

CONTAGIOUS HOW TO BUILD WORD OF MOUTH IN THE DIGITAL AGE 1

CONTAGIOUS: HOW TO BUILD WORD OF MOUTH IN THE DIGITAL AGE (PART 1)

IN TODAY'S HYPER-CONNECTED WORLD, TRADITIONAL MARKETING STRATEGIES OFTEN FALL FLAT. CONSUMERS ARE BOMBARDED WITH ADS, AND BANNER BLINDNESS IS A REAL PHENOMENON. SO HOW DO YOU CUT THROUGH THE NOISE AND GENERATE GENUINE BUZZ AROUND YOUR PRODUCT OR BRAND? THE ANSWER LIES IN MASTERING THE ART OF CONTAGIOUS WORD-OF-MOUTH MARKETING – BUT IN THE DIGITAL AGE, IT REQUIRES A FRESH APPROACH. THIS POST, THE FIRST IN A SERIES, WILL DELVE INTO THE STRATEGIES YOU NEED TO IGNITE VIRAL WORD-OF-MOUTH MARKETING AND BUILD A LOYAL FOLLOWING ORGANICALLY. WE'LL EXPLORE THE SCIENCE BEHIND CONTAGIOUS CONTENT AND PROVIDE ACTIONABLE STEPS YOU CAN IMPLEMENT IMMEDIATELY. GET READY TO LEARN HOW TO MAKE YOUR BRAND THE TALK OF THE TOWN – ONLINE AND OFF!

UNDERSTANDING THE PSYCHOLOGY OF CONTAGIOUSNESS

BEFORE WE DIVE INTO TACTICS, LET'S UNDERSTAND WHY SOME THINGS GO VIRAL AND OTHERS DON'T. JONAH BERGER'S BOOK, "CONTAGIOUS: WHY THINGS CATCH ON," OUTLINES SIX KEY PRINCIPLES:

SOCIAL CURRENCY: PEOPLE SHARE THINGS THAT MAKE THEM LOOK GOOD. DOES YOUR BRAND OR PRODUCT ENHANCE SOMEONE'S SOCIAL STATUS OR ALLOW THEM TO APPEAR KNOWLEDGEABLE OR INSIGHTFUL? THINK ABOUT HOW YOU CAN LEVERAGE THIS.

TRIGGERS: WHAT ENVIRONMENTAL CUES REMIND PEOPLE OF YOUR BRAND? CAN YOU CREATE CONTENT THAT'S TOP-OF-MIND WHEN PEOPLE ARE MAKING RELEVANT DECISIONS? THIS MIGHT INVOLVE CLEVER REMINDERS OR ASSOCIATING YOUR BRAND WITH SPECIFIC TIMES, PLACES, OR EVENTS.

EMOTION: PEOPLE SHARE THINGS THAT EVOKE STRONG EMOTIONS. JOY, ANGER, AWE – ALL THESE EMOTIONS DRIVE SHARING. CONTENT THAT TAPS INTO THESE FEELINGS IS FAR MORE LIKELY TO GO VIRAL.

PUBLIC: VISIBILITY MATTERS. IF SOMETHING IS VISIBLE, IT'S MORE LIKELY TO BE IMITATED. THINK ABOUT HOW YOU CAN MAKE YOUR BRAND AND ITS USE PUBLICLY VISIBLE – USER-GENERATED CONTENT IS KEY HERE.

PRACTICAL VALUE: PEOPLE SHARE THINGS THAT ARE USEFUL. DOES YOUR BRAND OFFER SOLUTIONS, TIPS, OR VALUABLE INFORMATION? CONSIDER CREATING HELPFUL GUIDES, TUTORIALS, OR RESOURCES THAT PEOPLE WILL NATURALLY WANT TO SHARE WITH THEIR NETWORK.

STORIES: STORIES ARE MEMORABLE AND ENGAGING. WEAVING A COMPELLING NARRATIVE AROUND YOUR BRAND CAN SIGNIFICANTLY INCREASE ITS SHAREABILITY. THINK BEYOND SIMPLE PRODUCT DESCRIPTIONS; CREATE NARRATIVES THAT RESONATE WITH YOUR TARGET AUDIENCE.

