

Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone

First of all, let me just explain what the word “pitch” means, in this statement. The language of “pitch” includes sales, marketing, campaigns, verticals, leveraging, and more. The pitch is like when you cast a net so massive that you are working the power of numbers. If you pitch to hundreds of thousands, even millions of individuals, of course you’re going to have some rate of sales. But that’s a ton of wasted money. And in terms of voice, and language, it is a great way to get laryngitis, LOL. The ideal pitch is the perfect “sales talk”, it explains how perfect your product or service is for the person being pitched to. Unfortunately for the “pitcher”, that’s when our innate lie detection kicks in. For me personally, when a pitcher approaches me and talks stuffs about their product that’s usually when I turn my back. As soon as I hear a pitch, I assume that I’m in the middle of a bait and switch. It is now up to me if I’m going to fall for it or not. These days, the markets are fast becoming smart, through the internet they research and talk to other people. They blog, they chat and they even set forums regarding products. They give opinions on what and what on to buy; they give their personal experiences to give future buyers an idea what to buy and what to watch out. Companies that pitch out are no longer speaking to anyone because they are few people to pitch out to, specifically those who doesn’t have access to the internet. Which is why the companies that use the voice of “pitch” in all of their communications are discovering that they are talking to an empty room? When they ask themselves “Where did everyone go?” they discover that the market is online, and they’re talking to each other.

Integrative questions:

- 1) What is the voice of pitch in marketing?
- 2) Is it still used today?
- 3) What determines a good pitch?

Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves

After reading this statement, we quickly assume that this is true, but actually it is not. The evolution of the marketspace is the biggest change in the worlds of Marketing and PR since the invention of television. The market is fast changing; the evolution of the internet generates the pre-condition for markets (the read customers) to talk to each other for free. Once separated by geography, marketspaces are now connected in multiple ways in online communities. The market blogs chats and set forums regarding products. They give opinions on what to buy and what not to buy. They also give their opinions based on personal experiences on a product, to give future buyers an idea on what to buy. The online market and the market that watch television ads are completely different, the online market are wiser and more knowledgeable when in terms of information regarding market offerings. The market that watch televisions ads tend to see only the good side of the product, they are trial and error buyers, they buy what they see on ads and buys another if it is of poor quality. They learn from their mistakes and pretty soon they'll discover that being online and researching first is more convenient rather than buying what they see in tv ads. The marketspace is changing, the markets are changing, and the customers have already changed and will continue to change.

Integrative questions:

- 1) What is marketspace?
- 2) What are online markets?
- 3) How do they differ from the typical market?

Companies that don't realize their markets are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.

The internet has created many unparalleled Changes and Opportunities in human history. The near-instant communication it provides to people all over the world is a more important change than even the Industrial Revolution. The internet is changing traditional ways faster and faster each passing day. Citizen Journalism like “twittering” is reporting news faster and more honestly than the legacy organizations. Consumer advocacy groups like “Nike forum and Tipidpc” are creating online communities to discuss products and services. E-mail communications can transmit a single message to millions in moments. Amateur videographers are creating entertainment that reaches niche markets – or tens of thousands viewers in Youtube. People are connecting in like-minded groups to pursue social agendas, commercial concerns, and education. So what does the business organizations need to do in order for them to sell their products on the online market? The solution is they need to get out there and talk to them. They need to learn how they engage with these customers, in order to gain their trust. They should go back learn to what Searls and Weinberger wrote in Cluetrain Chapter 4 “Markets are Conversations”. For a long time, the sellers were in control of the conversation. The idea of a “spokesperson” or “endorser” came into being, a person or celebrity who spoke what the sellers wanted them to say in TV, radio etc. Broad-based messages that told you, in effect, that you needed this product or service so that you could be just like everyone else. This was the seller’s ultimate goal: to create a market of uniform buyers that could be manipulated, whose behavior could be predicted, and whose money could be harvested. Then the internet showed up and quickly turned the table against them. Now the consumers are now the ones in control of the conversation.

