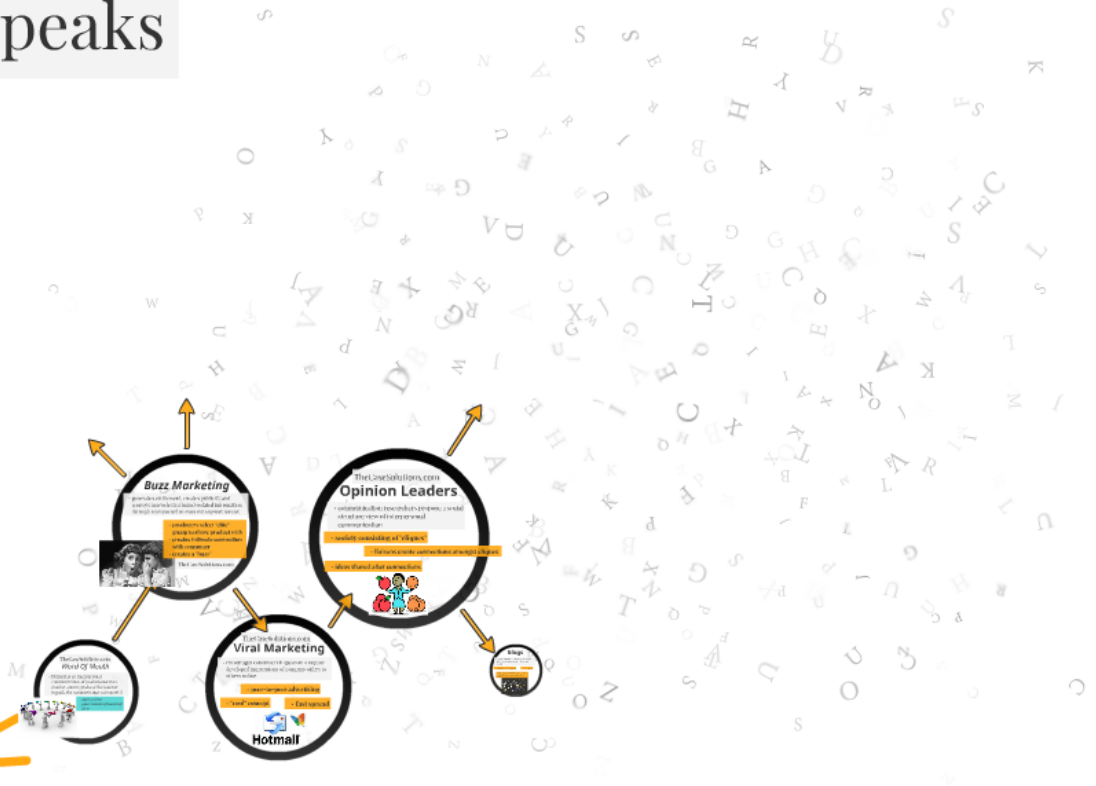


# Word of Mouth Marketing: SheSpeaks

## TheCaseSolutions.com

## Word Of Mouth Marketing

*By: Elizabeth Nash and Sasha Parsons*



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## *Word Of Mouth*

- Defined as an interpersonal communication of products/services (market offerings) where the receiver regards the communicator as impartial

- *more credible*
- *good indicator of success of form*



# Up rise of Social Media

Social media dominates communication

- vast network
- quickly spread
- instant information



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# *Benefactors*

In terms of awareness...

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- Hush Puppy Shoes
- Pret A Manager
- film : The Passion of the Christ

In terms of reputation...



- Amazon
- The Body Shop
- Red Bull



# ***Buzz Marketing***

- generates excitement, creates publicity and conveys new relevant brand-related information through unexpected or even outrageous means

- producers select "elite" group to share product with
- creates intimate connection with consumer
- creates a "buzz"



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# Viral Marketing

- encourages consumers to pass on company-developed impressions of company offers to others online

- peer-to-peer advertising

- "cool" concept

- fast spread



# Hotmail®



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# Opinion Leaders

- communication researchers propose a social structure view of interpersonal communication

- **society consisting of "cliques"**

- **liaisons create connections amongst cliques**

- **ideas shared after connections**





# Blogs

- regularly updated journals or diaries have become an important outlet for word of mouth

- **public form of expression**

- wide variety

**example : Procter & Gamble encourages users to participate in development of its portfolio of brands**

