

Compilation of Theses 16 to 30 of Cluetrain Manifesto

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Abstract

The second 15 theses statement of the Cluetrain Manifesto talks about how the company should interact and communicate to their target market. There are different ways and a better ways to do that. This also include of the accurate thing and some of the key points the company should do in order for them to attract their customer. One is by the use of catchy lines, where their customer can easily remember and recognize their product. There are also different strategies that they can apply for the improvement of the company. It was not simple to make your product click in the market; you should exert more effort and find innovative ways to make it. It also deals with the advantage and this advantage of taking the risk to use the new technologies. The use of latest communication technologies was given emphasis.

Thesis 16: “Already, the company that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to everyone”

The “dog and pony” show in business means the way the company advertise their product in creative way. And also like in the circus were they travel to make in different places to perform their show is like the company who travel abroad to market their product and attempt to create interest in purchasing their product. While the language of pitch is how they talk to their consumers, the tone of their voice the way they make their words. It is up to the company how they will make their buyers notice their product.

For the company to expand their market they should make their promoting strategies better. We now have new means of communicating others. We now have the internet to have our online transaction. It is only one way to advertise your product. Having an intimate contact with your customers is much better.

Integrated Questions:

- What is dog and pony show means?
- How it was compared to the company?
- What is the impact of this impression to the company?

Thesis 17: “Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves”

Now in a world where different kinds of technologies are up-and-coming and different ways of communicating is develop, company find it easy to introduce and launch their product in the market. In the early years, company interacts with people through the used of radio, newspaper and the most commonly used, on television. From the used of theses media, they can now commence their new product but people don’t have the means to interact or communicate directly to the company. All they can do is to watch, listen, read and absorb of all the information given without expressing themselves. And it is also has a disadvantage with the company. What if your target customers don’t read newspaper, don’t listen to radio and don’t watch the television channel where you only advertised your product. It is an additional expense and waste of time if you try to advertised your product in all newspaper, radio station and TV channel in the world to make sure that your target markets receives it.

There is a new way for the company to widely promote their product and it is by the use of online resources. Company could create their own website where they can post everything about their product and the company as well that they want people to know. Since people often used computer, now individuals from any part of the world can access your website. Anyone

could now about your product and might be interested in buying it. By means of this, companies can save budget for advertising since they have their own website for the consumer to visit. And it also hassles free for both the company and the consumer and they can have online transaction.

Integrative Questions:

- What are the early approaches of advertising product?
- What is the new means of promoting product?
- What is the effect of this new means on the company?

Thesis 18: “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”

There are still companies that don’t want to take the risk in engaging to computer world. They prefer to stay in a traditional way of communicating to their customers. For them it will cost them too much to adapt in the practice or ways to market their product. But at the end of the day, come to think of it, you’re missing the chance and opportunity to gain more customers.

In our type of world today, where even a 5 year old child knows how to operate the basic function in the computer, so why should a company be afraid on trying these new and enhance technologies. People want their lives to be easy and hassle free. People want that with just one click they can have their product. Through these technologies we now have online transactions. Where you order your product and at the same time pay its equivalent amount using paypal or other terms of payment online. From there people will find out how easy and manageable to order and transact with your company. Who knows, through acquiring new technologies you can expand the size of your market and can be use as the company’s competitive advantage.

Integrative Questions:

- What are the advantages of online transaction?
 - How online transaction does affect the company?
 - Is an acquiring new technology can be a competitive advantage?
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Thesis19: “Companies can now communicate with their markets directly. If they blow it, it could be their last chance”

In the old times of marketing, for the companies to have a direct transaction and conversation with their customer, they need to find ways on how to reach them. They will go to one place to another where their target market located and from there they will conduct a survey about the performance of their product. The advertisement also in television was not that convenient. Somehow it may help the company for easy advertisement but it also has a disadvantage. The company has no direct communication to the users. The company has no idea about their feedback, reactions, comments, suggestions etc. it will be harder for them to improve their product if they don't have the means of communication to interact.

We can say that theses new and improve technologies were a really big help for the company and also for the customers. We now have online transactions, the easy way of communication of two sectors. They can now have their conversation online; they can post their comments, reactions or whatever they want to say to the company on their website about the product for the company to find immediate action on how they can improve their product to satisfy the consumer. And it is through the help on internet and online transaction.

Integrative Questions:

- How can the company communicate directly to their customers?
- What strategy they can use?
- Is using this strategy can help them?

Thesis 20: “Companies need to realize their markets are often laughing at them”

Companies want their product to be profitable so they find ways to market their product. Most of the company will do anything just for their product to click and be the number one in the market. They uses popular artist to advertise their product most often they do television commercials. They make use also of tag lines that will symbolize their products. Sometimes theses tag lines are the reason why their markets often laugh at them. Company would make use of the funny and catchy quotations although it was taken as a joke, it works out. It was a very effective strategy in marketing your product.