Reference: <http://www.dangerouslyawesome.com/2009/01/28/cluetrain-a-day-2009-companies-that-dont-realize-their-markets-are-now-networked-person-to-person-getting-smarter-as-a-result-and-deeply-joined-in-conversation-are-missing-their-best-opportunity/>

Integrative questions:

- 1) What market conversation?
- 2) Who controls the conversation today? Consumers or sellers?
- 3) What is the role of the internet in today's market conversations?

Companies can now communicate with their markets directly. If they blow it, it could be their last chance.

What companies need to do first and foremost is to engage your market directly. In order for companies to do this properly, there are 3 simple rules that they can use to guide how they share, communicate and reach out to their customers. Rule number one, customers that uses your product often likes to talk about it with other customers potential or none potential. So companies need to respect that conversation, they need give them a place to do it. Companies need to participate in it honestly and fairly. A forum is a common and often free way to get information from customers. This is a simple way to create an FAQ tool set for your company with “official” answers and user-generated comment. Rule number two, let your employees talk to your customers. This is a topic that a lot of people are thinking about. What is your company trying to hide if the employees can’t talk to the customers? If every employee is not on-board with your corporate vision and dedicated to the success of the company and its products/services then these can only mean one of these things. Its’ either your vision is a lie or impossible, your employees know that you don’t mean it, your product or service sucks, your product or service isn’t worth the money and they know it and last but not least is, your employees don’t feel like they are treated fairly, because they know the customers aren’t. Rule number three is the most hated among them all; initiating a relationship is not an invitation to spam. Just because a customer visit your company website or forum, does not mean that you flood there emails with special offers. If you are a company, I strongly suggest that you do careful reading and take down notes. Make sure that you are following these 3 golden rules so that you won’t blow your chance of making a good relationship with your customers.

Reference: <http://www.dangerouslyawesome.com/category/business/page/3/>

Integrative Questions:

- 1) How can companies communicate directly with the market?
- 2) How can they create good working relationship with their market?
- 3) Is there a guideline in doing this?

Companies need to realize their markets are often laughing. At them.

In most cases, companies seem to think that their mistakes are their weakness, and do everything they can to control where their mistakes end up. Ultimately, they get found out. There are no mistakes that can't be revealed in the internet. During the old school marketing days, companies who creates mistakes doesn't often admit it, they deny involvement in incidents with their products or services to protect their company from any downfalls. Companies often let their high powered attorney's do the talking which results in the disregarding of any case. That is why companies in the past decades controlled the market which is undoubtedly unjust to customer rights. The market now controls the conversation. Consumers must let companies let companies fear the feel of getting laughed at whenever they create mistakes (Gelotopobhia). We the market, the lifeline of business organizations or companies should fear us, they should fear that if they do anything wrong or unjust, the online market though effective communication can easily reject them. Without consumers, companies would close down. Consumer rights must be imposed or else we would reject them through the effective use of communication over the internet.

Integrative Questions:

- 1) What is gelotopobhia?
- 2) For companies, what does it mean to get laughed at?
- 3) What are consumer rights?

Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

We've already established that a "company" is a construct full of people. This statement points out that companies when we say "lighten up", we're talking about a corporate culture shift, which is a pretty large undertaking because people don't really take imposed culture very well. Instead, "lightening up" needs to be a holistic change for the company. It's very difficult to explain this statement without giving an example, a good example of a company with a sense of humor is "Jollibee". If you compare Jollibee with KFC in terms of employee attitude towards customers we can observe that Jollibee employees are livelier when it comes to greetings and getting orders compared to KFC's employees. Another example is Shell compared with Caltex and Petron, whenever I fill up my car with gas I always go to Shell because the service is better compared with Caltex and Petron. Gasoline personnel in Shell make sure that customer needs is met because they ask you if you need anything done with your car, may it be oil, water or clean your windows. It is all done for free in Shell gas stations. With these examples, this is how I interpret the statement "Companies need to lighten up and take themselves less seriously. They need to get a sense of humor".

