

Word of Mouth

Everybody knows about word of mouth.

"67% of consumer purchases are influenced by recommendation" according to a recent McKinsey & Co study.

In fact, a personal recommendation is the most powerful media for changing perception and behaviour. A EURO RSCG study found that recommendation is 10 times more powerful than traditional ads.

Yet word of mouth is missing from many marketing plans. Why?

Perhaps, because many marketers feel that it is too difficult to create, harness and manage. In the past, launching word of mouth campaigns has been hit and miss. Campaigns sometimes failed to gain enough momentum and died before making an impact on the market.

However, today there is a way to make creating a successful word of mouth campaign more reliable and predictable. It uses Influencers to ensure your message reaches critical mass and becomes successful.

Influencers

Everyone receives and makes recommendations daily – but some people are more powerful Recommenders than others. This is due to

- A charismatic personality and persuasive communication style
- An unusually large social network
- Being passionate about your brand

These people are Influencers.

They have the power to boost the launch of your word of mouth campaign, multiplying its reach far beyond that of ordinary word of mouth.

Influencers create a flood of recommendation that becomes a new media, one that is exclusive to your brand and delivers both immediate and long term benefits.

We call it Influencer-driven word of mouth.

The challenge has always been how to identify these Influencers, how to activate them and how to create word of mouth campaigns that create a significant impact.

Identifying the Influencer

Influencer-driven word of mouth marketing is a powerful media that you can create and manage. But first you need to identify your brand's Influencers. With the new methods developed by Vocanic, marketers can reliably identify Influencers and so harness their power to launch word of mouth campaigns.

VÖCANIC™

Vocanic provides the tools and methodologies to identify the Influencers within your brand's audience; and the best practice advice on how to engage and activate them to launch powerful Influencer-driven word of mouth campaigns.

We call the tool and methodology Groundswell™.

Groundswell™ software is designed for marketers, is quick to implement and is easy to use. We license Groundswell™ to our clients, backed by our strategy development and support services.

Use Influencer-driven word of mouth for

Awareness & Recall

Need to build awareness for a new product or line extension? Influencer-driven word of mouth can spread the word, achieve broad reach, and gets your message to segments that are hard to reach through traditional media.

Consideration & Preference

Awareness high, but your brand is not making it into the consideration funnel? Influencer-driven word of mouth can lift your brand to the top of the consideration list.

Trial & acquisition

Need to drive trial for your brand or for a new product? Influencer-driven word of mouth is excellent at motivating action and driving a response from the market.

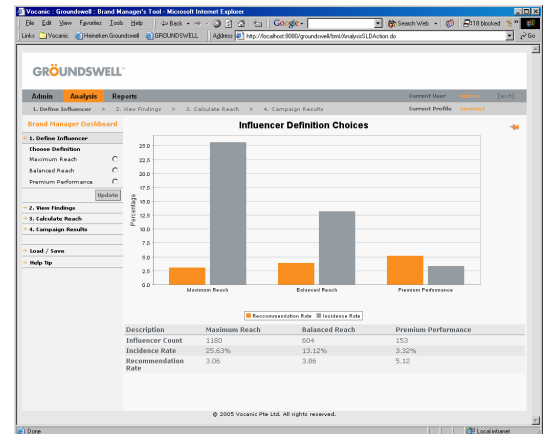
Attitude & Communication

Need to communicate a new positioning, create a change an attitude, or invite a younger audience to your brand? Influencer-driven word of mouth can succeed more powerfully and cost effectively than any other media.

Groundswell™ software

The Groundswell™ software includes:

- A **Survey Module** that finds out from your customers the key information needed to identify Influencers
- An **Analytical Module** that discovers the optimal definition of an 'Influencer' for your **brand**, in your market
- A **Propagation and Reach** module that reveals the reach available through your **existing** Influencers and how this expands dramatically as you acquire more of them
- A **Campaign Module** that calculates the costs, projected revenue and ROI available from, Influencer-driven word-of-mouth campaigns.



Groundswell™ methodology

- Phase I -** We work with you to develop a strategy that integrates Influencer-driven word of mouth into your existing marketing plans.
- Phase II -** We provide the support you need to use Groundswell™ software to identify your brand's most powerful Influencers.
- Phase III -** Based on the results from Groundswell™ software, we develop strategies for recruiting more Influencers, for activating your existing Influencers, and a set of ideas for Influencer-driven word of mouth campaigns to meet your brand's objectives.

We are happy to work in partnership with your existing advertising, events and public relations agencies for the execution of these plans, or you can ask us to quote for their execution. Above all, we are committed to helping you invigorate your brand with the power of Influencer-driven word of mouth marketing.

Call us today to find out more about how Influencer-driven word of mouth could help you.