

**CONSOLIDATION OF MY 16-30 REACTION PAPERS ON THE 95 THESES THE  
CLUETRAIN MANIFESTO**

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### Abstract

This paper is a consolidation of my 16 to 30 reflection on the 95 Theses The Cluetrain Manifesto. In this paper, it talks about the importance of having a good relationship between the companies and their customers that companies must go down to their ivory towers and talk to the people in the community and gain their trust for them to have a good relationship. Moreover this theses also talks about the brand loyalty and the quote by Elvies “We can’t go on together with suspicious minds.”

**16<sup>th</sup> Reaction: Already, companies that speak in the language of the pitch, the dog-and-pony show, are no longer speaking to anyone.**

**Integrative Questions:**

1. What is pitch?
2. Why is the language of pitch ineffective at anything other than alienating your audience?
3. Why companies that use the voice of pitch in all of their communications are finding that they look up from their pitch script?

Pitch represents the perceived fundamental frequency of a sound. It is a subjective sensation in which a listener assigns perceived tones to relative positions on a musical scale based primarily on the frequency of vibration. But when we talk about speaking a language of pitch in a company it includes sales, marketing and campaign.

While some of us are better at it than others, we all have some innate lie detection built in to our communications arsenal. When you lie, there you can be recognize as lying because you can easily detect the person if he/she is lying if you look into his/her eyes. If you tell lie just to sell your products or services, it's not good. The ideal how perfect your product or service is for the person being pitch to. Unfortunately for the pitcher, that's when our innate lie detection kicks in. So the best thing to do is to say the truth. What is good in not telling lies is that you don't have to remember all those words that you tell in the other person because in saying the truth, it doesn't need memorizing what you've told. It will naturally get out in your mouth.

The companies that use the voice of pitch in all of their communications are finding that they look up from their pitch script to realize that they are talking to an empty room.

**17<sup>th</sup> Reaction: Companies that assume online markets are the same markets that used to watch their ads on the television are kidding their selves.**

**Integrative Questions:**

1. What is happening in the market now a day?
2. What the effect is of continues social media transformation?
3. What marketing department needs to know?

The market space is changing, the markets are changing, and the customers have already changed. The changes of things will never stop. As day go by all the things changes. Before people just sit at home and watch a television ads but today, the social networking sites are used to promote products and services.

Now a day market can talk back with each other and that is impossible during the time that only televisions were used. Market will go to talk about your company, about your products, your services and policies. And you cannot do anything to stop them talking about your company.

Because of the rapidly change and continues social media transformation, the marketing department in the company needs to know that the markets talks to them at the back and to each other and that is not possible in the era of the mass media. In the business world now, the competition is high. The different companies keep on competing with each other, they keep on improving their products and services.

**18<sup>th</sup> Reaction: 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.**

**Integrative Questions:**

1. What must the company realize about their markets?
2. What opportunity will the company miss if they don't realize their markets are now networked?
3. What does company do about the costumers talking to each other?

Internet really now a day is very relevant to most of the people. The internet has developed as an agent of change incomparable in the human history. The most benefit that people can take in the internet is the communication. Through internet people are connected even there are located at different phase of the earth. Email communications can transmit a single message to million of recipients in just a moment. Also consumers can discuss about products and services online. There are so many sites in the World Wide Web that people can communicate with each other. There is the yahoo messenger where people can chat with each other and other social network sites.

The company must realize that their markets are now networked so that they are aware that their markets are talking to each other about their company and so they could come up with a good idea how to stop them. The marketing department of the company needs to know that Buyers want to talk to other buyers in order to share in the experience of your product or service. This is market research of the purest kind, the most valuable and the most unpredictable. Sellers must learn to join in these conversations without coming across as bullies.

What can company do with the costumers talking to each other is that go and win their trust. You must talk to them and have a good relationship with them. You engage your costumers so that you will be able to win their trust and not to talk with each other about your products or services.

**19<sup>th</sup> Reaction: Companies can now communicate with their markets directly, if they blow it, it could be their last chance.**

**Integrative Questions:**

1. What is your company trying to hide if the employees can't talk to the customer?
2. What happen when companies won't communicate directly to their markets?
3. What is the importance of a company communicating directly with their markets?