Integrative Questions:

- 1) What does the sentence mean "Companies need to lighten up and take themselves less seriously?"
- 2) What does the sentence mean when we say companies need to get a sense of humor?
- 3) Is humor important marketing?

Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

We all know for a fact that laughter is the best medicine. No matter how hard or unfair life maybe on you laughter can make you feel better even for a little while. Getting a sense of humor does not mean clowning around while at work. Rather, put inject a little humor and make the workplace a fun conducive place to work in amidst the problems and hassles. Many businesses don't seek improvement until there is a problem. And more often, they can't even see the problem until it's too late because they weren't checking operations from more than the most comfortable angle available. They are just sitting on their asses, behind their desks and looking at spreadsheets. That is why work tends to become boring for some, boredom leads to unproductiveness. If you don't love your work, why help in improving it right? For an owner of a business, changing your perspective in itself is a valuable action for you to take for your business. Along with an opportunity to understand and, maybe even invoke some humor about your business, but now you have a chance to take a look at business process from that new vantage point, poke holes! Experiment! Inject humor! It's never too late to try because in the business world new ideas are always welcome because it is the key in order to achieve success. Also relieving tense situations can help bringing excitement in the workplace. Take an otherwise tense situation and diffuse it with humor can help a lot but it needs to be done carefully, but the sense of likability that can come with a good understanding of humor has a good chance of taking the edge off some potentially tense situations.

Reference: <http://www.dangerouslyawesome.com/category/cluetrain-a-day-2009/>

Integrative Questions:

- 1) What is humility?
- 2) What is genuine point of view?
- 3) What is straight talk?



4) Why is these three important in business?

Companies attempting to "position" themselves need to take a position. Optimally, it should relate to something their market actually cares about.

It is difficult to take away a position from an existing business especially when that business is strongly established. As I have said earlier in the last thesis, it's never too late to try because in the business world new ideas are always welcome because it is the key in order to achieve success. For an owner of a business, changing your perspective in itself is a valuable action for you to take for your business. Along with an opportunity to understand and, maybe even invoke some humor about your business, but now you have a chance to take a look at business process from that new vantage point, poke holes! Experiment! Inject humor! Also relieving tense situations can help bringing excitement in the workplace. Also as I have mentioned earlier, many businesses don't seek improvement until there is a problem. And more often, they can't even see the problem until it's too late because they weren't checking operations from more than the most comfortable angle available. They are just sitting on their asses, behind their desks and looking at spreadsheets. That is why work tends to become boring for some, boredom leads to unproductiveness. It is hard to take away a position from some existing business that is why the solution is instead of positioning yourself with others. You need to take a position of your own so in that they will be the ones who will position themselves with you. Establishing a position leads to the beginning of high company kudos.

Integrative Questions:

- 1) What does the word "position" mean in a marketing point of view?
- 2) How does a company establish a position?
- 3) What is kudos?

Bombastic boasts—"We are positioned to become the preeminent provider of XYZ"—do not constitute a position.

Positioning is the thing that you may sling in front of your investors, were your company wants to be in the competition but your customers don't give a crap about this positioning stuff. What your customers care about is what you are committed to. At least one of the things you're committed to should be them, at least in their mind, which is what your customers want. Always remember, bear in mind that customers are the lifeline of your business. Without customers, a business would not survive. Your companies "position", should it be to "become the preeminent provider of XYZ", says nothing to your customer about how you plan to make decisions, only where you plan to get with those decisions, even if it includes sacrificing them. Companies should drop their positions and replace it with a set of core values.

*"A value system is a set of consistent ethic values (more specifically the personal and cultural values) and measures used for the purpose of ethical or ideological integrity...The first value category is Core Values, which prescribe the attitude and character of an organization..."*

Core values define how the members of your company will act and who and what are your priorities in order to attain desired goals for the business. Core values put people first unlike positioning, which do not. Company should always prioritize the customers, as the saying goes "The customer is always right", what they want is what matters.

