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- www.AvgHorsePlayer.blogspot.com
(Since Dec. 2004)
- www.thoroughbredbloggersalliance.com
(Since Oct. 2005 - 25 members around the world)

Markets are conversations.

Markets consist of human
beings, not demographic
sectors.

Conversations among human beings *sound* human. They are conducted in a human voice.

Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural and uncontrived.

People recognize each other as such from the sound of this voice.

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The Internet is enabling conversations among human beings that were simply not possible in the era of mass media.

In both *internetworked* markets
and among *intranetworked*
employees, people are speaking
to each other in a powerful new
way.

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These networked conversations
are enabling powerful new forms
of social organization and
knowledge exchange to emerge.

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As a result, markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.

People in networked markets
have figured out that they get far
better information and support
from one another than from
vendors.

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.

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Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat and literally inhuman.

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Already, companies that speak in the language of the “pitch” or the “dog-and-pony show”, are no longer speaking to anyone.

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

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Companies need to realize their
markets (and competitors) are
often laughing at them.

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

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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.

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

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Learning to speak with a human voice is not a parlor trick. It can't be "picked up" at some tony conference.

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To speak with a human voice,
companies must share the
concerns of their communities.

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But first, they must belong to a
community.

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Companies must ask themselves
where their corporate cultures
end.

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If their cultures end before the
community begins, they will have
no market.

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Human communities are based on
discourse — on human speech
about human concerns.

But learning to speak in a human voice is not some trick, nor will corporations convince us they are human with lip service about "listening to customers." They will only sound human when they empower real human beings to speak on their behalf.

The community of discourse *is* the
market.

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Companies (and in this case an entire INDUSTRY) that do not belong to a community of discourse will die.

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Markets *want* to talk to
companies.

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Sadly, the part of the company a networked market wants to talk to is usually hidden behind a smokescreen of hucksterism; of language that rings false — and often is.

Markets do not want to talk to flacks and hucksters. They want to participate in the conversations going on behind the corporate firewall.

We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.

Your tired notions of "the market" make our eyes glaze over. We don't recognize ourselves in your projections—perhaps because we know we're already elsewhere.

When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to.

We know some people from your company. They're pretty cool online. Do you have any more like that you're hiding? Can they come out and play?

Networked markets are beginning to self-organize faster than the companies that have traditionally served them. Thanks to the web, markets are becoming better informed, smarter, and more demanding of qualities missing from most business organizations.

We like this new marketplace
much better. In fact, we are
creating it.

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You're invited, but it's our world.
Take your shoes off at the door. If
you want to barter with us, get
down off that camel!

What is a Blog?

- A **blog** is a website where entries are made in **JOURNAL** style and displayed in a reverse chronological order.
- Blogs often provide commentary or news on a particular subject, such as food, politics, **HORSE RACING** or local news; some function as more **PERSONAL ONLINE DIARIES.**

Courtesy: Wikipedia

What's a Blog (con't.)

- A typical blog combines TEXT, IMAGES, AUDIO, VIDEO and links to other blogs, web pages, and other media related to its topic.
- The ability for readers to leave COMMENTS in an INTERACTIVE FORMAT is an important part of many blogs. Most blogs are primarily textual although some focus on photographs (photoblog), videos (vlog), or audio (podcasting), and are part of a wider network of SOCIAL MEDIA.

Courtesy: Wikipedia

Why Blog(s)?

- CONNECTION
- COMMUNITY
- CONNECTION to the COMMUNITY
- Blogs are THE opportunity to connect to THE market

THE Market?

- The industry's “bread and butter” is literally dying off.....
- Where will the next generation of HORSE PLAYERS (owners?) come from?

QUIZ TIME!!!!!!

On-line Social Networking

- This is where the future of the industry lies
- These are the things you, your organization and the entire industry needs to know for future growth.....

Types of Social Media

- MySpace, Facebook, Gaia, Freindster, Live Journal, Second Life - Consumer
- LinkedIn, Jigsaw - Business
- Digg, Delicious, Wink, Technorati - Search
- Wists, ThisNext, Woot - Shopping
- Blogs, Wikis - Expert Communities
- YouTube, TurnHere - Video
- Flickr, Squidoo - Photo

- Someone from your organization needs to own these specific, targeted **MARKETING INITIATIVES**
- Ideally, however, it would be someone from outside the organization who can work/act as a consultant

THINK HALF-FULL :-)

- It CAN be done.
- We are behind, but this race is not nearly over....it has just begun.
- However, NOW is the time to implement Social Networking Initiatives such as BLOGGING.
- The resources and knowledge base ARE out there.

Martin Nisenholtz, Senior VP for Digital Operations, New York Times:

- "Internet revenue soared from \$49 million to \$66 million."
- "We touch 25 or 26 million people a month, and a very minimal number of them are technologically savvy...Our median age online is 44 or 45 years old. So we have to find ways to bring people into the loop who don't know what a tag cloud is."

Talking about the Gray Lady's On-Line Business Strategy:

- “The executive committee of the company created a strategy that said we’re in the business of **CONVENING COMMUNITIES** here; we’re **NOT JUST IN THE BUSINESS OF PUSHING INFORMATION AT PEOPLE.**”
- “The (New York) Times is like a battleship. It turns very slowly, but once it turns look out.”

HAVE NO FEAR IN 2007!!!
DON'T BE AFRAID TO DIP
YOUR MARKETING
TOE!!!

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