





Word of Mouth



- Every marketer realizes that word of mouth is the most powerful force in the marketplace.
- Word of mouth is THOUSANDS of times as powerful as conventional marketing.



WOM as Powerful Persuader



1. Independent Credibility

- Word of mouth is communication about products and services between people who are perceived to be independent of the company providing the product or service, in a medium perceived to be independent of the company





WOM as Powerful Persuader



- These communications can be conversations, or just one-way testimonials.
- They can be live or canned.
- They can be in person, by telephone, e-mail, listgroup, or any other means of communication. They can be one-to-one, one-to-many (broadcast), or group discussions

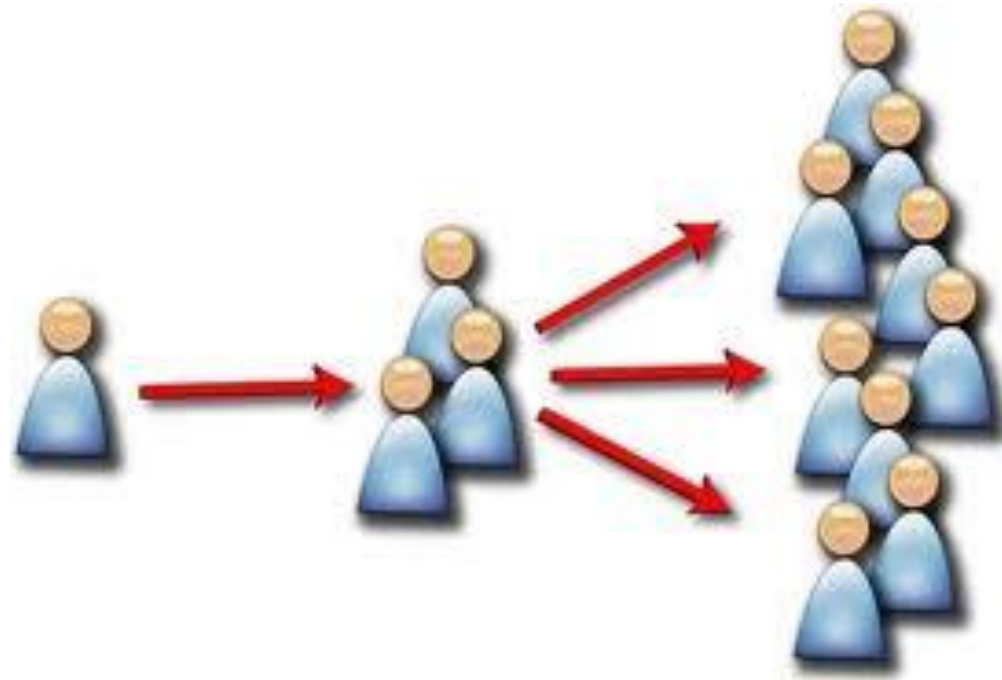


WOM as Powerful Persuader



2. Experience Delivery

Word of Mouth = experience-delivery mechanism





WOM as Powerful Persuader

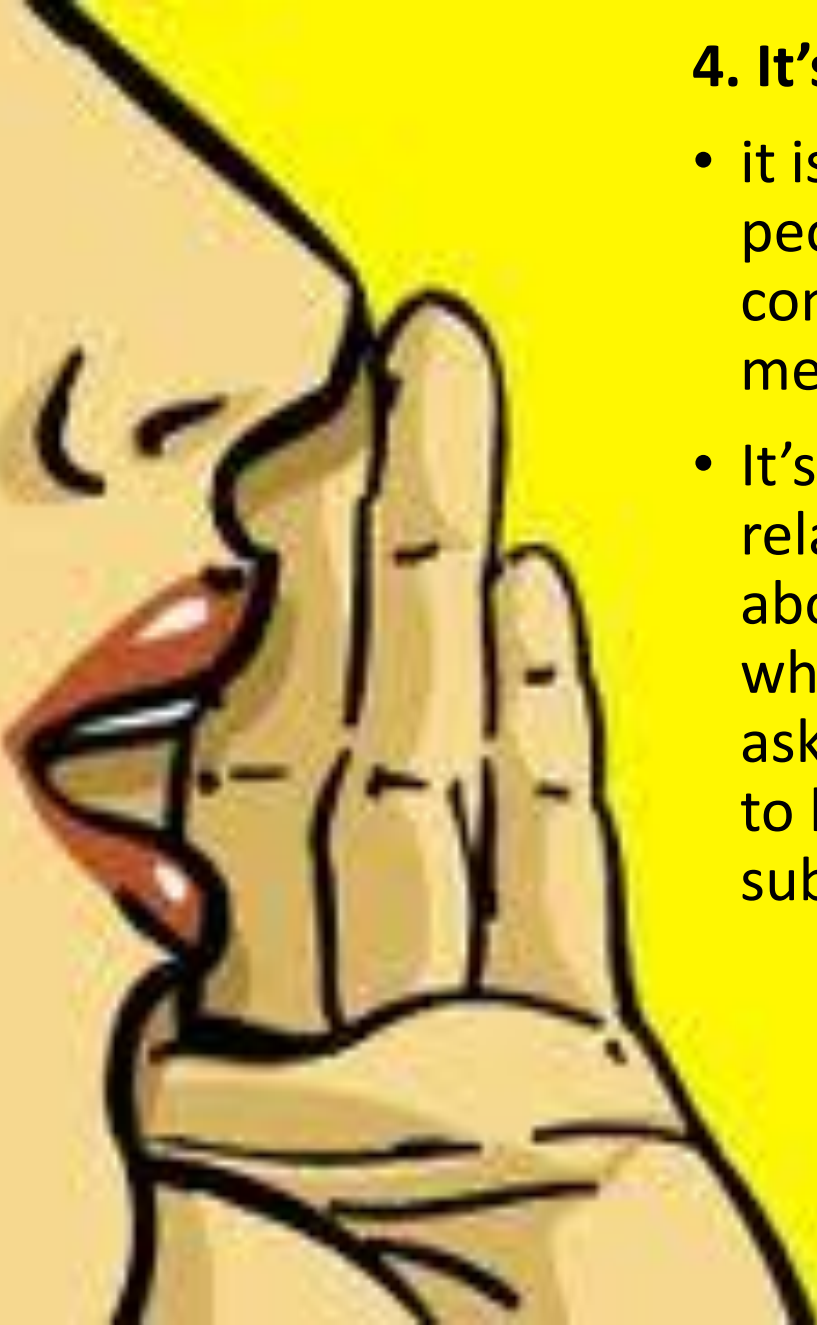


3. it's More Relevant and Complete

Word of mouth is “live,” not canned like most company communication.

When a friend tells you about a book, movie, or other product that she thinks you would like, she is telling you because she thinks that you not some anonymous stranger would like it





4. It's the Most Honest Medium

- it is custom tailored, and because people are independent of the company, it is the most honest medium.
- It's Customer Driven Closely related to the two reasons given above, The customer determines whom he will talk to, what he will ask, or whether he will continue to listen or politely change the subject.



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5. It Feeds on Itself

- If ten people have ten experiences each, that's one hundred indirect experiences





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6. Word of Mouth Becomes One of the Product's Attributes

- It's important to notice also that the recommendation by experts, whether an unsolicited testimonial or a paid endorsement, becomes part of the product's attributes



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7. Experts Like to Influence

- One of the reasons that the initial stages of word of mouth are sustained and can spread so rapidly is that influencers like to influence.



WOM as Powerful Persuader



8. Word of Mouth Saves Time and Money

- Another attribute of word of mouth is that it can be extremely efficient.
- If you want to buy a product that you don't know too much about, the best way is often to find a few people who have investigated the product, and learn from them what they have found out.

Why word of mouth might have engaged ??



Post purchase is the best time to share

- People are highly aware of the product and most receptive to discussion about it. Because there is a natural curiosity for the new product and experiences, and often there is a timely relevance.



Why word of mouth might have engaged ??