Reference: <http://www.dangerouslyawesome.com/category/cluetrain-a-day-2009/>

Integrative Questions:

- 1) What does the word "position" mean in a marketing point of view?
- 2) What are core values?
- 3) What should companies prioritize among the two?

Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships.

To explain this statement clearly I will give an example. For me, a real good example is Sun Cellular Telecom. Sun as a company really embraced a mechanism for coming down from their Ivory Tower, offering best and cheapest services for the masses. This bold move that Sun did has been recognized as extremely important for the community, to help the masses communicate with one another without the apprehension of high rate. We must admit, Globe and Smart doesn't give this much decrease on their rate because their reason is their services are much better. Well to tell them honestly bases from my experience, Sun Cellular's services are equally as good as the services offered by Smart and Globe. The only difference is the rate; the prices of Sun's services are clearly cheaper. Why can't Smart and Globe do it? It's for both Globe and Smart, they can't risk the lowering their price because they are afraid profits would decrease. But they know the importance of building quality relationships with their customers and the businesses that use their services, and yet they are too self centered too realize that they need to give back through lowering their rates. There was no Ivory Tower for Smart and Globe to have to come down from. Sun Telecoms, in this case, is the clear winner in the hearts of the masses. People trust Sun Telecoms so much that almost everyone has a Php 350 cellphone plan used for unlimited calls and text.

Integrative Questions:

- 1) What does the word "ivory tower" mean?
- 2) How can companies build relationships with consumers?
- 3) What should companies prioritize profit or customer satisfaction?

Public Relations does not relate to the public. Companies are deeply afraid of their markets.

The internet is enabling human conversations and promoting a market of “good experiences” told by authentic voices that had experienced it. The role of the public relations is to build conversations and personal relationships. The term, public, has many interesting dimensions, here are some: the community or wider public, as understood by “the public good”, open to scrutiny, that is the opposite to private, the consequence of discussion and feedback, evidenced in public opinion and a group of people with a common interest, such as the reading public. It is only by public relations not relating to the public that companies can move beyond being deeply afraid of their markets. Instead of acting as a gate-keeper, PR must open the door and facilitate the human conversations and “fabulous stories” that it, above all other functions, is able to discuss in authentic voices. Companies need to participate in PR with customers in an honest and fair way as possible. A forum is a common and often free way to get information from customers. Companies only solution is they need to get out there and talk to customers, be not afraid of their markets. They need to learn how they engage with these customers, in order to gain their trust.

Reference: <http://greenbanana.wordpress.com/2009/04/28/public-relations-does-not-relate-to-the-public-companies-are-deeply-afraid-of-their-markets/>

Integrative Questions:

- 1) What does the word “public relations” mean?
- 2) How can companies use public relations to communicate with customers?
- 3) Is public relations needed by companies?
- 4) What can public relations give to companies in return?

By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.

These statement means that by limiting the number of people allowed communicating with the public on behalf of the company, they are building walls to keep markets at a distant. But by doing so, something else happens: that communicator's guard goes up. If they're the bottleneck for communication, they can only feed so little conversations at any time. Any additional communication above their comfortable threshold, their instinctive reaction is to block it away, and a distant uninviting, and arrogant voice, is a highly effective way to alienate your customers and keep them at bay. Furthermore, they're excluding the communication that goes on outside of their carefully controlled communication channels, rather than using their momentum to their own benefit. Companies need to get out there and talk to customers, be not afraid of their markets. They need to learn how they engage with these customers, in order to gain their trust. Building good relationships between market and companies can lead to good things. Don't keep your employees in a shell, let them speak out, communicate with the public. An employee that loves his work will always do what is best for the benefit of the company. The lesson here are: don't just allow, empower your company's employees as well as your customers to communicate, instead of relying on a single point of contact and also try to remove communication bottlenecks except when absolutely necessary. I believe that the arrogance and distance in the collective communication "voice" of the company will begin to fade away.

