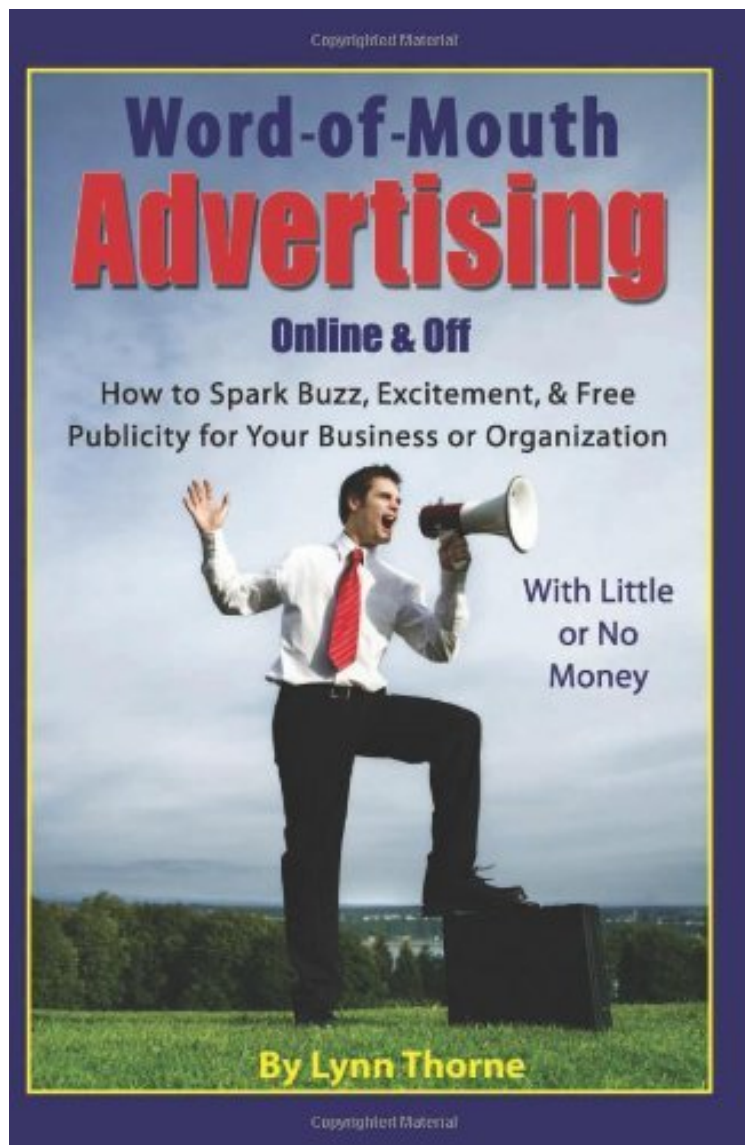


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Word-of-Mouth Advertising Online and Off: How to Spark Buzz, Excitement, and Free Publicity for Your Business or Organization -- With Little or No Money

Lynn Thorne

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Buzz, Excitement, and Free Publicity for Your Business or Organization -- With Little or No Money:

Word-of-Mouth Marketing, WOMM as it is commonly known, is the least expensive form of advertising and often the most effective. People believe what their friends, neighbors, and online contacts say about you, your products, and services. And they remember it for a long, long time. Word-of-mouth promotion is highly valued. There is no more powerful form of marketing than an endorsement from one of your current customers. A satisfied customer's recommendation has much greater value than traditional advertising because it is coming from someone who is familiar with the quality of your work. The best part is that initiating this form of advertising costs little or no money. For WOMM to increase your business, you need an active plan in place and do what is necessary to create buzz. If your business is on the Web, there are myriads of possibilities for starting a highly successful viral marketing campaign using the Internet, software, blogs, online activists, press releases, discussion forums and boards, affiliate marketing, and product sampling. Technology has dramatically changed traditional marketing programs. This all sounds great, but what is the catch? There really is none, except you must know what you are doing! This groundbreaking and exhaustively researched new book will provide everything you need to know to get you started creating the buzz free publicity about your product or service whether online or off. In this easy to read and comprehensive new book you will learn what WOMM is, how to get people talking about your product or service, how to get your customers to be your sales force, how to get WOMM to spread quickly, how to automate WOMM, how to create a blog, create awareness, and how to amplify it. The entire process is covered here: marketing, dealing with negative customer experience, writing online press releases, creating a customer reference program, bringing together a fan club/loyalist community, naming VIPs, using flogs (photos), and spurring evangelism among influential people. Included are tactics that pertain especially to non-profits, including reputation management. In addition, we have gone the extra mile and spent an unprecedented amount of time researching, interviewing, e-mailing, and communicating with hundreds of today's most successful WOMM marketers. Aside from learning the basics you will be privy to their secrets and proven successful ideas. Instruction is great, but advice from experts is even better, and the experts chronicled in this book are earning millions. If you are interested in learning essentially everything there is to know about WOMM in addition to hundreds of hints, tricks, and secrets on how to put WOMM marketing techniques in place and start earning enormous profits, then this book is for you. Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.