



## **Bursts of Usefulness**

George Bernard Shaw once said “the problem with communication is the illusion that it has been accomplished”

This is so very true with internet users where there is more focus on filling space than going for clarity and while content is king, if you bury your value amidst volumes of indigestible page copy, no one will “get” what you offer.

If you really want to convert more interest coming onto your website, go for relevance and clarity, because these beat naked persuasion every time.

**I once owned a Morris 1300.** A real old banger that would frequently break down at the most inconvenient times (raining, night time, before every first date) and the Haynes manual for said car, covered everything except the miracle solution to get the old heap going!

The same problem exists online where you can find just about anything but rarely is it an easy read. And yet, dig a little deeper into the world of blogs and forums, you'll unearth a whole new support community discussing just about anything in short, sharp **bursts of usefulness.**

**The existentialist psychologist** Rollo May, also famously said “communication leads to community, that is, to understanding, intimacy and mutual valuing.

Blogs and forums work because when you want to begin a conversation, others will join in and away you go. The rapid growth of Twitter, Facebook, LinkedIn, YouTube, are down to the energy of the people who take part. Nobody forces them to - and this is the heart of the success of social networking. It's their world, un-controlled by Government or mighty media companies.

**People like being in communities.** The online ones may number hundreds of thousands or just a handful, but build momentum over time and you have yourself a very useful feedback device for testing out new products or ideas.

Lots of SMEs are starting to get themselves involved in better ways of communicating. Conversations I've had just this week with a number of companies range from those building their own business community blogs, to those dipping their toes into email - ppc follow up campaigns for the first time. There are more ways available for communicating with like souls than ever before AND the feedback is valid because the communities develop from common user experience (the glue that holds them together).



**These forms of communication** are as important to your business as person to person networking, cold calling and TV. In fact blogs and tweets allow you to build trust much faster – for without trust, your business isn't going far. They also resonate with Google's optimization criteria and boost your online visibility when back linked to your website.

Sales are based on emotional decisions not logical ones so if a prospects has spent some time blogging with you, they're more likely to feel comfortable with you and what you say.

**The key is understanding your community** and demonstrating your ability to share their problems in a way that shows you really do understand them because you've been conversing with them, swapping opinions and discussing problems. There's nothing easier than regular, friendly, online communication.

Ah – now you see why more and more businesses are networking online!

To find out new ways to start conversations with your business community, call me on **01925 262 800** or email: [gerryw@flyingveemgt.co.uk](mailto:gerryw@flyingveemgt.co.uk)

Clicks are great. Sales are better!