

The butterfly effect

Pub gossip has been around for centuries.

- It is not written down - once spoken it is lost
- It affects only small groups of people The internet changed this.

Hundreds, even thousands of people are discussing your brand right now. But they are not sitting at PCs all the time. Their comments live on for months or years, and are read by thousands, even millions of other people, some of whom then reply or agree. This is the personification of the butterfly effect

One upset customer can affect literally thousands of others. Companies can be destroyed by a small minority. Kryptonite bike locks suffered significant loss of sales because one consumer posted a blog entry saying that you could open their locks using just a Bic biro – the fact that this was not entirely true did not change anything. (See case studies in Online Perception for some examples). Global communications and the internet have brought customers together in discussion forums, social networking sites, blogs and shopping portals. The Online Perception service from moolife Ltd was created to help companies benefit rather than suffer from the internet.

Far from running scared of this content driven phenomenon, we believe brands must actively engage consumers where they are proactively spending their time. It is a massive opportunity. If you own bricks and mortar stores, your builders probably do not promote your shops or products as well, but the majority of website builders are still responsible for driving traffic to that website. We will analyse your existing online perception and present you with a series of recommendations to optimise your internet strategy. We then work with your existing creative agencies to implement that strategy in the form of content.

Our aim is to enable your brand to safely engage with your consumers.
What we actually do