



# CREATING **BUZZ**

WORD OF MOUTH MARKETING

HOW TO USE WORD-OF-MOUTH  
MARKETING (WOMM) TECHNIQUES  
AND SOCIAL MEDIA TO DRIVE  
GROWTH BY **CREATING** A  
POSITIOVE **BUZZ** AROUND YOUR  
PRODUCT OR SERVICE.

TO APPRECIATE WOMM: FIRST YOU  
HAVE TO UNDERSTAND **WHAT'S**  
**BROKEN** WITH TRADITIONAL  
MARKETING.

IS YOUR CAMPAIGN HAVING A  
**NEGATIVE IMPACT** ON YOUR  
BRAND?

ONLY **18%** OF TV ADS  
GENERATE POSITIVE ROI

# 84% OF B2B CAMPAIGNS RESULTED IN LOWER SALES



**100%** INCREASE IN AD SPENDING  
JUST TO ADD 1% - 2% IN SALES



ONLY **14%** TRUST ADS



**69 % INTERESTED IN AD  
BLOCKING TECHNOLOGIES**



# TRADITIONAL MARKETING & ADVERTISING

ADVERTISING CLUTTER  
MEDIA FRAGMENTATION  
CONSUMERS TUNED OUT  
LESS EFFECTIVE  
MORE EXPENSIVE  
LESS TRUSTED  
LOWER ROI


1.

...the  
JESUS  
PHONE  
rocks!

2.

..i got to  
have an  
iPhone


**WOMM POWER**



**TWO THIRDS** OF U.S. ECONOMY  
DRIVEN BY WOM



**POSITIVE CORRELATION TO  
BUSINESS GROWTH**



**BRAND ADVOCACY DRIVES  
BUSINESS GROWTH**



**BRAND ADVOCACY** EVEN MORE  
IMPORTANT THAN BRAND IMAGE  
OR BRAND SATISFACTION

# LAW OF FEW

**10% INFLUENCE PURCHASING  
BEHAVIOR OF OTHER 90%**



**91%** LIKELY TO BUY ON  
RECOMMENDATION

# 92% PREFER WOM RECOMMENDATION



# BRAND ADVOCATES

A man wearing a brown jacket and a dark cap is shouting into a black megaphone. He is positioned on the left side of the frame, looking upwards and to the right. The background is a bright blue sky with scattered white clouds. In the distance, a range of mountains is visible under a clear sky. The overall scene conveys a sense of active communication and advocacy.

**AVERAGE  
CUSTOMERS,  
CLIENTS,  
CONSUMERS**

# WOMM CHARACTERISTICS

**HOMOPHILY**

**HAWTHORNE EFFECT**

**CONVERSATION: DIALOGUE**

**EXPRESSION**

**INVISIBLE NETWORKS**

**LINKS**

**SIX DEGREES OF SEPARATION**

**DIGITAL MEDIA**

**MUCH HIGHER LEVEL OF TRUST**

**HUMILITY**

# WOMM = C2C CONVERSATION



Consumer-to-consumer conversation

**NOT ...**

**TRADITIONAL MARKETING  
&  
ADVERTISING**



**BUZZ** = INFECTIOUS CHATTER  
WHAT'S HOT  
WHAT'S ATTRACTIVE



A microscopic view of numerous blue, rod-shaped bacteria, some with rounded ends, set against a dark background. The bacteria are scattered across the frame, creating a dense, textured appearance.

