

Cluetrain Manifesto 95 Theses

Reflection

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Abstract

This chapters 16 – 30 of the 95 theses of the Cluetrain Manifesto this part of the theses takes about the importance of communication of that company with the market and how they could create a better relationship with each other since they are both connected to each other. This also discusses some of the strategies that the companies do to earn the trust of the market.

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

This means that the companies may make a lot of commercials or ads but do they actually make any sense or does the ad have any meaning? It seems that most of the companies would make ads or commercials in television just to show an actor or actress that is endorsing their product so based on popular demand people would buy their product but actually some people that would think deeply would notice that their ad has no meaning at all.

It is true that most of the people these days really go or believe in what the ads say but because of the growing population of the internet the people online or the so called market could spread word easily which would give the new comers or the people that has never bought that item ideas about the good and bad things that it may have. Most companies would actually try to fool their buyers so that they could sell a lot of products but because of the information it seems that they would have a harder time in hiding their secrets from the public. They must also learn that they should also consider thinking about the welfare of the consumers since the consumer are the ones who provide them with the money if ever the consumers would realize that the company is actually just using them to gain profit then I guess that the company would not live that long. Now that people could easily communicate with each other.

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

They may assume that the people online and the people that depend on banners, radio and television commercials are the same well I guess they are guessing wrong since people that online or the online market has more resources and has more people to talk to and ask for advice. These people can know the product before they even buy it because of these they think smarter and know more because of the online market.

Communication runs fast these days with a click of a button we could already talk to someone in the other side of the world so unlike before that we could just ask the people that we see every day about a certain product, now they could ask the whole world about it. They could just go to a forum and open a topic or they could make a blog that people could see. Waiting for replies are not a problem these days and because of that people learn more. The advertisements are good basis but are they actually true? It's a good thing that there is now what we call search engines like google or yahoo search which would immediately display what you are looking for and get an answer right away.

Because of this new technology companies now need to make sure that they are stating facts in their commercials since the whole world has ears listening and commenting about it. surely the companies would now see the difference between these 2 markets since they are very different.

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

If the companies would not realize that their market is now connected to one another and are getting a lot smarter because of each other's ideas since each individual would share his or her idea about a certain topic that may come from everyday life or experiences that he or she felt so product and services would be part of it. So once someone decides to place something online for the world to see then there would be other people that may have the same idea which might make them comment about it and they could share each other's ideas which would now make them both more knowledgeable about the topic.

These conversations may also end up with people wishing for something or sharing ideas that may actually help the company get a new idea on what to create since people may talk about almost anything under the sun. Companies actually need ideas to sell in public so if they don't know what the market wants then there may be no point in actually putting up a business. If they would create a product that nobody wants then no one would buy it and they would not earn profit from it. Each conversation in the online community that has something to do with their line of business would be very helpful to them and if they manage to please one person with a new product that person could be the gold mine they are looking for. That person may spread the word to other that could become there potential buyers.

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

Because of the internet the companies can now communicate directly to their consumers. Using the company website or company account they could freely chat online with people that are interested in the topic, product or service that they may have. Actually now there are actually some customer service representative that are online in yahoo messenger and their yahoo ID is actually shown in the website so that the customers could chat with the representative in case there are any problems.

There are some companies that host forums about their product so that they could easily join the conversations in the market and know what is in the mind of the market. In the forums they usually talk about possible fixes for problems with the product and sum support so that the customer would not need to go the company or call the customer service hotline. In the forum the customers actually helps one another and if the employees or the customer service representative could reply in some of the concerns of the people.

This is actually a good move for the company because rather than making the market talk in other forums they are not able to monitor them and know their ideas about the product that they have made. Rather than paying somebody to give them ideas of a new product here they could actually get ideas from the conversation that goes on with that they would have less people and less expense plus it also makes the customers happy since the problems could be resolved faster.

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

The market contains a lot of people these people may have different sense of humor some may be foul some could be just making jokes about it but this statement does not really mean that people are laughing at the company but rather the people does not really notice or like the products but yes it is possible that some people are really laughing at the company. A good example for this is the 3 major operating systems Microsoft, Apple and Linux. Microsoft is the creator of windows the most widely used operating system because of its user friendliness and because most of the programs are actually dependent to this operating system. Apple is the creator of macintosh the operating system that is usually used by designers and Linux the most famous open source operating system.

These 3 operating systems are actually competing and so far windows is still the most used but slowly macintosh is growing because of the hardware that they offer and linux because the world is starting to go open source. Linux users actually makes fun or tells jokes about the users of the other 2 operating systems because unlike linux which is a highly technical operating system the 2 are actually less technical so they would usually call them stupid something similar there are actually a lot of posts in the internet about it then there is macintosh where I do agree that it's too beautiful or has too much effects that it actually looks girly.

