

WORD OF MOUTH MARKETING

How Smart Companies Get People Talking

ANDY SERNOVITZ

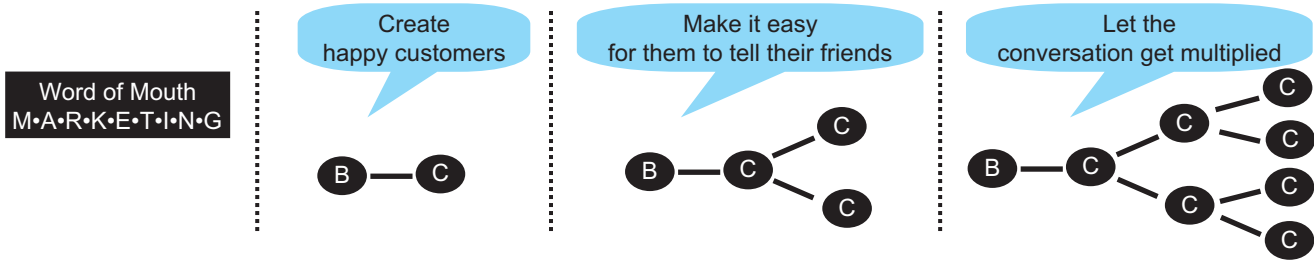
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The Web site for this book is at www.wordofmouthbook.com.

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MAIN IDEA

Word of mouth marketing really isn't about marketers or even marketing. It's all about creating happy customers and making them your best advertisers. If people like what you do, they will want to tell their friends about your product or service as well. This is word of mouth marketing in a nutshell.



The characteristics that make word of mouth marketing great for your business are:

- It works for any kind of product, any kind of service and any kind of company or organization, even non-profits.
- You don't need a marketing budget for word of mouth. You replace capital expenditure with creative thinking to make it work.
- Word of mouth marketing is often so simple and so obvious people forget to try it.
- You can do it yourself. You don't have to hire an expensive agency to create impressive word of mouth for you.

"Word of mouth marketing isn't about marketers or marketing. It's about real people and why those real people would want to talk about you and your stuff. Word of mouth marketing works for any kind of product or service. It also works for causes, ideas, charities and organizations— anything you want people to talk about. Marketing shouldn't be hard, and the best marketing never is. People love to talk. Word of mouth marketing is about earning that good conversation."

— Andy Sernovitz

1	What is word of mouth marketing?	Word of mouth marketing is giving people a reason to talk about you and then finding ways to amplify and accentuate that conversation. When you say something, it's marketing. When your customer says the same thing, then that's word of mouth.	Page 2
2	The 4 rules and 3 reasons of word of mouth	<p>The 4 rules of word of mouth marketing:</p> <ol style="list-style-type: none"> 1. Be interesting and worth talking about. 2. Make your customers happy. 3. Earn the trust and respect you want. 4. Make it easy for people to talk about you <p>The 3 reasons people will talk about you:</p> <ol style="list-style-type: none"> 1. They like you and your stuff. 2. Talking makes them feel good. 3. They feel connected when they talk with others. 	Page 3
3	6 big ideas of word of mouth marketing	<p>The six big ideas of word of mouth marketing:</p> <ol style="list-style-type: none"> 1. Customers are in control – Get used to it. 2. You are the user experience. Make it great. 3. The Web creates a permanent record. 4. Honesty is essential for word of mouth. 5. Word of mouth changes the maths of business. 6. Word of mouth is wildly profitable. 	Page 4
4	How to do word of mouth marketing	<p>The Five T's of great word of mouth marketing:</p> <ul style="list-style-type: none"> T-1 – Talkers – find people who like to talk T-2 – Topics – give them something to discuss T-3 – Tools – help the message travel farther T-4 – Taking part – join the ongoing conversation T-5 – Tracking – study what people are saying 	Pages 5 - 7
5	The word of mouth worksheet	Everything you need to make word of mouth marketing happen in 5 simple steps	Page 8

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