

## **Wonderful World of Word of Mouth NewBCamp 2/8**

Conversation – word of mouth means no slides; talking!

Introductions.

No bad questions – Word of Mouth/Marketing is an art, not a science. A lot of it is just doing it and seeing what works

### **What is word of mouth?**

Word of mouth is people talking about your product, good or service

### **Why is it good?**

- Good word of mouth: Free marketing
- Bad word of mouth: Not good
- Happy customer will tell three people, unhappy customer can reach 3,000
- Goal is to make employees have a good experience with your company and to get them talking about it

Some examples:

- Forbes reporter at small business Tech Summit
- Bad McDonald's toy
- Hubspot sticker – cheap stickers

### **So how do I get word of mouth?**

1. We are hard-wired to want to help. Communicative, social.
2. Find what is remarkable about your company; believe it; tell it to everyone you know
3. Make it easy for people to tell others about you:
  - Email this to a friend
  - Share this page
  - Social media: Facebook, Twitter
4. Inbound links
  - Badges
  - Contests
  - Promotions
5. Real world
  - Flyers, postcards. Massage gift certificate example
  - Moo cards: great word of mouth product
  - Give stuff away! People love free stuff. Stickers.

**Let's work! Who wants some Word of Mouth Marketing ideas for your site**

**Resources:**

Seth Godin – Small is the New Big; Purple Cow; Meatball Sundae

David Meerman Scott – new rules of Marketing & PR

Guy Kawasaki – Worked at Macintosh; Art of the Start; Reality Check/[guykawasaki.com](http://guykawasaki.com)

Andy Sernovitz - Word of Mouth Marketing/[damniwish.com](http://damniwish.com)

Saul Colt - [Freshbooks.com](http://Freshbooks.com)

John Janstch – Duct Tape Marketing