

Cluetrain Manifesto

16 - 30

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

Commercial are made to sell the product but always lack information. Like the times when cigarette ads were still legal, the information regarding it being dangerous or lethal to everyone's health is placed at the end of the ad and very quick. Companies leave out everything that can hinder their product to be sold no matter how important the info can be and at times they leave it out at all. Watching commercials ads need know mental activity as same as watching the television. But today people are starting to include mental notes and info on products or items they want to buy. We want to know everything before we invest the hard earned money we have. We search for options, look for replacements and backups for the items. All us tries to make sure we buy what is the best and what is the maximum quality our budget can bring us. No more of the mindless shopping television commercials show us. We do not get anything from impulsive buying and this throws our money down the drain. What we want these days are the real hard facts, what makes your product tic and why that would give us the idea to buy your product. Just because Britney Spears uses the newest Palm phone does not mean it becomes the best. This is where the internet comes in and the research people do.

“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.”

We are all connected to one another today using the technology we take for granted. Cell phones, computers, websites, emails, social networks, these are a few of what technology we use to connect and create. When new issues pop up and major news appear we do not have to wait for the news paper to know about it. In mere seconds we all are updated with the latest news, gossip, and technology. When converse, socialize and keep up with others takes only a few clicks and press a few buttons to reach almost anyone around the globe. This is what the companies neglect, even if we are still divided the information passed around does not change. This should how the companies target the market. No more of their big flashy advertisements that only a few receive. If companies really want to reach the root of the market they should start penetrating the network market we participate in, but in a human way. If they try to enter the network with all their corporate beliefs then their efforts would be useless. The network is a human network comprised of people who talk with a human voice; we do not need a machine who advertises their product. We are now smarter and have grown adept to the potential of the technology we have today, now it is time for the companies to do so too.

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

Companies now have the opportunity to talk to the people who buy their own products. Now is the time or companies to take advantage of this opportunity. To be honest we all want the president of the company to talk to each and every one of us. We want to know what he is like, why he built his company and what are his goal. No matter how many advertisements we see on the televisions telling us what their aim is it will still be different talking to the president. Yet there is still a saying that “First impressions last”, which means when the company talks to us they better make a good job doing so. They always need to remember is that we supply your income, profit and money. We are the reason your company stays alive and that should be the exact reason why you want to keep us happy. As of now these are what companies should be focusing their attention to, reaching out to market. No matter how small a market is it should not be neglected. Today no matter how small a market can be, we are still connected. This is what modern day technology brings to us, flawless connection with each other. We should learn to use technology to further advance ourselves and in business. Sooner or later the large companies will learn to adapt to such technologies and by that time we have bested them in all ways.

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

Ever since the internet arrived in our humble world, people and markets started to grow. Everyone became aware and everyone gained newer knowledge. Then revelations and realizations came and some found out companies manipulate their markets. Like the saying goes, “Fool me one shame on me, fool me twice, shame on you”, but today, we won’t let them fool us not even once. The network is now here to help out each and everyone with their problems. We laugh at these companies because of their effort in trying to reach us with their tactless advertisements. They have this imaginary notion that we can be persuaded to buy their product through advertisements that show beautiful women or famous celebrities. Those days are gone, aside from the eye candy we get from their ads, but information wise we get nothing. Today the internet provides all the information we need, want, and sometimes even more. It serves as our information gateway where we can access almost anything. We don’t have to look at a product and aimlessly think of its ads and commercials and check it if it proves it right. The internet gives us the answers we need, like the do’s and don’ts of the product, if it works in grave temperature circumstances and such problems we face in an ever day basis. I hope companies face the new changes in the world and finally realize that their old ways are not as effective as they used to be. Still, it wouldn’t be bad to have something to laugh at.

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

Some companies take their work too seriously, and can bring the company image down. People prefer companies that shine a brighter light in life. The symbol this gives is that the company has lively employees and their goals and missions are for the better. Laughter would not destroy a company it may even help make it better. People need laughter in their life, without it life would not be as good as it is today. This is one of the emotions we share with everyone one our lives. Through laughter people get closer, know more about each other and get better. Laughter is a few signs of happiness, the more people laugh the more happiness is spread around. This is what the companies need, and that is laughter, joy and happiness. Nobody wants a brooding employee but a happy one. If we can keep an employee happy then the workplace also becomes happy. Efficiency and productivity would increase and even the company becomes happy. This is quite important to every company today, and they must soon realize that they're working with people and not robots. This means everyone who works in companies have their own thoughts, emotions and affections. We know that as humans we want to be treated as humans and we want out environment as humans friendly as possible. I hope someday all companies would have views like this and would start to change.