In these statements companies can now communicate with their markets directly, if not they blow it; it could be their last chance. This statement basically says that you must engage directly your market to your company. You can give them a forum for example so that the company and the costumers have interaction because people that use a product or service like to talk with other people using that product or service. The employee should talk to the costumers because that is the only way the employee can promote the product or service to the costumer and also to discuss if the costumers has a question about the product the employee will answer and not to the costumer to ask that question to the other costumer.

If your company is trying to hide if employees can't talk to the costumer it only means that you can't be trusted to communicate with your employees. Set objectives based on a clear understanding of how social media changes the feedback loop between your organization and stakeholders. The key thing that is different with setting a social media objective is that it is not about reaching a mass audience and blasting your message out, it is more about reaching the influencers, developing relationships, having a conversation, and getting insights.

In a relationship whether relationship to your friend, family, lover or a relationship between the costumer and the company, it requires trust.

**20<sup>th</sup> Reaction: Companies need to realize their markets are laughing at them.**

**Integrative Questions:**

1. What do company needs to realize?
2. What do companies do if they commit mistakes?
3. What is the best thing that company can do to their markets?

In my 12<sup>th</sup> theses reaction I talked about the topic “There are no secrets. The networked market knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.” As I’ve said in my past reaction, no secrets will last long. It will be always being discovered and known by all people when time comes.

Everyone commits mistakes, no one is perfect. To be a human is to commit mistake. In a company, they also have their mistakes and if they make a mistake they will do everything just to control where their mistake ends up. And that’s not good thing to do. The company must admit if they did some mistakes because everybody really commits mistake.

The best thing that company will do is to get over with their attitude of being afraid that their markets will laugh at them is to admit their also committing mistakes. Yes eventually your market will really laugh at you when you did some mistakes especially your competitors but that is normal.

**21<sup>th</sup> Reaction: Companies need to lighten up and take themselves less seriously.  
They need to get sense of humor.**

**Integrative Questions:**

1. Why do companies need to lighten up and take themselves less seriously?
2. What is the advantage of having a sense of humor in the company?
3. Is having a sense of humor in the company makes the company more competitive?

In a company, leadership is very important. Company is consisting of the people with different cultures, personalities, and different behaviors and that there must be a good leader to lead them into a good and happy working environment.

Having a sense of humor in a company is not that easy because some may interpret you or misunderstand what you say and your actions but having a sense of humor in a company is also important because it lightens up the whole company and will make the employees work light.

Companies have many competitors. They do have different tactics in order to attract costumers and as a customer, they want an employee which has pleasant personality and uses his/her natural voice in talking to the costumers. For a company to gain the loyalty and respect of the customers they must deliver a quality service by empowering their employees and by facilitating and monitoring customer feedback to continually improve the customer's experience through innovation.



**22<sup>th</sup> Reaction: Getting a sense of humor does not mean putting some jokes on the corporate websites. Rather, it requires big value, little humility, straight talk, and a genuine point of view.**

**Integrative Questions:**

1. What is a sense of humor?
2. Explain what the statement mean.
3. What does sense of humor do with the relationships of the employees in the company?

In the previous these, I talk about the companies that needs to lighten up and take themselves less seriously and need to get sense of humor. Here in the next theses I will talk about getting a sense of humor does not mean putting some jokes on the corporate websites. Rather, it requires big value, little humility, straight talk, and a genuine point of view.

Sense of humor is a sudden relief occurs from a tense situation. In this context, humor is often a subjective experience, as it depends on a special mood or perspective from its audience to be effective. And getting a sense of humor is not that easy. In business problems arises and 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, you have a chance to take a look at business process from that new vantage point. When you are too serious in you work, it stress you and if problem arises you cannot think the best way to solve it because your mind is not relax. Being too serious in work can complicate things. There's a LOT to be said for some quality self-analysis, and the willingness to take on a sense of humor is a good incentive.

