Zeven strategieën voor effectieve mond-tot-mondreclame

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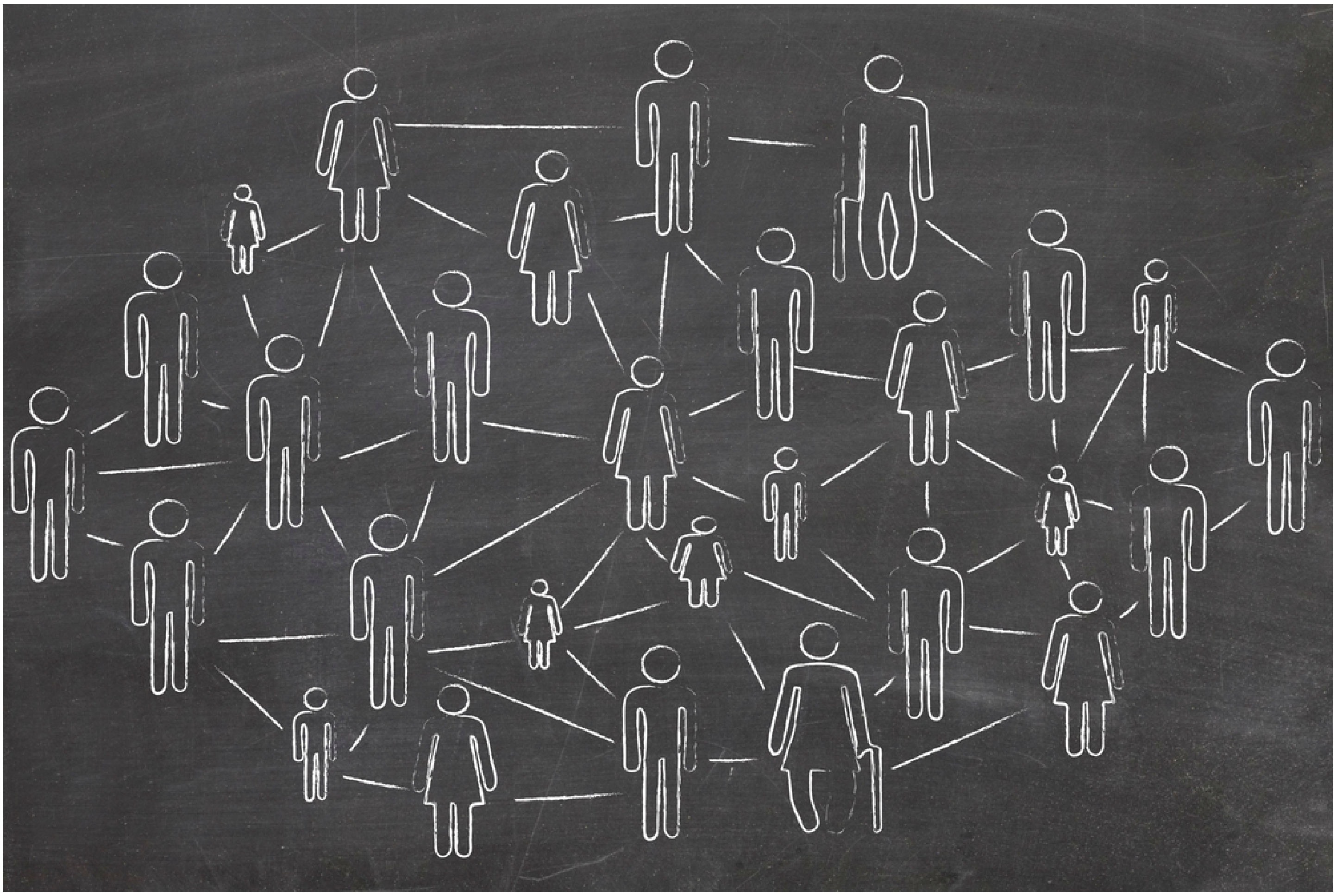

Social media, video's, e-mail, iedere retailer weet wel dat hij op al die digitale kanalen moet zitten. Maar lang voordat een van deze kanalen of zelfs het geschreven woord maar bestond, was er al mond-tot-mondreclame. Een nog altijd zeer effectief marketinginstrument, blijkt wel uit het grote belang dat consumenten hechten aan aanbevelingen van kennissen en vrienden. Hoe kun je word of mouth-marketing het beste inzetten in het digitale tijdperk? Deze infographic van Impact geeft zeven bruikbare tips.

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WORD-of-MOUTH MARKETING

7 ACTIONABLE STRATEGIES
You Need to Know

Long before social media or even the written word, word-of-mouth was our go-to for sharing and learning valuable information. That's why word-of-mouth (WOM) marketing is one of **the oldest, and still, most effective, forms of marketing.**

92%
75% of people don't believe advertisements, but **92%** believe brand recommendations from friends.