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

It seems that most of the companies are too serious with advertising there product that people would get bored with their commercials since there is really no point on watching a commercial that has no life. A person likes to laugh and likes nice stories so it would be best of the companies actually made commercials or ads that has a little story or is actually funny to look at. During my marketing class we were told that if you wanted people to remember your product or company we should think of a pick up line a line that they would actually remember or a catchy line. So that people would actually converse about the certain line or commercial you has been shown to them. This would now become a good source of conversations in the networked market. These conversations could actually be the major selling point of a product as discussed in the first few theses.

I don't really watch television often I am more of a computer person but the few times I actually watched television I would see a lot of commercials but of course I would only remember a few of them. So far I have checked the television last night and saw a few good commercials. One was from clear shampoo I liked there concept of making a story out of the commercial plus the plot was similar to a movie I liked "Underworld" there was also coca cola which was a very simple commercial but it reminded me of a friend of mine these are the kind of commercial that may actually make the market talk about them because I surely would when I get to talk to some of my friends or my cousins.

22. 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.

When this statement said that the companies should get a sense of humor they did not mean that they should place jokes in their website because who in the right mind would place jokes on a formal website. This statement is just trying to tell them to learn values and remember the welfare of their customers. Since most of the companies would only think of who to make more profit than there is no point in actually building a company since sooner or later people would hate that company. This also means that they should have some humility because most of the big companies forget that each customer is important because without each and every one of their customers that company would not exist because the company exists for the people not the people exist for the company. Since the company is there to cater the needs of the people and at the sometime earn form it.

They should also talk straight since there are some companies that would actually try to fool there customer by saying confusing statements or using technical term to confuse the customer. It seems that most customers would just say yes when they get confused. The most important thing now is the genuine point of view this is the most important part that they should practice since who would believe a company that would lie about their point of view. For example they have a product that has certain defects and when a customer would ask does this product have any defects and if the company or company representative says no then they are already telling a lie.

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

Each company tries to make a position in the market usually by ranks or ranking of their consumers. Since each company cares so much about their position they try to invest in advertisements and ads so that people would know their company but since most of their attention is in the ads they forget about the importance of customer relations. I have noticed that there are only a few companies that actually invest in the interest of the customers or the market. This is actually the most important thing that would get them to the top.

There are a lot of businesses that has customer support true but do they give proper training to those who are taking care of the company’s customers because there are customer service representatives that are actually very impolite and at time sound like they are only forced to answer the questions that the customers are asking.

The best thing that the companies should do is to not only focus of customer visibility but give the customers benefits once they take your service or buy’s a product that you are selling and of course the most important thing is customer service or customer support since why would I buy from a company that could not provide me support when I need something to know about their product. A good example for this is when I bought a laptop since I was looking for a laptop that had nice specs but when I look at the brand I wanted to assure that they had good customer service I did not really care that much about the name of the brand what is really important for me is the customer service and the parts of the laptop.

24. Bombastic boasts – “We are positioned to become the preeminent provider of XYZ” – do not constitute a position

Most companies actually claim they are number one even if they are not they keep on trying to be the best but of course without humility they could not be the best and even if each company would claim to be number one no one would really listen to them since all of the companies claim that they are number one so what’s the point who would the market believe who is telling the truth. I guess the only way to really know who is number one is if there is an organization that would really make a survey or a vote on who is the number one company.

Actually if we would think about it the market or the consumers are the ones who really know who is number one since they are the ones that really talk to each other and they are the one who would be voting who is number one. This is similar to the elections in the government there are a lot of officials that would actually claim a lot of false claims to get the attention of the public which would be the ones to decide who to vote.

The best way of being number one is to prove to the market that the your company is really worth being called number one because if you are number one in that field you do not need to claim your number one because the market themselves would be the one telling the world that this is the number one company in this field.

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

The companies should rethink about their communication with the market because most of the companies would either keep quiet or they would talk using technical term that there are barely anybody who would understand it. Ever since the start of the companies they barely talked about the issues or problems of the company they would usually hide everything until they could no longer hide it and then they would start lying or placing the blame to someone else.

There are a lot of companies that would say that we need their product or we should buy their product for whatever reason but after the purchase they would then disappear and it seems the markets these days are still the same they still think so narrow mindedly.

A great example of this is the GSIS commercial that is placing the blame in IBM because of their poor service but thinking about it is it really IBM’s fault or did GSIS abuse or did something to the software that was provided by IBM. It is true that IBM made the product or the software and they should fix whatever the problem is but is it just IBM’s fault or was there a problem with the system of GSIS itself? Because of an employee or an official actually made some sort of mistake they should also specify that problem or at least stat that they also made a mistake but IBM would be fixing the problem because of the warranty or technical support that was part of their contract.

