakeholders. It is not enough to provide a summary to inform the stakeholders regarding the social issue, but they should be provided the significant depth of the information. They should be fully aware of the issues of society and clear intention of the company to highlight these issues. The issue must be highlighted through credible researches including videos, stories, social media and other sources (Banerjee, 2009).

Implementation of Strategy

People are emotionally attached to the social issues. They should be provided complete and concise information on the social issue. They should have an in depth information regarding the social issue. The company has to highlight the social service for the betterment of disabled people living in the society. To accomplish this objective, Bing has to organize the program in which it will highlight the social rights of the disabled people and collect a

substantial amount of donation for them. The company has to invite disabled people to the program and highlight the issue in the light of social service. The live program will provide high ratings, and the company would be able to generate potential donations for the disabled people. The company should invite social workers and heads of NGO to ensure that the company is working side by side with them (Banerjee, 2009).

Concentrated Efforts

Concentrated efforts refer to the efforts of the leadership of the organization towards some specific issue. It is not possible that public realize all the issues at a time. The leadership of the organization must apply efforts to one of the main social issues rather than to focus on all of them that will result in effortless concentration on various issues. The public has a habit to work for one objective at a time. The public could not focus on several issues at a time. They expect some seriousness in identifying and realizing the social problem or issue (Mullerat, 2010).

Implementation of Strategy

Bing has potential to make significant efforts for the implementation of various strategies. The company has to focus on the selection of one social issue rather than to gather multiple issues and failed to deliver the required efforts. The management of the company has to apply the strategy of focusing on the single social issue. The company has to utilize its potential resources to ensure the social responsibility commitment (Banerjee, 2009).

Above strategies are recommended for corporate social responsibility of the company. Bing has to apply concentration efforts for the purpose of

spreading the social message to the public. The adoption of above strategies will ensure that the company is sincere in fulfilling its social responsibility. Bing has to spread the single message that will derive both benefits. The company has to advertise its services with the help of taking advantage from social advertising.

References

- Banerjee, S. (2009). *Corporate Social Responsibility*. London: Edward Elgar Publishing.
- Mullerat, R. (2010). *International Corporate Social Responsibility*. London: Kluwer Law International.