

BV STRATEGY BRIEF

The Personal Cybersphere

Dangers & Opportunities for Your Brand

SPRING 2016

Are **anemic conversion rates** in your e-Commerce efforts dogging you? Do **ad blockers** destroy your campaigns, and your **E-Mail Marketing CTRs** continue to fall? Let me console you a bit: it's nothing personal. You are running right smack into the **"Personal Cybersphere"** of your digital customers. This invisible "shield" is erected by online consumers to **filter messages and protect** themselves from the

infotoxication of the Digital Age.

A model developed by Paul Fleming in 2001, the Cybersphere consists of **four levels, the "4 Rs"** your Brand needs to consider at all times: **Recognition, Response, Respect, and Relationship**. It's essential to know **the secret password** to even reach the first "R" of Recognition. It's a key that is simple and yet complex: **"RELEVANT RELATIONSHIPS"**.

Want to know more?

MORE DETAILS AT OUR BLOG:
dialblog.blogspot.com.es



The year Paul created the model of the Personal Cybersphere, many ad campaigns featured young people inside circles and spheres. A curious coincidence or evidence of a new, subliminal truth?



PAUL FLEMING
Founder & President

Possible Ideas for Your Own Brand

- **Where Is Wally?** Before creating strategies to penetrate the Cybersphere, define and find your "Wally": your most profitable client.
- **Flow** A sin of many Digital campaigns is that they abruptly cut off the FLOW of consumers who want to FLY. The Interruption Model is DEAD!
- **Digital Lifestyle** Essential for Recognition (R1), as well as Response (R2) and Respect (R3): understand and communicate per their Digital Lifestyle.

Can We Help You?

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