

We are NOT All Connected: Old School Interactions Also Build Brands and Your Business!

November 16, 2009

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It is Not On-Line All the Time

Razorfish has just published its [annual study](#) on how technology is changing the way consumers engage with brands. The data suggests, not surprisingly, that digital brand experiences influence consumers. BUT, what the study fails to highlight, however, is *the woefully small number of consumers actually interacting with brands on-line!*

Most Consumers Do Not Engage with Brands On-Line

A whopping 76% of respondents have never produced content for a brand-sponsored contest and almost equal number (74.5%) has never followed a brand on Twitter. And, when consumers do engage with brands, their #1 goal is to get a good deal. SO, what's to make of this data?

I believe the key takeaway is not about on-line interaction, but opening our eyes to the startling fact that the media endless talk about Facebooking and Tweeting, when in reality, only a small number of dedicated technorati are so engaged.

The goal of news is to report what's new. And, social media is sexy. If you receive reporter queries, every single day you will see dozens of requests for success stories using Twitter: have you landed a job from Twitter? Have you landed a new client from Twitter? Have you met your husband through Facebook? Did you find your birthmother through My Space? Did you meet your new alien son from Other Space? It is over the top!

Perhaps sometimes you are like me: an overworked, overwhelmed mom juggling her business, speaking appearances, blog writing, and still trying to get your son to the right baseball field on time! (Trust me: I have the distinction of being the only mom in Carmel Valley to have dropped her son off at the wrong venue in 4 different sports!). If so, you feel as if finding time to Facebook is another item on the "to do" list. And, we don't need another thing on our list!

Old-Fashioned Ways Work Too to Build Brands

What are we to do?

1. **Relax** - Take a deep breath and recognize that "old fashioned" ways work well too to grow your business. Don't flip out about trying to update your LinkedIn page tonight.
2. **Look at the Data** - Remember that social networking is not the only way to engage prospects and customers. Only a small percentage is even "following" any brand anyway.
3. **Find Alternative Ways To Interact With Your Customers** - Here's an idea: phone them! Tell them about new merchandise, remind them of a birthday,

make a customized product recommendation NOT based upon computer data, but upon your intimate knowledge.

4. **Create Positive Experiences With Your Brand Starting With The First Encounter** - We all have stories about how one negative experience tainted our brand experience forever. Try live answering your phone or surprising your customers in unexpected ways.
5. **Remember The Invoice And The Follow Up** - Don't let the invoice be the final contact with your customers. Contact them, send them a thank you card, ask for a referral or even send a small gift. Now, this is a way of creating engagement!

Make a point today to connect with prospects and customers off-line and let me know how you do.

Until next week.....Liz

Meet Liz Goodgold



Branding speaker and expert Liz Goodgold has over 25 years of experience working for clients such as Quaker Oats, Times Mirror, and Arco Oil as well as with small business owners and start-up. Her specialized, one-on-one branding and coaching programs spark new ideas that deliver sure-fire results. To find out how Liz can help you, contact her at liz@redfirebranding.com

Liz is also the author of [*RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life*](#) and [*DUH! Marketing.*](#)