# VEHICLE FOR **CONTAGION**

PERSON-TO-PERSON TALKING

TALKING BY PHONE

SOCIAL MEDIA TOOLS

SMS

E-MAIL

IM

BLOGGING

VBLOG

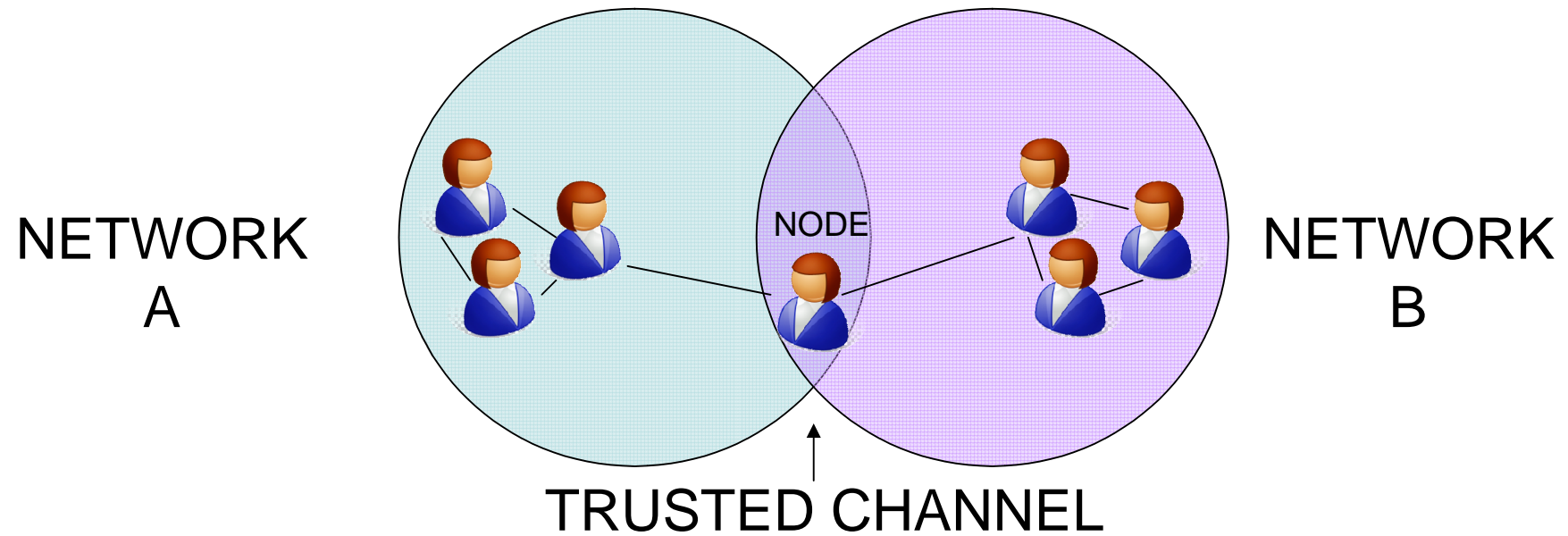
WRITING

# WHO ARE NETWORK HUBS



**CONNECTORS**  
**ALPHAS**  
**OPINION LEADERS**  
**SNEEZERS**  
**PEERS**

# LINKS OR NODES SPREAD BUZZ





**CORRELATION BETWEEN  
NETWORK HUBS AND EARLY  
ADOPTERS.**

# LINKS FUEL DIFFUSION

A 3D visualization of a network graph. The nodes are represented by small white and red spheres, and the edges are thin white lines connecting them. The network is dense and interconnected, forming a complex, multi-layered structure. The background is dark blue.

**A NETWORK OF 100 PEOPLE = 4,950 POSSIBLE LINKS**

**A NETWORK OF 1,000 PEOPLE = 500,000 POSSIBLE LINKS**

**Six degrees of separation concept (a/k/a small world phenomenon)**

The background of the slide is a dense field of blue, 3D-rendered human figures. Each figure is a simple, stylized model with a rounded head and a rectangular body, viewed from a slightly elevated perspective. The figures are scattered across the entire frame, creating a sense of a large crowd or population.

**AVERAGE PERSON HAS ...**

**11 TO 12 INTIMATE CONTACTS**

**150 SOCIAL CONTACTS**

**500 TO 1,500 WEAK TIES**

# HOMOPHILY

A large flock of pink flamingos and white egrets is gathered in a blue body of water. Some flamingos are standing in the shallow water, while others are in flight. The water is calm, reflecting the birds. In the background, there is a line of trees under a clear sky.

BIRDS OF A FEATHER  
FLOCK TOGETHER

The term homophily stems from study of social networks.

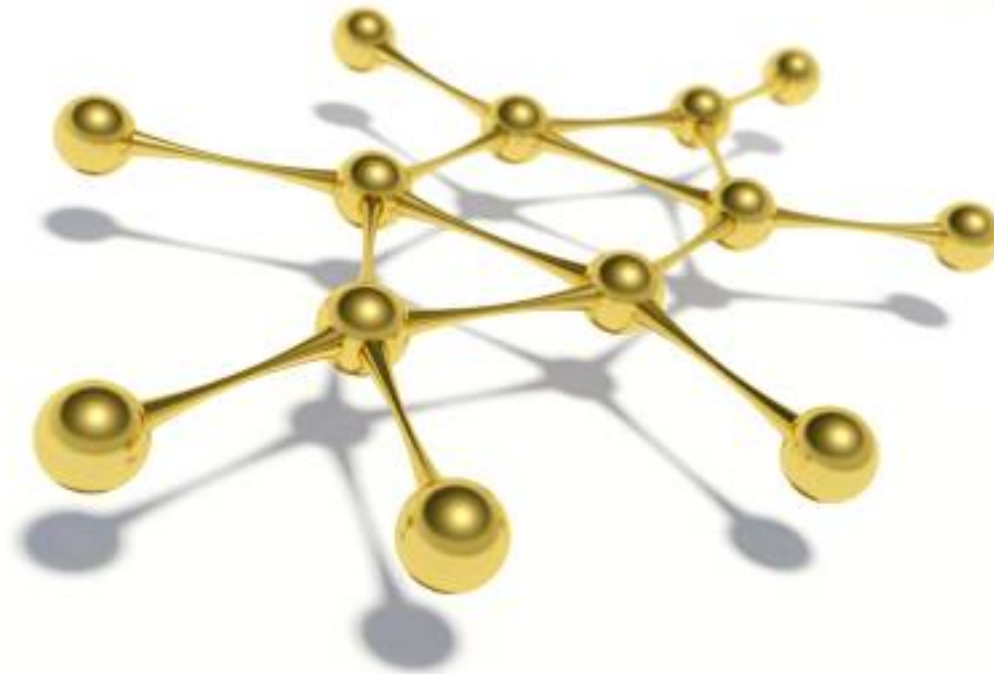
# CLUSTERS



Interests hobbies beliefs age gender  
social class ethnicity religion values  
politics geography education occupation

ALL ABOUT...

