

HOW WORD OF MOUTH MARKETING IS CREATING A BUZZ...

Content sharing and personal recommendations are now playing an increasingly crucial role

WORD OF MOUTH:

a potential honeypot for businesses

Word of mouth influences between **20** and **50%** of all buying decisions

56% of B2B buyers use word of mouth channels other than social media to find information and advice

72% of consumers have recommended a local business via word of mouth

70% of consumers trust brand or product recommendations made by family/friends

SPREADING THE MESSAGE FOR GERMINATION:

what are the best channels?

WHAT PROMPTS CONVERSATIONS ABOUT BRANDS?

TV ads **7%**

TV shows **7%**

Brand websites **6%**

Instore activity **5%**

Packaging **5%**

Retail websites **4%**

Web ads **4%**

Have you seen that new honeycomb TV ad?

15% occur over the phone and **10%** online

EASY SHARING = WORD OF MOUTH EXPOSURE

1 in 3 B2B buyers use social media channels when researching new products for their business

55% of Twitter users use the service to share news links

This is compared with **15%** for those buying something similar to a previous purchase

6 in 10 consumers frequently share online content with others

8/10 The average score given by B2B buyers when rating the usefulness of non-social media word of mouth

7.3/10 The average score given by B2B buyers when rating the influence of non-social media word of mouth on buying decisions

ONLINE VIRAL CAMPAIGNS THAT HAVE BEEN PURE BRAND NECTAR

Iceland social media campaign:

rewards for product recommendations

2 million views

Iceland is offering rewards for consumers who share Iceland products/experiences online.

Audi video - Zachary Quinto vs Leonard Nimoy:

The Challenge

6.8 million views

The two Spock actors race each other to a game of golf just before the release of movie reboot Star Trek.

Evian video - Baby & Me

55.8 million views

Evian's follow-up to its Roller Babies video entertains viewers with babies dancing in the middle of the street.

WORD OF MOUTH IN PRACTICE:

top tips for businesses

Make it easy for others to pass on your online content by adding sharing buttons to your site and emails



Implement recommendation schemes to reward customers who spread the word about your business

Track the success of word of mouth campaigns by measuring social media shares and asking new customers how they heard of you



Print your website/social media URLs and other contact info on promotional items



4imprint

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