There are many ways to advertise your product. Through the use of latest technologies like advertising through internet and posting it in a website can make it known for the public. Consumer might think that the company was so crazy and desperate in promoting products because they will do everything for it, well its true because is was their goal to earn profit in anyway and popularized their product.

Integrative Questions:

- What does the company needs to realize?
- Why their markets are are laughing?
- What was the company's goal?

Thesis 21: "Companies need to lighten up and take themselves less seriously. They need to get a sense of humour"

Most of the company is very serious when we talk about their business. For the company "*time is gold*" and "*every money counts*" that sometimes they've forgot to pay attention to their customers; the reason why they still existing in the market. They are busy in getting the attention of their customers, but here is the question "Are you appreciated?" even though you have a very well designed product advertisement but your customers finds it boring its non-sense. The company should focus more on how they will catch the interest of their target market.

A company regularly change their ways of introducing their product in the market. They will think of a strategy to do that but you should always put some sense of humour on the quality on how you market your product. People find it interesting if they've learned some new lines, new words or terms used to advertise your product.

Integrative Questions:

- Why do company needs to get some sense of humour?
- What are the implications of that?
- Is it good for the company to follow that?

Thesis 22: "Getting a sense of humour 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"

As we all know company would do everything to make their product cost-effective. They will make sure that their target market would be able to recognize their product. But in doing these things, there are certain key points that they should remember and apply.

The company should maintain their reputation in the market. First, in creating their own website it should attract customers but doesn't mean that you need to put jokes in promoting your product because people might take it also as a joke, it is not the sense of humour you need.

You can use catchy lines that would really describe your product. It can answer the questions ‘what is the purpose of your product?’ or ‘what the product can do?’ it would be a big help for your product to be easily recognize by your consumers. Second, you can also put the values of the company on your website for the consumer to better understand your company’s purpose but it also include a little humility in promoting your products. Third, your market should always understand what the company’s trying to say for them not to doubt. You should talk straight to the point. Lastly, the website also contains the true point of view of the company for the consumer to really see the truthfulness and sincerity of the company. It will make the consumer realize that the company is in fact right. These are only some of the key points or reminding in having our own website.

Integrative Questions:

- What is sense of humour?
- Why should the company have a sense of humour?
- What are some of the reminders to be applied?

Thesis 23: “Companies attempting to “position” themselves need to *take* position. Optimally, it should relate to something their market actually cares about”

All companies want to have a position in the industry they are in. When we talk about position it something that we are rank by highest to lowest position and it is usually according to the performance of the company. So if a company is trying to portrait that they are in the highest or top position they should prove it so the company won’t be put in shame. Of course your customers should care about what your company’s trying hard to do. All the things that a company does is all for their buyers. Both the company and the customers benefit from the victory one has achieved. If the company has a good performance it is their advantage to gain more customers and from the side of the customers if they are a regular buyer of that company it has a good effect on them because anyone can say that they can afford to buy a product from a good company.

It was a big achievement for a company if they were awarded as one of the top company in industry they are in and has the best performance amongst their competitors. But it was not easy to make a name in the industry because you need to really do the best you can for you to success.

Integrated Questions:

- What are the benefits of the company as well as the customers if they've got a position?
 - How can a company tell that they are one of the best companies in the industry?
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Thesis 24: “Bombastic boasts- “We are positioned to become the pre-eminent provider of XYZ” –do not constitute a position”

Every company dreamt to be the one in the market they are under. They want the people to recognize them as one of the finest and top company on the business they are in. Some of the corporation take themselves to be in the number one position. They are the one who gives their position in the industry. I think the company don't have rights to rank themselves in any position they want. It is part of a political view. Don't consider you self to be the number one, particularly if your company doesn't perform well.

People have their own point of view in everything that happens around them. They can assess what is the performance of a specific corporation. It will be so laughable if they perceive that you really claim that they company is the number one yet people observe that your not company performance doesn't meet the expectations and satisfaction of the customer.

For the company to know if their performing well, they can conduct some interviews and surveys on the location of their target customers. But there are also factors that can affect the result of your analysis like your competitors' performance. You should consider it and made a intellectual analysis that you can make use to determine your position. Now you can confidently rank your self according to its right position and you have the written evidence to tell everyone that you have the right.

Integrative Questions:

- Does the company have the rights to claim their self as number one?
- What could the company do to prove their declaration to be the number one is right?
- Is it right to rank your self as number one?

Thesis 25: “Companies need to come down from their Ivory Towers and talk to the people with whom they hope to create relationships”

The company and its consumer should have a warm relation to each other, it can be not that intimate but at least they know what their customer wants. Some of the company may take their customers for granted because they think that it is enough that their company is leading the market. They failed to notice that it is rooted in their customers who avail and patronize their products.

Sometimes it is better for the company to go down and reach out to their customers. For them to easily recognize what their customers really necessitate and for their customers to also

recognize that the company is sincere to their needs and find innovative ways on how they can make their products more useful according in their kind of business.

