

Usefulness: the new language of brand

When online, people expect to be doing something. Offline they're consuming – and that is more passive. So online, if it's not clear what someone can do immediately, or if they feel prevented from doing what they want to do because a web site or even an email is badly organised, they can get impatient. They can go away.

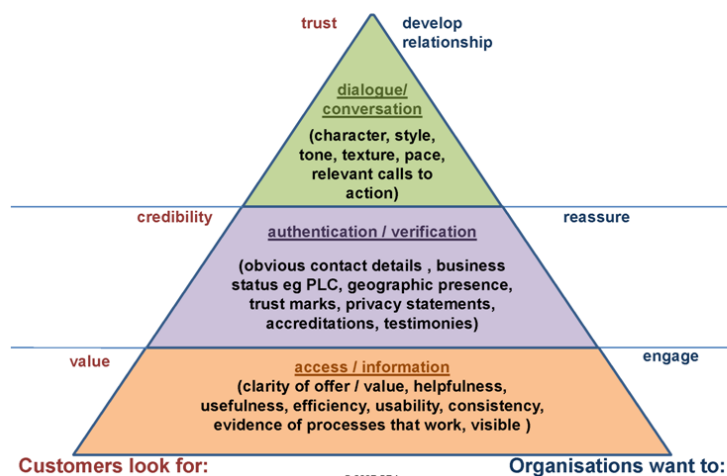
So, if you want to persuade people to do something online you have to use different persuasive techniques than those that work for you offline. People browsing the web are unlikely to be persuaded by conventional marketing messages because:

1. Their opinion about your company or brand will be based on the active experience and not the passive consumption of marketing.
2. They won't be reading marketing messages anyway, because online people don't spend much time reading.

At my company, Content Delivery & Analysis (CDA), we have a growing conviction that the art of online engagement is about functionality and that an important part of persuasion online is giving people the means to get something done. The skill is in getting companies to recognise how their brands can be expressed in these functional ways.

Make the feeling mutual

We've been working on a "Hierarchy of Mutuality". It's a model that sketches out how this mutual interest of companies and customers can be met (and measured) online and how page content and the way it is used and expressed is a key part of the new art of online engagement.



Like to know more?

We enjoy nothing more than talking to clients, prospective clients, partners and like-minded people about what's happening in the fields of email, web and messaging.

If this article has moved you, call us on 01273 553393