**23<sup>th</sup> Reaction: Companies attempting to “position” themselves to need to take a position. Optimally, it should relate to something their market actually cares about.**

**Integrative Questions:**

1. What does this statement “companies attempting to position themselves to need to take a position” means?
2. What does positioning means?
3. Why company needs to relate to something their market actually cares about?

If your position only exists to appease your market, you’re doing it wrong. Your position shouldn’t be what everyone else thinks, it requires introspection, and a strong set of values. Not only does that make it easier to take that position, but it lets all of the bullshit of trying to maintain that position goes away. If your market doesn’t care about your position, you’ve got two options: pick a new position to execute against, or pick a new market.

If you want your company to have a position, you must work hard for it. You do more research; use your resources to come up with good ideas, new products to offer to the market. Think of a new product and services that market will surely notice and buy it. Be more competitive and be authentic if you want to have a position in the market.

In building a business you must always think what services or products market needs. In that case you will have a position in the market.

**24<sup>th</sup> Reaction: Bombastic boasts –“we are positioned to become the preeminent provider of XYZ”- do not constitute a position.**

**Integrative Questions:**

1. What is bombastic boasts?
2. What is the effect of being boastful?
3. What does this statement “we are positioned to become the preeminent provider of XYZ” –do not constitute a position means?

Boastful “positioning” is about as valuable as a mission statement. Example of bombastic boast is when a company says that they are the best; they are the number one in that line of business. In business being boastful is not a good character for if you fail everybody will laugh at you. Being humble is always the best attitude. If you are in top, don’t boast because you cannot always be on top especially if that is your attitude in your company. What you must do is that try to improve and improve what you have.

In a company, the core values of the company define how your employees will act and who or what are your priorities in order to attain desired goals for the company.

Your “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.

**25<sup>th</sup> Reaction: Companies need to come down from their Ivory towers and talk to the people with whom they hope to create relationships.**

**Integrative Questions:**

1. Why is it important to have a good relationship between the company and the market?
2. What will possibly happen when company don't come down from their ivory towers and talk to the people?
3. Who is the best person to talk to the market?

Companies are coming down from their Ivory Towers because companies aren't particularly good at talking to people. Worse, is that the real people inside the company that are good at talking and building relationships aren't empowered by the company to do. Some businesses are impossible to be a part of every community but they know the importance of having a good relationship with their costumers/users so they needed a good representation to the consumers. And to be able to have a good and effective relationship, the one who will represent the company and talk to the community will comes from the community it self so that he/she knows the people in the community.

If the company won't come down from their towers and talk to the people, they will have no good relationships with the community and that the community will go against with your business. So its good that you must have a good relationship with your costumers/end users and you can only have that if you come down to your towers then talk to them. If you cannot do that you find someone who can do that job well. Find ways in order for you to be able to be a part of the community where your business will grow up.

**26<sup>th</sup> Reaction: Public reactions does not relate to public. Companies deeply afraid of their markets.**

**Integrative Questions:**

1. Explain what public reactions' does not relate to public means? What is public?
2. Why does company afraid of their markets?
3. Does companies really afraid of their markets?

The term public has many dimensions: the community or wider public, open to scrutiny, the consequence of discussion and feedback, evidenced in public opinion, and lastly the group of people with common interest.

Now a day, we see PR or press relations ironically more so in this age of social networks, is a failure to relate to the public. There is far too much hucksterism and pitching of pretty poor ideas that seek only to achieve coverage (online or offline) regardless of whether or not this is relevant to a public. PR practitioners are not interested in hearing what others say and that any efforts at influencing are predicated entirely on shouting at the other party. They don't work and that markets are conversations.

It is only by public relations 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.

**27<sup>th</sup> Reaction: By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay.**

**Integrative Questions:**

1. What are the consequences to the company if they speak in language that is arrogant to the market?
2. What happen to the company when there is a wall between them and the market?
3. Why is it important that company should speak in language that is pleasant, and careful to the market?

The way we speak to our audience is very important. When a politician running for his/her candidacy speaks to the public, he/she will speak in a voice which is delightful, delightful and will do his/her ability to speak in such a way that the people will listen to what he/she is talking about and in such a way that he/she will convinced the audience.

