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Inspiration and ideas come from all around us. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.



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Information vs. Conversation

Just Because You Can Talk Doesn't Mean You Have Something of Value to Say

Everywhere and anywhere you go people are talking – face-to-face, by phone, email, text, on social networks, at work, home, in stores and within virtual worlds. While the Internet and social media didn't invent communication among people, new technology has given nearly everyone a voice by creating far more and widespread opportunities for discussion, idea and opinion sharing and sparking conversation.

Instead of quenching the thirst for knowledge in and of itself, the information age created a perpetual overload that has led to a desire to do more than just “know” something. We now want a chance to discuss to make information more useful and relevant. Never before has it been so important for companies to participate in the conversation. The era of traditionally pushing your product or service onto your customers is over. Today's prospects become customers when you engage their attention and trust through a true dialogue.

As the platform for communicating continues to expand, how do you share your story and enchant customers so they will come back for more? Think like a market leader and focus on the following to communicate the most relevant message with impact and break through the clutter:

- **Get clarity:** your company, product or service

- **Get clarity** -- your company, product or service will flounder if you haven't explicitly identified what problem you're trying to solve, who your customers are and how you uniquely fill their unmet needs. Without this insight others define you. Be clear about your value and results by showing how you are different, trustworthy and can deliver. That's the basis of an effective and compelling brand.
- **Become more conversation-worthy** - Communication is more than just the exchange of words. You'll get noticed as engaged and informed if you listen closely to what's being discussed by your customers and industry influencers so you can share something of value. Offer relevant insights, information and resources rather than forging ahead with an agenda that's product and service focused. Speak online and offline like you would talk to real people in professional situations. Don't be afraid to show your personality, but think before you speak. Consider open-ended topics or "content" that let the discussions flow. A great conversation is one where you invite response and encourage comments so you can learn more and create opportunities to maintain a connection.
- **Communicate with impact** – Regardless of your current comfort with social media, it has been very useful in helping people get to the point (140 character limits on Twitter, status updates, etc.). However, whether your objective is to promote a product or service, express your opinion or report on current events, you need a compelling message to reach your audience. Once you've adopted a conversation-worthy mindset, say what you mean as simply as possible. Leverage the unique insights of the online world to discover specific words or topics of interest to your customers and then share your content via social media and other marketing channels to get discovered and build your market leadership. Reply to comments in a timely manner, when a response is appropriate. Beyond an attention grabbing headline, where possible use [storytelling techniques](#) to be more memorable and influence people with your point of view.
- **Become a content engineer** - Everybody seems to be competing for our attention. Those that get noticed are the ones with rich, interesting resources and points of view that treat customer pains. The beauty of all the new communication channels is the endless ways to extend the reach of your message and marketing activities. Be proactive and plan ahead on the content – information, insights and tools – you can share so you are taking an active role in discussions and preventing others from defining your value. You can broaden the conversation by citing others who are talking and perhaps blogging about the same topic as well as allowing your content to be shared or syndicated. Your credibility and influence builds as others spread out and talk about that information, which leads back to you in the form of links, exposure, leads and business.



If you'd like help making your communication more conversation-worthy, [contact us](#) at The Aerie Company. For readers in the Chicago area, consider joining us at a hands-on communication and social media workshop to help your company communicate with greater impact. See more details and a link to [registration](#) below.

Customer Engagement Boot Camp

Are you time-crunched? Crazy? Need a higher level of mastery on your communication and social media Twitter skills?

If you've got 5, 10 or 15 minutes a day [The Big Ooga](#), a network connecting entrepreneurs with the companies they need to succeed, has got the Boot Camp July 21 and 22 in Chicago.

We'll put your precious time to work_ step-by-step, hands-on, simplified so you can really learn it. If classes in the past have frustrated you and you've gone home only to be where you were...this experience is very different. You will be doing the work in real-time and you'll leave with a plan and concrete Twitter and social engagement skills designed to hit your precise target markets.

No matter what your experience level, you're sure to gain real skills, done right, that you can put into action during the class and as soon as you return to the office. So join us for:

Information vs. Conversation:

Creating a New Communications Platform and Customer Engagement Strategy

Get those new conversation era basics into place to engage and attract more customers.

Day One: Morning workshop presented by communications award-winner [Suzanne Ross](#), market leadership strategist and president of [The Aerie Company](#)

The day will focus on:

Why the transformation of the information age into the conversation age matters to your business, aligning your passion and purpose to solve customer problems and demonstrate value, and how to refine your brand and communication strategy to become more conversation-worthy and better engaged. For those attending the next day's program, you'll have content ideas ready to apply to the next workshop.

Thursday, July 21 – 9:30am – Noon

Location: 20 South Clark Street, 14th Floor Conference Room, Chicago, IL 60603

Sign up for Day 1: [Registration](#)

Amp Your Brand with Twitter and Step-by-Step Social Media for the Time-Crunched

Build your social media foundation and 90 day content calendar of to-dos in 2, 3 and 5 minute bursts.

Day Two: Full day session taught by social media luminary and “TwitterWorks” author Phil Gerbyshak, marketing technology strategist at Turning Minds who is also a popular industry speaker including the inaugural Success Online Business Conference (SOBCon).

The program will focus on:

Creating your social engagement strategy, strategic use of Twitter including profiles and content, and developing your playbook for using social media on your time.

Friday, July 22, 10am – 4pm (includes lunch compliments of Sullivan's Steak House)

Location: Hotel Indigo, 1244 N. Dearborn Park, Chicago, IL 60610

Sign up Day 2: [Registration](#)

Take one or both classes. For more details follow the links or contact [Lennie Rose](#) at [The Big Ooga](#) or by calling 708-524-4562.

About The Aerie Company

Because it's challenging at the top, The Aerie Company collaborates with organizations and executives to identify, articulate and communicate their value.

For more information on how we can help you build market leadership that demonstrates your distinctive benefits and communications impact, visit our website or contact us at info@aeriecompany.com.



Click here to check out previous insights from The Aerie Company on best practices, advice on communication and building market leadership.