
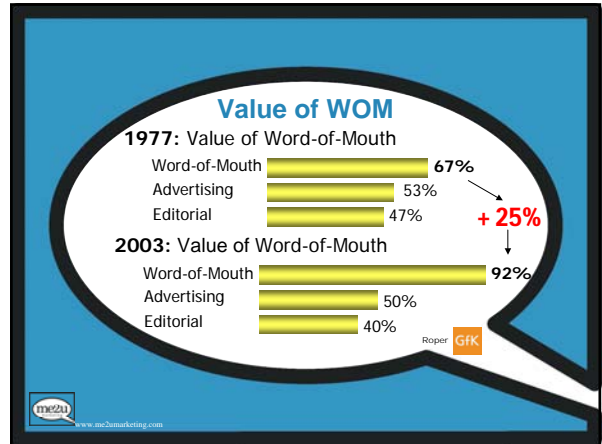


### The Marketer's Dilemma

1. Information sources have fragmented
2. Decline in advertising/PR effectiveness
3. Erosion of trust
4. Lack of customer focus



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### How does WOM work?

#### Bottom line

"You have a world where a wealth of information creates a poverty of attention. It's almost a cacophony of information. **The way people get through it is by turning to people they trust.**"

*60%+ of buy decisions in some categories are based on recommendations from others.*  
(WOMMA)



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Unlike advertising and PR, word of mouth is very targeted. You want to focus on your best customers, those who advocate for your products or services with others.

### Trusted Communicators




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### Trusted Communicators

- Influence consumer opinions
- Well-read
- Knowledgeable
- Love your product
- Tell/advise friends
- Sought out by others




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### Trusted Communicators

are at the center of the conversation



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**Trusted Communicators**



The people who exercise influence and control the levers of change in America – in society and marketplace



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**Trusted Communicators**



Consumers who are politically and socially active

Roper GfK



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**Trusted Communicators**



Well-informed and trusted for their opinions

Roper GfK



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**Trusted Communicators**



21 million Americans – approximately 10% of the adult population in the U.S.

Roper GfK



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**What drives Trusted Communicators?**

- An active approach to life – passionate people
- Enthusiasm for learning – they keep up
- Connections to many people and groups
- Clear set of priorities – “this matters”
- Strong belief in growth and change
- Impact – ability to create change

Roper GfK




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**How do you find *Trusted Communicators*?**

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It isn't easy!



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**Finding**  
*Trusted Communicators*


- Patient surveys:
  - ▣ **Attitudes:** Favorable opinions, Trust
  - ▣ **Behaviors:** Likely to recommend, talkers, early adaptors



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**Finding**  
*Trusted Communicators*

- Customer Databases
  - ▣ Frequency
  - ▣ Price sensitivity
  - ▣ Upgrade
  - ▣ Total spent
  - ▣ Consumption rate
  - ▣ Length of relationship
  - ▣ Profitability



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**Finding**  
*Trusted Communicators*

We identify them by **behaviors**, not demographic characteristics



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**Engaging**  
*Trusted Communicators*

|   |  |
|---|--|
| <u>Offline</u>  | <u>Online</u>  |
| <ul style="list-style-type: none"> <li>■ Events</li> <li>■ Cause marketing</li> <li>■ Product seeding/sampling</li> </ul> | <ul style="list-style-type: none"> <li>■ E-newsletters</li> <li>■ Discussion groups</li> <li>■ Blogs</li> <li>■ Buddy lists</li> </ul> |



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**Where to find**  
*Trusted Communicators*

Look for hubs or communities  
*Shared needs or interests*





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**Decide what you are measuring**


|  |  |
|--|--|
| <u>Improving/refining</u>  | <u>Moving the needle</u>   |
| <ul style="list-style-type: none"> <li>■ Products</li> <li>■ Services</li> <li>■ Messages</li> <li>■ Customer experience</li> <li>■ Marketing mix</li> </ul> | <ul style="list-style-type: none"> <li>■ Sales/revenues</li> <li>■ Referrals</li> <li>■ Profits/margins</li> <li>■ Reputation/brand</li> </ul> |



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**Decide how to measure**

- Patients/procedures
- Market share
- Attendance/participation
- Website activity
- Calls to action




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**Measurement challenges**

*Control WOM? FORGETABOUTIT!*


- WOM is organic
- Independent action is encouraged
- You want people to talk
- No geographic boundaries
- Timing is difficult



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**Key measurements**


- The product
- Internal/external assessments
  - Information hubs
  - Trusted communicators
- Clear objectives and goals
  - Refinement
  - Moving the needle



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**WOM is a leading source of ideas and information on...**


|                           |                      |
|---------------------------|----------------------|
| ■ Prescription drugs      | ■ Places to visit    |
| ■ Improving your health   | ■ Home improvements  |
| ■ Restaurants             | ■ Computer equipment |
| ■ Ways to save and invest | ■ The best brands    |
| ■ Retirement planning     | ■ The best retailers |
| ■ New cars                | ■ Web sites          |
|                           | ■ and more           |



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**What's different about a WOM campaign?**


- Micro-targeting – focuses on <10% of customer base
- Engages *Trusted Communicators* among their friends and associates
- Reaches people where they live, work and play



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**What's different about a WOM campaign?**

- Tactical mix = interactive, experiential, educational, highly credible
- Mass tactics = background music
  - Effectiveness increases as WOM feedback hones messaging, creative and media mix
  - Integration of WOM messaging into mass tactics reinforces conversations in social networks




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Is WOM right for you?

**Ask yourself five questions?**

1. Is my current marketing effort exceeding expectations?
2. Does my product/service have unique or exceptional qualities?
3. Are people talking about my product/service?
4. Is there a communication infrastructure?
5. Do I have passionate support from administration, providers and staff?




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**Remember:**

“The only path to profitable growth may lie in a company’s ability to get its loyal customers to become, in effect, its marketing department.”

“The One Number You Need To Grow,” Frederick F. Reichhold, Harvard Business Review, Dec. 2003



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