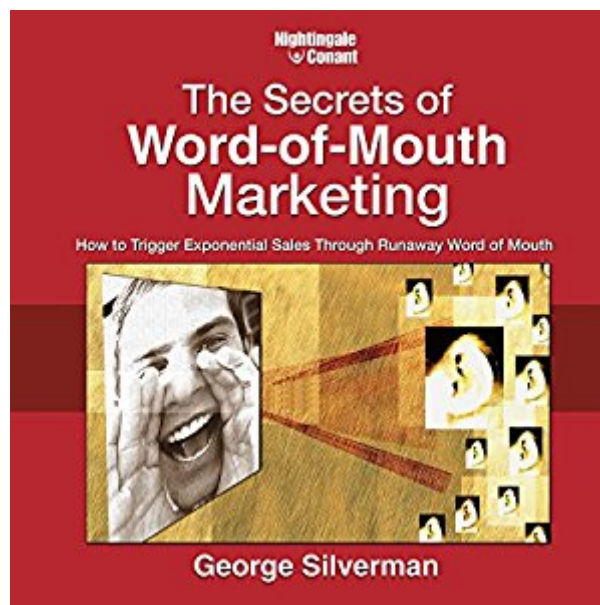




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The Secrets Of Word-of-Mouth Marketing: How To Trigger Exponential Sales Through Runaway Word Of Mouth



Synopsis

Harness the most powerful, persuasive force in the marketplace - "word of mouth" - and watch sales grow exponentially! People are already talking about your company. But are their words repelling people? Or spurring a stampede of new customers your way? Most entrepreneurs think word of mouth is out of their control. But what if you could harness this powerful, influential force - to get people talking about you in a way that builds sales exponentially? Now you can! In this authoritative, dynamic program, *The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth*, George Silverman, an acknowledged expert on "WOM" marketing, reveals a step-by-step process for launching your own highly successful WOM effort. Learn to harness word of mouth - and it can drive consumers to try your product or service more than any other marketing technique will... more than advertising, salespeople, direct response, and public relations combined! Plus, it's inexpensive (and some tools cost nothing) to implement! Use this program and you'll learn: 28 secrets of WOM marketing. How to harness WOM using the Internet, blogs, your employees, the media, industry experts, seminars, focus groups, teleconferences, testimonials, newsletters, viral marketing, and countless other resources. How to identify and enroll the help of your biggest product evangelists (the people who want to shout out to the world about how great your product is). The five secrets of "decision acceleration" (a key factor for multiplying your sales). The five characteristics your product must have for people to talk about it with enthusiasm. The motivations that get people talking happily, for free.

Book Information

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Customer Reviews

I'm a graduate from Wharton and a professional marketing consultant. When I first began doing marketing professionally, I longed for an integrated theory to guide me in whatever marketing challenge I would encounter. I started by turning to some very general marketing books ("The Portable MBA in Marketing" was one), but was quickly turned off by the stodgy tone of these books and the excess of information that beared almost no relevancy to everyday marketing challenges! It seems the only thing classical marketing was able to suggest was to find out as much as you can about the customer and then profile him, segment him, test out concepts on him, and keep doing this until you've found something that works. That approach seemed too brute force to me, so I continued looking around for my grand unified theory. Not at all thinking I'd found my golden chalice, I noticed George Silverman's "Word-of-Mouth Advertising" in the bookstore and was intrigued by the prospect of systematically generating word of mouth. After reading it, I realized I'd finally found my theory. In fact, what I considered my ultimate marketing theory was only the foundation for this book! Silverman then went on to use these ideas to discuss how to create systematic word-of-mouth campaigns! The grand theory, by the way, is simply modeling the customer buying process--not a huge innovation at first glance, but when presented by Silverman it becomes clear just how overlooked an idea it is. I've seen the customer buying process in marketing textbooks before, but it was never presented as the foundation for all marketing everything as, in my opinion now, it should have been. The remainder of the book discusses how word of mouth works, the different levels of word of mouth, and plenty of other ideas.

I have 10+ years of experience marketing and launching high tech (and non high tech yet innovative) products of various sort and I found this information both accurate, invaluable, concise and making good business sense. I find it an excellent complement to more theory oriented books like the "tipping point" and the "anatomy of buzz". These last two books will explain you how words of mouth works but will not give you any really in depth insight about how you can make words of mouth work for you. "The secrets of words of mouth marketing" does. To give just an example: the "decision matrix" described in chapter 5 is an extremely concise and rich tool for anticipating the concrete information that customers need to hear in order to decide about a product. For instance if you are currently targeting early adopters kind of customers then the matrix will tell you the exact content of what they need to hear in order to help them "decide to decide", "weigh information in your favor", "engage in a trial" etc. The decision matrix will also tell you what middle majority/pragmatist customers will need to hear to make the same kind of decisions and of course it's not at all the same (those of you wondering what I mean by early adopters, middle majority etc

will find the info in the book -- this belongs to the diffusion of innovation theory of Everett Rogers something that any person seriously interested about words-of-mouth need to know about anyway by reading the two other books or this one). You might have notice that in the previous paragraph I have been speaking about what customer "need to hear" and not what your company "needs to tell them".

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