digital marketing

Avoiding the elephant

Your teenage son or daughter may be the best thing in your life but conversation particularly with their “mates” may often reduce English to a language bordering on Klingon.

Believe it or not, there is an important point here because these teenagers aren’t the only ones doing it, companies communicate just as badly.

Okay, so a company may not talk to its customers with…

“Well, dude its like kinda so totally minger, you know, ugh”

...but we’ve all heard folk who should know better, telling us to “think outside the box; push the envelope and left us wondering how on earth we avoid the elephant in the room!”

Within an organisation, anyone with clout can disguise their message (or lack of real understanding) by applying corporate jargon to impress (or bond with) juniors - but never ever push it onto your clients or your website.

Certain highly sophisticated technical markets do converse in highly sophisticated languages but that’s the norm for their customers.

For the rest of us, English is perfectly acceptable.

When you ask yourself, what’s the point of your website? - to grab visitors attention and convince them with your words to take the action you want – don’t then cloud your message with jargon. You’re impressing no-one and more importantly you’re probably irritating the hell out of your readers.

Some feel that jargonese saves time in a busy world but while you might be “going forward to synergise the downsizing of the strategic ubiquity to demystify the new initiative and reach an impactful outcome” your listener has probably shot themselves.

The words above may be a tad extreme but a survey carried out last year in the USA, identified how common words get overused on website copy.

The top 10 included “next generation, flexible, robust, world class, scalable, cutting edge , mission critical, best of breed, user friendly and turnkey”. All common enough words but

here's the rub - they add nothing at all to the meaning. It is recorded that visitors develop an immunity to this meaningless jargon and quickly lose interest.

Whenever you enter copy for your website, blogs or brochures make sure it is written for your customers not YOU. In plain English!

Jargon happens through laziness or when companies don't understand their customers and the problems they're really facing - that's when they regress into this nonsensical use of words.

Write the words in a way that your buyer "hears their own words being spoken to them". This will make them feel that you – amongst all the rest – understand them. And that means business for you.

If you want to hear more about leveraging the global autonomy and adding value to your core mission…

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