In companies if customers have complaints about them, they must not speak in a language that is arrogant because the more they speak like that the customers will also act same as they acted. 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. 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.

But by limiting the number of people allowed to communicate with the public on behalf of the company, something else happens: that communicator's guard goes up. If they're the bottleneck for communication, they can only field so much at any time. Any additional communication above their comfortable threshold, their instinctive reaction is to block new requests out, 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.

**28<sup>th</sup> Reaction: Most marketing programs are based on the fear that the market might see what's really going on inside the company.**

**Integrative Questions:**

1. Why is it important for a company to have a marketing program?
2. What is going on inside the company that they are hiding to the market?
3. Does marketing programs able to cover up what's really going on inside the company?

Every company has a marketing program and in proposing a marketing plan most of the time the one who proposed is afraid because of the idea that what if the market will don't like the product or services that you are marketing and the thought of being rejected by the customers. So in making a marketing program, you must be very careful about the detail.

As the statement says most marketing programs are based on the fear that the market might see what's really going on inside the company. Yes it is possible for the customers to be able to know what really is going inside the company because of the World Wide Web now a day. Nothing is going to be secret; all the things about your company will be known by the customer so better make a good marketing program that the customer will surely buy your product or services. And the company should stop doing the things they don't want their customers to know about.

**29<sup>th</sup> Reaction: Elvies said it best: “We can’t go on together with suspicious minds.”**

**Integrative Questions:**

1. Explain the statement “we can’t go together with suspicious minds.”
2. What is meant to be suspicious?
3. What is the effect of having a suspicious mind to a person?

We can’t go on together with a suspicious mind and we can’t build our dreams with a suspicious mind. Yes this is very true. Be it relationships between Elvis and a lover or between companies to its customer, relationships aren’t sustainable if you’re always wondering if the other’s been lying to you. If I relate this in a relationship of a two lover, they will not go on together in a long time if one of them has a suspicious mind. They will just always arguing with each other because either of the two don’t have a trust. He/she keeps on suspecting the other to have another woman/man I his/her life. That makes all things complicated. There will come a point they will hurt each other for having a suspicious mind. Similarly, the relationship between the companies and the costumers, the company should earn the trust of the customers in order for them to go on together with a good relationship. The company should always tell the truth so that their costumers will not be disappointed. In that case they will remain loyal to your company.

Being a suspicious is not a good attitude. You will always suspect someone doing badly and yet he’s not doing anything. Being suspicious also means having a negative mind. You have always a negative impression to any person you meet and that’s not a good characteristics of a person.

The effect of having a suspicious mind is that no one will stay long with you because you always suspect him/her. You will not have a good relationship with anyone because you don’t have trust, you don’t trust them that’s why people don’t also trust you. To have a good relationship with anyone needs a lot of trust.



**30<sup>th</sup> Reaction: 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 relationship with blinding speed.**

**Integrative Questions:**

1. What is brand loyalty?
2. What is the effect of being a networked market?
3. How do smart markets able to renegotiate relationship with blinding speed?

Brand loyalty, in marketing, consists of a consumer's commitment to repurchase or otherwise continue using the brand and can be demonstrated by repeated buying of a product or service or other positive behaviors such as word of mouth advocacy. It is more than simple repurchasing, however. Customers may repurchase a brand due to situational constraints, a lack of viable alternatives, or out of convenience. Brands that are consumers generally buy from the same manufacturer repeatedly over time rather than buying from multiple suppliers within the category. It also refers to the degree to which a consumer consistently purchases the same brand within a product class.

Being a networked market helps the consumers to be more informed, they connect with each other, talks with each other, share ideas with each and tell stories with one another other that makes markets able to renegotiate relationship with blinding speed. Companies really suck at having a relationship with the customers.

Brand loyalty; however its being forms, really boils down to one thing it's a habit, human beings are fund of having habits. We are fund of buying and we exhibit what they so called the brand loyalty. We are engage to that particular brand; it is our habit that we keep on buying and buying things with that brand. When companies are trying to build brand loyalty, they're instantiating themselves as part of their customers' habits. And when a company empowers its customers and employees to interact like a human, that's when brand loyalty starts to feel more like going steady.

### References

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