

Word of Mouth

Elusive, uncontrollable, powerful word of mouth is the most trusted way to learn about a brand. The customer may also be a parent, a spouse, a business owner, a volunteer in her community, a blogger, a voter, or a member of a book group. She talks, emails, blogs, tweets, and posts to her Facebook page, where her posts are repeated on the pages of her 460 friends worldwide. She brags about the brands she loves and complains when brands let her down. And when she talks, her network listens.

Give your customers something to talk about. Provide an accessible way for customers to express themselves. Remember that a satisfied customer is a powerful asset.

Talking about yourself won't make others talk about you. It's about the passion conversation, not the product conversation.

Brains on Fire: Igniting Powerful, Sustainable Word of Mouth Movements

Ninety percent of word of mouth happens offline. There's a huge likelihood for word to spread about experiences people have through the service.

Brains on Fire

Trust must be the cornerstone of any word of mouth movement. You are no longer the big bad brand controlling the conversation.

Brains on Fire