4x
People are **4x more** likely to buy when referred by friends.

2x
WOM generates **2x more** sales than paid ads.

33%
Only **33%** of businesses are actively seeking & collecting reviews.

Luckily, WOM is easier than ever thanks to the internet!

7 Ways to Implement
WORD-of-MOUTH
Marketing in Your Strategy

1

Encourage User-Generated Content (UGC)

UGC is content created and shared by consumers about brands or products. It's honest, builds trust, and gives marketers extra collateral to work with.

86% — **86%** of millennials say UGC is a good indicator of the quality of a brand or service.

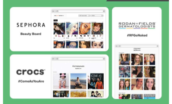
20% — UGC videos can increase sales effectiveness by **20%.**

5.4hrs — Millennials spend **5.4 hours** a day with content created by their peers.

How Can You Get Users to Generate Content?

- **Have a unique hashtag** to identify content created by customers.
- **Incentivize creating and sharing pics,** videos, and gifs on social media. Offer a free gift, discount, or feature.
- **Create a sense of community.** Showcase your user-generated content prominently on your website or main profile.

Brands That Do it Well



SEPHORA
Beauty Board

crocs
#ComeAsYouAre

RODAN+FIELDS DERMATOLOGISTS
#RFGoNaked

2

Share Customer Testimonials/Reviews

79% — **79%** of people trust testimonials and online reviews as much as personal recommendations.

They help **reassure the performance, quality, and/or value of your claims and make consumers feel more comfortable** doing business with you. There's a reason they call it social proof after all.

Testimonials can be written or video and can be hosted on your website or pulled from others. Depending on your industry, some popular review sites include:

yelp · Angie's list · houzz · G2 CROWD · Clutch

Once you have your testimonials or reviews, repurpose them into your marketing:

- Dedicated site page
- Homepage & landing pages
- Relevant product/service pages
- Lead generation content

3

Get Product Ratings On Your Site

Depending on your business model, you may want to give people the ability to rate or review specific products, services, etc. directly on your site.

This is especially useful for eCommerce or if you're a tech company that sells several products.

63% — **63%** of visitors are more likely to buy when a website has reviews/ratings.

18% — Reviews can produce an **18% increase** in sales.

12x — Customer reviews are **12x more** trusted than descriptions from the brand.

Brands That Do it Well

amazon · iTunes · newegg

Popular Rating Tools

bazaarvoice · GIGYA

4

Offer an Incentive

Giving your customers a reason to share with others can skyrocket your word-of-mouth marketing as well.

Big or small, people are always more willing and likely to do something if they receive some sort of value in return. **So, consider giving your consumers a discount or free gift in exchange for referrals.**

Brands That Do it Well

Trello — **Free Trello Gold**
Dropbox — **Free Storage Space**
Blue Apron — **Credit for BlueApron Products**

5

Create a Referral Program

You can take this a step further by creating a formal referral program.
A good referral program:

- Makes spreading the word **easy and quick**
- **Measures the results** of your campaigns
- **Makes it worthwhile** for both parties with an incentive or other benefit)

Top Referral Tools

ReferralCandy · friendbuy · WOOBOX · LOYALTYLION · influitive

6

Connect with Industry Influencers & Thought Leaders

Influencers are exactly what their name suggests; individuals with a strong following and power to influence the beliefs and behavior of those in it.

Because of their already established reputation, word-of-mouth marketing from an influencer is undoubtedly the most valuable.

40%
40% of people say they've purchased an item online after seeing it used by an influencer on Instagram, Twitter, Vine, or YouTube.

49%
49% of people say they rely on recommendations from influencers when making purchase decisions.

73%
73% of marketers say that they have allocated budget for influencer marketing.

How to Appeal to Influencers

- Quote them in your content
- Let them try your product/services for free
- Feature them or their products/services prominently

7

Offer a Unique, *Shareworthy* Experience

At the end of the day, the easiest way to generate word-of-mouth marketing in this digital age is to **offer a unique, share-worthy experience.**

If you give your consumers something memorable they cannot get anywhere else, they'll want to share it with their friends and loved ones whether or not you ask them to.

Brands That Do It Well

CLASSPASS · lululemon · DOLLAR SHAVE CLUB

Quick Word-of-Mouth Wins

- Identify and nurture your top customers
- Use social media as a referral channel
- Use tools to automate the process
- Ask for reviews/ratings when things are going well; don't wait!
- Go above and beyond with unexpected customer service gestures
- Make sure you have amazing service, staff, and support
- Crowdsource feedback to make staff and support improvements

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Need Help Building Your Brand's Word-of-Mouth? **Talk to Us!**

IMPACTBND.COM/TALK

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