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

Most public relations of the companies does not serve their purpose since they are not that advertized or most people does not know how to contact the public relations of the company that there are times where you would wonder if the company really planed not to let the public know about the public relations to lessen the their problems.

It seems that companies give very little importance to the true concept of public relations this is why the market or the consumers has a hard time communicating with the companies it actually seems that the company is afraid of the people maybe because they are afraid to see their mistakes that they could not resolve.

It seems that the companies barely share anything to the market actually they would usually hide the things they think would destroy their image it is true it is to defend the company but if that news is something that may affect the welfare of the consumers I believe they should share it to the public and assure non or less of their consumers would be damaged. They should even talk full responsibility for what happened since it is their fault.

The real reason for having a public relations in a company is to listen to the market and what they have to say about the service or product that the company offers. This department is the one in charge of removing the gap between the customer and the company. To do this the customer relations office should be very understanding to the customer and the customer in return would trust the representative.

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

Companies usually speak to the markets via ads or commercials where in they would be over proud of their product, intimidating the competitors or even sound so boring because they are not reaching the what or they don't have what the customers want. With indorsing their product it's okay to be proud but I guess they should be humble at the same time. They should just brag about the details that are important and assure that they would not offend anybody including their competitors. They should also avoid inventing claims that has no proof since it would only drag them lower.

The use of technical terms would be good as long as they would explain them since not everybody really understands what they are saying. There are some ignorant people what would actually by a product because they did not understand what it was and just thought it would be nice to have which is actually wrong.

Plus the rule of friendly conversations that they companies are trying to attain with the market is the they should speak a language that they both would understand then let the other feel that he or she is welcoming the person as a friend. This is something that I think most companies forget or try to forget since this may make them more vulnerable but this is also something that would make them closer to the market and may even earn the markets trust that I do believe each company is trying to attain.

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

Marketing programs are made by the company to endorse their company and at the same time the product or service that they are offering. They try to give knowledge and awareness to the public what their company stands for and for what are they there for. The main question is, are all the marketing programs true? And how do we exactly know if they are telling the truth or not since this kind of communication is indirect to the market actually it's not really a conversation since its one way the company realizes a marketing program then the customers listen but they never get to really communicate. This marketing programs should reflect what exactly is going on and they should also at the same time get the opinion of the market.

Sadly there are companies that would actually make their marketing programs to cover up for the something that company did or is still doing so that the market would not know what is the exact thing that is going on in the company.

The companies could actually make the marketing program as a cover up so that their company could cover the fact that they are going bankruptcy, lawsuits or their market share is actually decreasing. This is the best way to make a story and build a false image of the company that could actually help them salvage whatever that is left in the company. The company is scared that the people might reject them if ever they would revile the truth which I guess really would happened.

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

It is true that people who are suspicious with someone he is with would never get along since he there is no trust and this may endanger the relationship. When it comes the relationship of the market and the company there is a very big gap in between them that seems to keep on getting larger since they keep on breaking each other's trust. Well there are a lot of companies and buyers but they are generalized to make both communities safe from each other but because of that the gap would just keep on growing bigger. Each thinks that the other would betray them they try to see each other as enemies which is not a case. They could think of each other as friends like a give and take relationship the customer would pay for the service or product while the company would give the service or product. There are some occasions that this still works but it rarely happened now a days since both of them are trying to outsmart one another.

Both parties are actually on guard waiting for the other to backstab them so that they could take revenge. This relationship is very similar to the relationship in the office or in school I guess this is basic human nature that each would only trust someone similar to them and if the person is different or a stranger the person is always on guard. As long as the world would think this way there is no chance that the market and the companies would change their stands.

30. 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.

Brand loyalty is common to people these days since once a person likes something that is being sold by a certain brand they would usually go back and check if there are any other good stuff that the brand is selling this is very common till know specially with well known brands people seem to trust them more because they have been tried and tested. The problem is know that the markets are networked it is easier for the people to spread rumors and other propaganda that may damage the reputation of the company some may be true but there are also some that are done for fun or by a competitor of the company that has a lot of customers.

I would usually trust a company that has been there for a long time and has good reviews from my friends. I also check online since it is the best place to get new information. A good example for this is when I was planning to buy computer parts for hard disks I am very loyal to Seagate since it has been in the industry for so long and ever since my first computer during the 1990's I was already using Seagate and to think my 1gig hard disk is still alive up to now. But recently a friend of mine Roberto Galang purchased a 500gig hard disk and for some reason after consuming half of the hard disk space the hard disk's rotor or the thing that makes that disk inside rotate would break. So he checked the forums about it or as we call it the networked market and they said that the recent release of Seagate hard disks has this problem but Seagate took action and if you would send back the hard disk the would replace it with a new one so I guess that good enough.