



Die Native-Speaker Agentur

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RSS: Someone really does want to hear from you

At englishtalk, we're always on the lookout for marketing and advertising trends outside Germany. That led us to an article in the US marketing press extolling the virtues of RSS. We certainly see RSS's advantage – having (potential) customers explicitly asking to hear from you – but what englishtalk wants to know is: when will RSS catch on in Germany like it has in other countries?

The 411 on RSS marketing

RSS delivers information immediately and electronically to the subscriber's desktop as it's published. Subscribers will hear about product updates or events as soon as information goes on your website. With inboxes flooded with spam and banner ad click-throughs on the decline, that's something worth noting.

Spread the word – and cement customer loyalty

RSS sounds techy, but there's a softer side to it we'd like to mention. Sure, you may be supplying the same information as you would with an email update. But RSS puts the user in control. Letting them decide when to see their feed, what to actually read, and lay out the page in a way that suits them. Unsubscribing is painless, too.

Empowering users is a good thing. They feel much more comfortable about hearing from you. And RSS bypasses a lot of roadblocks in developing good relationships (like blacklists). That also helps engender trust.

Jump on the bandwagon

Curious to see if RSS marketing has infiltrated Germany yet, our staff did an informal and completely unscientific survey of German websites. Let's see who's up to date on RSS.

ZDF? Nope.

BMW? Yup.

Amazon.de? Nada.

SAP? Indeed.

IKEA? Not that we can tell.

Deutsche Telekom? Yes.

For more information, visit b2bmarketingtrends.com.

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