FlyingVee
Digital marketing

Ode to John Sergeant

“So long John Sergeant,

You couldn’t dance

But what a fun guy

Now you’ve gone like

Cheri Lungi”.

What was behind JS’s continuing presence on Strictly Come Dancing? It certainly wasn’t the judges, nor most of the media. It was the audience flexing its considerable muscle, rebelling against authoritative figures trying to tell them how to vote. It was raw empowerment. Audience power turned up to 11.

We all know JS can’t dance and was toe curling to watch, but the audience was determined to see how far they could push it. They created an unlikely hero to cheer on through these bad times (conjured up by establishment failure) and couldn’t think of a better way to stick up two fingers!

Were the audience all dance lovers? Were they better informed than Craig and Len? Were they heck! They didn’t care if he couldn’t dance and felt sorry for the fellow contestants he left in his trail, but boy, it was great to watch!

Now he’s gone. Bless!

In business, the sheer bloody mindedness of an audience can make or break a product. We all focus on “prime prospects” as resources dictate that we can’t sell to everyone. But this doesn’t necessarily matter if you think of your prime prospects AND the audience they come from.

The internet allows you to make friends with thousands of people and while adding each to your social network profile would take decades, a simple piece of creativity can get you on their radar; awakening interest in your brand at a fraction of the cost of traditional brand building.

The internet is all about differentiation. Your products must be seen. This Christmas everyone is fighting to gain the limited amount of £s to be spent in the shops. Sales are happening earlier; bigger reductions are presented in ever more creative ways.

Companies are trying desperately to shift products but business doesn’t come to a stop over Christmas. Your audience will get fed up (literally) at some point and turn to their computers to see what’s happening.

Getting seen on their screens is one thing. At such a competitive time, your web pages need creativity and innovation strong enough to compel visitors to make contact. A good video will do just fine here, to tempt prime prospects.

Placing a truly creative viral video on YouTube, one that tells a story, can tempt a mass audience and build your brand in ways you may have never considered. Branding in minutes, at little cost!

If you want to empower your audience, even if you can't dance (like John), then

Call me on: **01925 262800** or email: gerryw@flyingveemgt.co.uk

Be prepared. Be persuasive. Make it happen.