# INTERACTION IN & AMONG INVISIBLE NETWORKS



# LEAPFROGGING TECHNIQUES

Aqua Teen

WOMM umbrella term

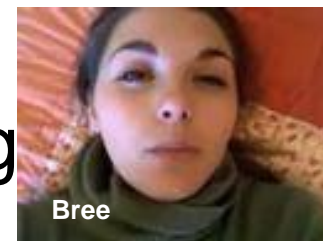
- **Buzz marketing**
  - Special hook, event, promotion. [Aqua Teen Hunger Force Boston Bomb Scare](#)
- **Viral marketing**
  - Branded material, websites, blogs, advergames, widgets, bligets, videos, utilities, collaboration tools etc. that sneezers spread. ParkRidge47, [Vote Different](#)
- **Influencer marketing**
  - Identifying and finding the influencers
- **Evangelist marketing**
  - Turning most loyal customers into citizen marketers
- **Street marketing**
  - Interacting at popular offline places like Buzz Oven
- **Stealth / Undercover marketing**
  - Bree, LonelyGirl15



Vote Different



Buzz Oven



# WIDGET & BLIDGET



## Your Buzzvote Polls

Vote on your Buzzvote (<http://www.buzzvote.com>) polls!

**Developer:** [Crazed Geek Studios](#)

**Date Added:** Oct 30, 2006

**Avg. Rating:** ★★★★★ (2)

**Subscriptions:** 55



## PollDaddy.com Free Poll Widget

PollDaddy.com allows you to create free polls for your blogs, website, etc.

**Developer:** [polldaddy](#)

**Date Added:** Sep 26, 2006

**Avg. Rating:** ★★★★★ (18)

**Subscriptions:** 1,539



## meebo me!

Chat with people on your site!

**Developer:** [Widgetbox](#)

**Date Added:** Aug 24, 2006

**Avg. Rating:** ★★★★★ (9)

**Subscriptions:** 425



## Plugoo

Plugoo (beta, invite only) enables you to chat directly from your Instant Messenger with any visitor of your blog, personal webpage or e-sales site.

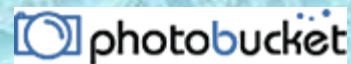
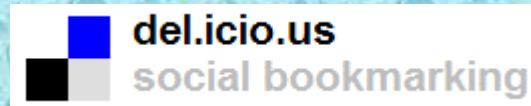
**Developer:** [jtretakoff](#)

**Date Added:** Jan 1, 2007

**Avg. Rating:** ★★★★★ (6)

**Subscriptions:** 234

# SOCIAL MEDIA



Social media describes the [online](#) technologies and practices that people use to share opinions, insights, experiences, perspectives and media itself. Social media can take many different forms, including text, images, audio, and video. These sites typically use technologies such as [blogs](#), [message boards](#), [podcasts](#), [wikis](#), and [vlogs](#) to allow users to interact. Source: Wikipedia

# BUZZ MARKETING WITH BLOGS...



**BLOGVERTORIAL**

**BUSINESS BLOG**

**FAUX BLOG**

70 million blogs in just 4 years. 120K blogs being added each day.

# SEEDING...

STIMULATING DISCUSSION

PROMO EVENT

REDUCED PRICING

FREWARE

GAME

DEMO

TRIAL

BETA



# ASK YOURSELF...

- How does information flow in my industry?
- Where do people get their information?
- Does information flow in a centralized way?
- How do consumers interact in my industry?
- Do they hangout in networks?
- How big are these networks?
- Is my industry conservative?
- What influences my customers?
- Who influences my customers?
- Is my product risky?



# **BUZZ MISTAKES...**

**FOCUSING JUST ON OPINION LEADERS  
(1%)**

**NARROWLY PROFILING CONNECTORS**

**NO STORY**

**OVERSELLING**

# BUZZ GUIDELINES

**SUPERIOR EXPERIENCE  
CONTAGIOUS PRODUCT  
SUPERIOR QUALITY  
UNDERPROMISE  
OVERDELIVER  
ANTICIPATION  
REACH 10% - 15%  
TRUTH**

# IDEAL BUZZ CANDIDATES...

**REQUIRE NO ADVERTISING  
LEAVE A TRACE  
NETWORK EXTERNALITY  
INCREASE COMPATABILITY  
INCREASE TRANSPARENCY  
SELF CONTAINED**

Kameran Ahari

<http://gotastrategy.typepad.com>



e-marketing & strategy consultant