Third person accounts before first person narrative

- Pre-purchase, we have spent of significant amount of time asking others what wil be recommended.
- First hands stories are infinitely more influential than third party recommended



The Nine Levels of Word of Mouth



- The Minus Levels

Minus 4

- People are all talking about your product and complaining about it.
- It has reached to the level of public scandal.
- People are asking each other about it and actively dissuading other people from using it.

Minus 3

- Customers and ex-customers go out of their way to convince the other people not to use your product, but it hasn't reached scandal proportions. Similar to Level Minus 4, almost nothing can survive this level.



The Nine Levels of Word of Mouth



Minus 2

- They go on and on about how terrible your product is.
- Your product sales will slowly enroll in this situation.
- The process will be slower because people are not actively seeking each other out to spread negative word of mouth.

Minus 1

In this stage, people are not actively complaining about your product, but when they are asked, they have relatively negative things to say.



The Nine Levels of Word of Mouth



Level 0 At this level

- People use your product, but are rarely asked about it.
- They don't volunteer their opinion.
- If asked, they have little (good or bad) to say about it.
- This is a product that is getting little or no word of mouth. It's probably going to cost a fortune to get such a product widely accepted.



The Nine Levels of Word of Mouth



Levels Plus 1

- When asked, people have nice things to say about your product.
- For example, people may not necessarily go out of their way to tell anybody about a product or service from local merchants.
- In this situation, conventional marketing can trigger massive word of mouth if it can get people to the next level, Plus 2.



The Nine Levels of Word of Mouth



Level Plus 2

- When asked, customers with the pleasure to talk.
- They go on and on about how wonderful your product is. Here, conventional marketing is almost completely wasted because it is so much less powerful than what is sitting there for the taking.
- What is needed is for you to provide the channels and materials for your customers.



The Nine Levels of Word of Mouth



Plus 3

- At this level, customers go out of their way to convince other people to use your product.
- This is what people talk about at parties: the new movie, the latest restaurant, the latest book. (You will talk about this book at your next business gathering, won't you?)
- Again, provide the encouragement and the channels, facilitate the process, and build a bigger plant.



The Nine Levels of Word of Mouth



Plus 4

- Your product is being talked about continually. People are asking each other about it.
- Experts, local influencers, typical customers, and prospects are all talking with each other about your product or service and raving about its virtues.
- It is getting a considerable amount of publicity.



WOM Programs



Events

- Hold a seminar
- Use video showings, speakers, and demos in the store and on the slopes.
- Give priority to word-of-mouth referrals.



WOM Programs



Testimonials.

- Use UN-WELL KNOW person, if you use artist it would be thought as a setting up
 - For instance : People who have bought the apartment

Internet.

- Set up an Internet site with a discussion group and an “ask the expert”(you) Q & A session.



WOM Programs



Empowerment.

- Empower employees to do over-the-top things, especially to turn around a dissatisfied customer.

Network.

- Use your own word of mouth to
- Set up a regular conference call or Internet discussion group with noncompetitive forward-thinking people like yourself in other cities.



Continue..



- You can tell each other what new products are hot, or brainstorm ideas for bringing in new customers and selling more equipment to current customers.
- Don't underestimate the power of your own peer word of mouth.



WOM Programs



Referrals.

- Ask for referrals.
- Ask people for the names of their friends to add to your mailing list.
- Base the appeal on the notion that by telling them about limited special offers not generally advertised, they are doing their friends a favor.



WOM Programs



- Script.
- Tell people exactly what to say in their word-of-mouth communication.
- For instance “Tell your friends about our superior service.”



THE FIVE T'S



- **TALKERS: find people who will talk about you.** Add a “tell a friend” button and link on every page of your website.
- **TOPICS: give people a reason to talk.** Create a fan club or ambassador program.
- **TOOLS: help the message spread faster and farther.**
- **TAKE PART: join the conversation.** Put yourself out there and encourage community interactions, gain followers. Practice good manners, never sell, be a good citizen and be honest. Make people happy, help fix their problems.
- **TRACKING: measure and understand what people are saying**



THANKYOU CLASS!
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