“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 want honesty in the company and not a feeble attempt to place a smile on our faces. Humor means they know what their limits are still they can find ridicule in themselves. What is meant is that the companies should start to act more as a human and less as a corporate ranked network of people. We want to know that you are here for your cause, missions and vision and not use your market as a source for profit and nothing else. Honesty is what makes or breaks a company and even humans today. This is where the basis of trust can be found, people trust other people who shows honesty. That is the power of truth and it becomes the factor of how people act towards each other. It is not that we do not want to believe the companies that tell us their motives but the way they portray it makes it unbelievable. This is where the human sense enters in, if a company can project their goals in ways we people can understand they it is easier for us to believe them. It is them who have to adapt to us and not we who have to adapt to them. They serve us and not we serve them, their adaptation is for the welfare of their company.

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

We listen to talks that we understand. If you find a crowd that talk about the latest technology then you advertise and sell them the latest tech. You don't go around the crowd hailing about the newest instant pie mix or new season scarf set. People understand what they know, that is what companies should aim for. Each individual person has his own specialty. Some people do immerse themselves in technology, while others love baking. This is the facts that companies should note. A good example would be what the latest talks in gadgets and technology are. If a company can be up to date with its market and information the people would think the company is too made up of techies. Companies need to know where they stand and what they stand for. This makes it easier for their market to realize what they are doing. If a market knows that you sell and stand for technology then most of your consumers could recommend you and for your reputation. You can't position yourself in one area and talk differently. You can just make the market believe that you took a position yet actually done nothing at all. That would be lying to the market and mistrust would ensue. This would break the company's reputation and could be the factor for its downfall. Companies should always learn that they honesty should be the focus in everything they do for themselves and for the market.

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

We do not want boasts that steer far from the truth. Positioning is telling what your capabilities and limits of your company yet will strive to achieve their own goal. This makes a company seem more real and true. Not everyone can rise from the ranks in an instant. That is why their ads about their fake boasts should stop and let the markets see what the company’s real face is. Having a statement so big can ruin the company’s reputation. The company needs to stick to their word if they want to have loyal customers. The market always has open ears listening to any new information that goes around. Today when something new pops up on the news everybody knows about it. When something is posted online, in a matter of seconds thousand and even millions have the opportunity to view its content. So when a company positions themselves they better be sure they can handle the heat. That is why they should start sticking to what is humanly possible for them. We know what is possible and impossible and companies that give bogus statements are companies not worth the trust. Markets invest their money in companies and the markets want to make sure the companies they invested in would be a trustworthy one. Money is highly valuable today and people are starting to learn how to use and invest their money wisely.

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

People think when their rank is above someone else they become better than them, more important. These companies believe their authority becomes greater than what the market holds over them. This is what breaks the relationship between the market and the company. A story similar to this could be compared to one of the most known books today. It talks about an evil wizard who dwells in his tower and an all seeing eye that watches the lands, the plains, and the seas. Everyone hated the wizard for treating everyone like trash, and this became the main cause of a revolt. This can happen to companies to underestimate their markets and their capabilities. We all know everyone is equal with each other, everyone is not ahead and everyone possesses the same features. This is the basic human person, and human nature. If people start believing that they become better than us then problems start to occur. Another example would be Hitler and his Aryanism belief. He believed that he and his race is better than everyone else, coupled with the political and military power caused great destruction to the world. But we people do not allow such behavior. If we are all easily connected and there are no relationship barriers to stop us communication with each other the world will definitely become a better place. This is what the problem is most of the time, we cannot relate to one another.

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

Companies do realize the actual power the market holds over them that is why they tend to confuse or mislead the markets. When the public relations staff talks they do not talk about the public and what the public understand and accept. Companies feel their vulnerability exposed to the markets and the markets know about it. This is the main reason companies hide in their ads and commercials. When you see in a person's point of view you can observe that the market is a very sensitive network. This is the main reason the companies want to keep their markets happy and confused. When the market is given the chance to use its power against the companies, the authority over the market will crumble. Any company would be afraid of the scenario of markets overtaking them but due to the technology given today, this scenario becomes possible. Today the market has done great advances to the companies and their business because of technology. Everyone is starting to participate and a lot of questions are being asked. Everyone's rights are starting to be practiced and eyes are opening to what the business can really offer. Perhaps one day the market will overtake the companies and we can have businesses run by the people and for the people. Gone will be they days when the markets will kept in the dark and fed information controlled by a higher authority. Everyone deserves to know the truth, no matter how positive or negative it is.