Integrative Questions:

- How can the company develop relation to their customers?
- Is it a big help for the company?
- Why does the company need to do that?

Thesis 26: **“Public Relations does not relate to the public. Companies are deeply afraid of their markets”**

What do we mean by Public Relation? Public means group of people like community or communal, it also means that it is open for inspection and investigation, and the opposite of private. While Relation means the way or how good you interact with other people and build good relation.

Company should learn how they will interact with their customers nicely. The company can easily convince people if they are building connection with their customers. Public Relation is very important for the company and the customers to build relation and keep in touch to each other. Because of public relation the company can easily market their product because they are confident that they have someone to offer and buy their product.

I think through the help of public relation companies will gain more customers that will patronized their product. They should make their customers' feel that they were valued by the company.

Integrated Questions:

- What is public relation?
 - How public relation helped the company?
 - Is this relation has a positive impact with the company?
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Thesis 27: “By speaking in the language that is distant, uninviting, arrogant, they build walls to keep their market at bay”

Companies will do everything to the very most they can to keep their market loyal and at bay. Distant means remote or outlying, uninviting means unattractive or unpleasant and arrogant means conceited or haughty. I think this phrase has something to do with the way how companies make their advertisement. Companies are very careful in choosing the right words to use in their ads. Most of the advertisements use flowery words to gain customers. They make some sweet talks to attract people. They really think about and analyze the words they will throw.

It is not easy to compose advertisement to promote your product. It takes effort and time to really think and study your product before you publish your ads; what is something new in your product that makes it unique above other products. Your advertisement's goal is to promote, persuade and convince people to try and buy your product. If people find your ads uninviting because of the words you use and arrogant because the way you direct your advertisement. They might ignore it even though they know that your product is good.

Integrative Questions:

- What distant, arrogant and uninviting means?
- Why should the company really need to study their ads before they publish it?
- What are the goals of advertisement?

Thesis 28: “Most marketing programs are based on the fear that the market might see what's really going on inside the company”

Company has a lot of products and services to offer in the market. They don't focus on one product to sell because what if that only product didn't click the market the company has no profit. They offer programs related to their product and also to the needs of their market. They make sure that their market will grasp their program and will satisfy them. The company is afraid that their customers might doubt on them because of the kinds of program they're offering.

Company makes use of different strategies to persuade their market. One of the factors that affect the decision of the market is the advance communication. They now have online communication with their preferred company where in they may know what is the transaction or happenings inside the firm. The company is also careful in offering their program because they know that markets are becoming smarter. Through social conversation their customers can also persuade another people and it is one of their powerful tools they may use against the company whether it is good or bad. It can be through their experience in the company that might tell the qualities of the specific company. For the company to not experience it, they should make sure that their program is really worth it and can satisfy the customers' needs and wants.

Integrative Questions:

- Why is the company afraid of their market?
 - What are the possible causes?
 - How can the company overcome it?
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Thesis 29: **“Elvis said it best: “We can’t go on together with suspicious minds.”**

As we all know, Elvis was one of the great singer in the world. He becomes known for the whole world because of his famous songs. At the young age he be able to make a name in the music industry. One of the lyrics of his songs says that "We can't go on together with suspicious minds". This phrase has a lot to tell and I agree.

We don't have control in people we're meeting of. In the business world it is hard to easily trust and give your full confidence to someone whom you just meet a while ago we become suspicious like finding your supplier to supply all your needed goods. You need to at least experience the service or performance of that supplier to gain your trust. I think this is what Elvis was trying to say, that if we doubt or suspect to your partner or the people you've been working to, there's no way for you to progress. We may always think that that person has nothing good to do with your company which is wrong. If we learn to trust ourselves then people might as well trust as. And through this we can gain cooperation to make the business grow.

Integrative questions:

- Who is Elvis?
 - What do you mean by suspicious minds?
 - How was the company overcomes being suspicious?
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Thesis 30: **“Brand loyalty is the corporate version of going steady, but the break-up is inevitable- and coming fast. Because they are networked, smart markets are able to renegotiate relationships with blinding speed”**

Every company has its own brand name to carry and take care of. They just don't come up with a name it the market already knows it but they've done their best to market their product using the brand they've created for the product to be easily remembered. Once the brand click the market its value now becomes high and more people is patronizing the product. Through this brand the company gain customers loyalty. There are a lot of brand names that people can easily recognize like Nike, Louise Vitton, Starbucks, guess, bench, etc. This brand names gain the loyalty not only the class A people but also the class B and C. This is one of the reasons why the product still survive and going steady in their field.

But now a days there are a lot of issues related to different kinds of product that are emerging, this is inevitable and coming fast. Through the use of technologies customers are getting smarter, they now engaging on the talks about the brand they care. They won't miss the chance to talk to the company and negotiate about what's happening on the product. It was said to be in a blinding speed because it is very quick for them to renegotiate with the help of technologies.

Integrative Questions:

- What does brand name means?
- How these brand names affect the company?
- Why is that customer can renegotiate with a blinding speed?