Reference: <http://www.dangerouslyawesome.com/category/cluetrain-a-day-2009/>

Integrative Questions:

- 1) Why are some companies afraid to talk with their markets?
- 2) Can a single employee do so much to help a company?
- 3) How can companies empower employees?

Most marketing programs are based on the fear that the market might see what's really going on inside the company.

Have you ever wondered why is it that so many marketing plans are designed around carefully constructed and controlled channels of communication? For example, television ads, radio ads and newspapers ads. If you an employee and something is going on inside your company that you're worried about your customers knowing about, it shouldn't be marketing's job to keep that from spreading by obscuring it with a smiley marketing project. Nowadays everybody knows what everybody else is up to, thanks to the web. And worse: everybody thinks they know what everybody else is up to, thanks to the web again. The "Internet" is a very powerful tool that revolutionized the way how the market gets information. Secret's can never be hidden, in fact there are several sites dedicated for revealing secrets, may it be Hollywood gossips, government secrets, beauty secrets or etc. There are also download engines dedicated for piracy, free software and file download. Markets and organizations now communicate effectively online using the internet. But for me, if companies fear that the market might see what's really going on inside their company, the only solution is the company should stop doing that thing they don't want their customers to know about.

Reference: <http://www.dangerouslyawesome.com/category/cluetrain-a-day-2009/>

Integrative Questions:

- 1) Do all companies hide secrets from consumers?
- 2) How powerful is the internet in unveiling secrets?
- 3) What are marketing plans?

Elvis said it best: "We can't go on together with suspicious minds."

We all know by heart, whether it is relationship between a male and female, or between a company and its customer, relationships are not meant to last if you're always wondering if the other's been lying to you. Trust is hard to earn, and even harder to earn back. Don't make the other party suspicious or else they will walk out. Companies need to get out there and talk to customers, be not afraid of their markets. They need to learn how they engage with these customers, in order to gain their trust. Now once successful, once trust is earned, companies should take care of that trust. There must be no trickery, no deceit, fraud or scam on both parties in order to keep the relationship healthy and on-going. Secrets must never be hidden because nowadays everybody knows what everybody else is up to, thanks to the web. Everybody thinks they know what everybody else is up to, thanks to the web again.

Reference: <http://www.dangerouslyawesome.com/2009/02/14/cluetrain-a-day-2009-elvis-said-it-best-we-cant-go-on-together-with-suspicious-minds/>

Integrative Questions:

- 1) What is a suspicious mind?
- 2) What can suspicion do to a relationship?
- 3) How is trust earned?



Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed.

Answers.com defines “Brand loyalty” as the Degree to which a consumer repeatedly purchases a brand. For advertisers to achieve their ultimate goal of brand loyalty, the consumer must perceive that the brand offers the right combination of quality and price. Many factors influence brand loyalty, such as consumer attitudes, family or peer pressure, and friendship with the salesperson. The advertiser must consider all such factors. The degree of brand loyalty—that is, the brand's market share—is known as the brand franchise. Brand loyalty is stronger on established products than on new products. It is something not easily achievable to most companies. To achieve it, it should start in companies building relationships with their customers. Companies need to get out there and talk to customers, be not afraid of their markets. They need to learn how they engage with these customers, in order to gain their trust. Trust that is vital to company success, it is in trust that brand loyalty is achieved. And once successful, once trust is earned, companies should take care of that trust in order for brand loyalty to continue. There must be no trickery, no deceit, fraud or scam on both parties in order to keep the relationship between buyer and seller healthy and on-going. When companies value their customers, in return customers will also learn to value the company and be loyal to their brand. An employee that loves his work will always do what is best for the benefit of the company. Companies must empower their employees to communicate with customers. They must not keep employees in a shell, let them speak out, communicate with the public and show their full potentials in helping achieve company success. A company will never know the full potential of a single employee unless given the chance to show it.

Reference: <http://www.answers.com/topic/brand-loyalty>

Integrative Questions:

1. What is brand loyalty?
2. How is it achieved?
3. Why does the stability of a company rely on brand loyalty of customers?