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

Anything with a brain shares expressions and emotions no matter if they are animals or humans. This means that we humans and animals can be confused, happy, enraged, afraid or depressed. If something new, or alien is placed right in front of us the natural reaction would be confusion. Thoughts and instinct starts to react and figure out what is it that we are looking at. A high percentage of our focus, concentration and attention would be given to this alien like entity. If we relate this to the business world, companies could control the markets through means of confusion. The company keeps the market's attention through their words that market could barely figure out. The company wants the market under their influence. Through this act they have the power to change anything and control what the market should want to buy or not. The companies purposely leave the market in the dark and this forces them to find information with what is given to them. When markets are held at bay the company has the opportunity to release out products of their choice and feed the market information they have approved. What is being violated is that it is suppose to be the markets choice to choose what products they need and it is their right to know information about the product. This selfless act should be dropped by the companies. Today the times have changed and so are the markets, the more companies continues this act the more will they enrage the markets.

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

These marketing programs are designed to show that companies are efficient with work and their business is rapidly progressing. They are made to look good for the markets and entice them to continue working with these companies. They want a good yet fake image to present to the markets, they want these markets assured that they do not fail and they make successful projects. But the real truth is that take away all these marketing programs and shenanigans you will find a company in all its destructive glory. Proposals are delayed, planning stages and phases lack information, time schedule never followed, deadlines never met and all the other puzzle pieces lost in mayhem. Truth is sometimes the company itself does not know what they are doing and how they do it. Any market that finds out this sad truth would instantly detach itself from a company for its lack of professionalism and efficiency. Any normal person in the world would always want what is best and what can bring the best quality in what they buy. Seeing a company doing a lousy job in making the products being bought by these markets would put any one off. Instead of putting up marketing programs to misguide market and hide the companies true status, they are better off training their staff and keep a discipline work area. If they can dish out millions of money in putting up marketing programs then training should not be a problem for them.

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

Trust is the foundation of all friendships everywhere. Without trust a friendship or a relationship cannot survive. No matter how much communication both parties have yet there is no trust then their actions are futile. If each party always carries doubts with each other then no progress can be made. The best example would be most of the Disney feature films we see today. Most of their movies focus on the importance of friendship and trust amongst them. No matter if these movies are made for children a lot of values can be seen in them. If only a lot of people could learn this valuable principle the world would really be a better place today. Not every stranger that wants a conversation with you has a bad intention. Kids today are slowly losing good foundations that help them learn about trust. I guess these can be the downsides of modern technology. As we advance into society today, so does the people and there are negative sides to it. Children become addicted to the internet and online games when they should be making friends and playing around. Most of the games played today revolve around trickery, deceit, and betrayal. If we ask ourselves where trust can be found and surely it would not be found in the online games played today. That is why companies should build great relationships with their markets, if both parties trust each other then everything would go smoothly and troubles would occur less, and so would be the world.

“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.”

Because of the interconnectedness the networks are today negotiations are becoming quick and easy. During the days when a company offers its loyalty to a certain brand it means all their negotiations go through that particular brand. Yet no matter how loyal or how long their relationship is sooner or later they must break. Today things are different and brand loyalty is a thing of the past. When negotiations or contracts end there is always a new market knocking on your door asking for a meeting. That is how connected we all are today. Everything that happens around us is looked up by everyone and can be read in a matter of seconds. Major events, news, and affairs are updated through websites not just daily but hourly. No news is left uncovered and this is how markets update themselves with the latest news. This is also how markets renegotiate with blinding speed. Through the network they get the latest feed on business and when an opportunity arises they grab it instantly. There are opportunities that would come again in year and the moment they spot it a slot they grab it without hesitation. As companies break up with their loyal brands these new markets renegotiate instantly even before the company actually realize their loss. This has become our greatest advantage and we should start to learn how to use it.

Abstract

Contained in this document are the thoughts and ideas pulled from a teenager's point of view in e-business. What we have here are a collection of the "Cluetrain Manifesto's" theses from 16 to 30. Written are my outputs on how I think the Cluetrain Manifesto reaction to today's business and how they want to change the markets today.

Interrogative Questions:

1. What is the importance of networked markets?
2. Are relationships that important with companies and markets?
3. How should Ads be made these days?
4. What do you look for when searching for products?
5. Do you value trust?
6. Should companies and markets form friendships or remain professional?
7. Should companies become markets in terms of connectedness?
8. How does technology affect the market and company?
9. Have you had and negative or positive comments about companies today?
10. Do you use search engines like Google or Yahoo! before looking into a product? Why?
11. How important is information to you?
12. Do you value your money and its worth when buying for products?
13. What is more important, quality or affordability?
14. Do you think companies hide information from you?
15. What are your comments regarding the reflections?

Reference:

<http://www.cluetrain.com/>

<http://smartbusiness.cincom.com/>

<http://www.dangerouslyawesome.com/>

<http://800ceoread.com/book/show/0738202444>