

The secrets of word-of-mouth marketing: how to trigger exponential sales through runaway word of mouth

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Abstrak

In our hype-infested society, honest and positive word of mouth can multiply sales explosively. But for those who think it happens by chance (as most marketers do), this book will be an eye-opener. The surprising truth is that word of mouth can be implemented as strategically as any other form of marketing--and at significantly lower cost! This is especially good news for any seller of products or services who must maximize every marketing dollar. Central to this book is the innovative Decision Matrix, which helps readers identify who their potential buyers are and what messages those prospects need to hear from friends, coworkers, and trusted advisors. This matrix is followed by step-by-step guidance on how to construct an integrated "no vested interest" campaign that leverages all channels (including traditional media, the Internet, and PR), penetrates successive tiers of audiences, and builds sales exponentially. Marketers will learn how to: * Target the predominate adopter type (innovator, early, middle, late, laggard) * Create the content--the actual words--needed to accelerate the process * Identify the sources and delivery mechanisms that will be most persuasive * Use the wide variety of methods that trigger runaway word of mouth.