

Resisting change

Does change frighten you?

If so, you are not alone. Many people are so frightened of change that they cling to outmoded things. For some people, it is that shoulder-padded 1980s look that keeps them grounded. In business, especially the marketing business, resistance to change may not look as jarring as a 1980s ensemble, but it still causes plenty of pain.

The only constant is change

Fortunately or unfortunately, depending on your perspective, change is constant. Technology is especially fond of change and this kind of change is not only hard to deal with but expensive. Upgrade to Vista anyone? A few years ago, we would have never dreamed that we would be communicating with each other in warp speed via text messages or Twitter, but yet here we are.

I have noticed that many people in the marketing industry resist change. Some PR practitioners may still insist on sending out press releases via fax or regular mail. Some may keep their website static, never updating. Many scoff at Twitter or blogs or Facebook, thinking that they are flavor of the moment and quickly gone.

Whether Twitter will be here a year from now is debatable, but what is not debatable is that it changes the way people communicate and connect. If anything has derived from the new social media world, is how close connections can be to anyone anywhere. One can be in contact with an Australian designer or a French writer. And the other reality is that there is more information out there than ever before. It IS hard to keep up. But ignoring it because you don't like it will not make it go away. I have heard many people say they "don't have time for blogs or for Twitter." Do you also not have time for the news

and for email? My point is that the way people are communicating and learning is changing, and by resisting that change, especially if you are a marketing person, you are staying behind the times.

This reminds me of a friend who refuses to be on Facebook. She and I were catching up and she relayed information about a mutual friend, whom I haven't spoken to in a while. I told her I already knew. She wondered how I knew. I told her I saw it on Facebook. The point is people communicate with each other via social media, and it is necessary for marketing people to understand where people find out things.

Let me know what things you are resisting, and why. I really want to know!

The question of the day: Is Twitter Worth It?

It's on the minds of people everywhere: should I Tweet on Twitter? Some people think it is silly. Some people think it is stupid. Some people think it is a waste of time. I even saw a letter to the editor in the Washington Post where some guy was saying that he was above hearing all about how people enjoyed breakfast or whatever (he must be down to brass tacks guys, because God knows, in real life everybody talks about extremely important stuff all the time). Well folks, in order to answer this question, I have decided to let you see what other people out in the blogosphere think about it:

Janet Fouts from Social Media Enabler, says it is worth it. (I found this post through Social Media Today, worth a look through if you are interested in this topic)

Neil Patel from QuickSprout sees pros and cons.

Copyblogger says you can grow your business with Twitter and that you can improve your writing with it.

Work it Mom is in favor of Twitter

And finally, Chris Winfield uses Twitter to find out if it is a time waster or not.

And me? I think you can't beat the ROI. Twitter is free, and if I learn something it is totally worth it, and if I am wasting my time, it is also worth it.

Thoughts from the peanut gallery?



Going online and staying on message

Two separate items caught my attention this morning on Yahoo! News.

First, the Seattle Post-Intelligencer may become an online-only newspaper. Its owner, Hearst, has been unable to find a buyer and had threatened to close down the paper completely. Read the story [here](#).

The second item has to do with President Obama. Apparently, he NEVER gives any speech, to large or small audiences, without using a teleprompter. According to the article (found on Yahoo! but originally from Politico.com), he wanted to wean himself off this habit during the campaign, but when he has given a speech without the help of visual aids, he has

stumbled. His aides say it is especially important during this time to not mess up. I find it interesting that everyone compliments Obama's oratory, but the truth is he only gives good speeches when he can read them (they are canned). He has shown what happens when he ad-libs: he screws up. A few weeks ago I wrote about him speaking off the cuff, and now I know he truly has a problem being casual.

So, the moral of these stories is simple. The future of print is online and it is important to stay on message.

The dawn of a new (communications) era

One of the first things that signaled the start of the new Obama administration was the changeover of the Whitehouse.gov website. The new website, which shares many elements with the Obama campaign website, was up and running at 12 noon, even before the flubbed swearing-in took place. In a sense, the new website is the product of people who haven't been in the White House very long. It still has the campaign feel, talking about the Agenda, and showing the Whistle Stop tour Obama and Biden took the weekend before the Inaugural. What is more updated about the website is that you can now sign up for email updates and like many other organizational websites in America today, it has a blog. And, as the website claims:

"WhiteHouse.gov will be a central part of President Obama's pledge to make his the most transparent and accountable administration in American history."

The website has been getting a lot of attention. Here's an

article from Politico via Yahoo on the presidential bios on the website.

Obama will certainly be a more “electronic” president. Much has been made about his BlackBerry “addiction.” He was able to garner much of his support among the GenY/media/social media savvy people because of his campaign know-how regarding Web 2.0. Let’s see how this plays out.

Update: Interesting take from the *Atlanta Journal-Constitution* on the PR skills of the new administration, helping create a positive perception, and apparently an area where Bush was not as media-savvy.

Who needs book reviews?

Marketing books is tough. So many get published and in order to make a profit, the publishers have to sell quite a number. Good reviews help tremendously. Word of mouth, author talks, buzz...all help to sell a book. If an author is not established, he/she faces a long road ahead. Of course, an Oprah review catapults any book to the top of the heap. Today, however, I saw a posting on Craig’s List that really amazed me. An author is trying to create buzz/readership for his book via social networking. The deal is that you write him, he sends you a of his book and you review and share it with your social network and his social network. According to him, the return is that you make lots of new contacts, and obviously for him, the return is that he gets you and your contacts as potential book buyers and some self-created buzz. I haven’t seen it before but I bet this is the new it thing to do for book publishers and writers. Increasingly, we are skipping the middleperson and going to the masses. Is this really what Web 2.0 is aiming

for? If you've read Malcolm Gladwell's *The Tipping Point*, you know that the mavens are the ones who have the info who they pass to the salespeople who in turn use connectors to get the word out to a larger audience. I can see it now—through Twitter hundreds of people get updated that so and so just read It Book and they now can get on their iPhone and order it directly from Amazon. The book shoots up the charts and now we have a new bestseller.