LEVERAGING DIGITAL PLATFORMS FOR WORD-OF-MOUTH MARKETING

THE DIGITAL LANDSCAPE PROVIDES UNIQUE OPPORTUNITIES TO AMPLIFY WORD-OF-MOUTH MARKETING. HERE'S HOW:

SOCIAL MEDIA ENGAGEMENT: DON'T JUST BROADCAST; ENGAGE. RESPOND TO COMMENTS, RUN CONTESTS, ASK QUESTIONS, AND FOSTER A SENSE OF COMMUNITY. ENCOURAGE USER-GENERATED CONTENT (UGC) BY RUNNING HASHTAG CAMPAIGNS OR USER-SUBMITTED PHOTO CONTESTS.

INFLUENCER MARKETING: PARTNERING WITH RELEVANT INFLUENCERS CAN EXPOSE YOUR BRAND TO A WIDER AUDIENCE. BUT FOCUS ON AUTHENTICITY – CHOOSE INFLUENCERS WHOSE VALUES ALIGN WITH YOUR BRAND AND WHO GENUINELY CONNECT WITH THEIR FOLLOWERS. AVOID BLATANT ADVERTISING; AIM FOR NATURAL INTEGRATION.

EMAIL MARKETING: WHILE NOT DIRECTLY WORD-OF-MOUTH, EMAIL MARKETING CAN PLAY A CRUCIAL ROLE IN NURTURING EXISTING CUSTOMERS AND ENCOURAGING THEM TO BECOME BRAND ADVOCATES. PERSONALIZE YOUR EMAILS, OFFER EXCLUSIVE CONTENT, AND REWARD LOYALTY.

ONLINE COMMUNITIES AND FORUMS: ENGAGE IN RELEVANT ONLINE COMMUNITIES AND FORUMS. PROVIDE VALUABLE INPUT, ANSWER QUESTIONS, AND BUILD RELATIONSHIPS. DON'T BE OVERLY PROMOTIONAL; FOCUS ON PROVIDING GENUINE VALUE AND ESTABLISHING TRUST.

CONTENT MARKETING: CREATE HIGH-QUALITY, SHAREABLE CONTENT THAT PROVIDES VALUE TO YOUR TARGET AUDIENCE. THIS COULD INCLUDE BLOG POSTS, INFOGRAPHICS, VIDEOS, PODCASTS, OR INTERACTIVE CONTENT. FOCUS ON CREATING CONTENT THAT'S INFORMATIVE, ENTERTAINING, OR BOTH.

MEASURING THE SUCCESS OF YOUR WORD-OF-MOUTH CAMPAIGN

TRACKING THE EFFECTIVENESS OF YOUR WORD-OF-MOUTH MARKETING EFFORTS IS CRUCIAL. USE ANALYTICS TOOLS TO MONITOR:

SOCIAL MEDIA MENTIONS: TRACK BRAND MENTIONS ACROSS DIFFERENT SOCIAL MEDIA PLATFORMS. USE SOCIAL LISTENING TOOLS TO UNDERSTAND THE SENTIMENT SURROUNDING YOUR BRAND.

WEBSITE TRAFFIC: MONITOR WEBSITE TRAFFIC FROM SOCIAL MEDIA AND OTHER ONLINE CHANNELS. SEE WHICH SOURCES ARE DRIVING THE MOST ENGAGEMENT.

CUSTOMER REVIEWS: PAY CLOSE ATTENTION TO CUSTOMER REVIEWS ON PLATFORMS LIKE GOOGLE MY BUSINESS, YELP, AND AMAZON. RESPOND TO REVIEWS (BOTH POSITIVE AND NEGATIVE) TO SHOW THAT YOU CARE ABOUT YOUR CUSTOMERS.

REFERRAL TRAFFIC: IDENTIFY THE SOURCES OF YOUR REFERRAL TRAFFIC TO UNDERSTAND WHICH CHANNELS ARE GENERATING THE MOST WORD-OF-MOUTH REFERRALS.

BRAND MENTIONS IN ONLINE NEWS AND BLOGS: MONITOR BRAND MENTIONS IN ONLINE PUBLICATIONS AND BLOGS TO UNDERSTAND THE REACH AND IMPACT OF YOUR WORD-OF-MOUTH EFFORTS.

BUILDING A CULTURE OF ADVOCACY

ENCOURAGING WORD-OF-MOUTH MARKETING ISN'T JUST ABOUT TACTICS; IT'S ABOUT FOSTERING A CULTURE OF ADVOCACY WITHIN YOUR ORGANIZATION. THIS MEANS:

EMPOWERING EMPLOYEES: ENCOURAGE YOUR EMPLOYEES TO BECOME BRAND ADVOCATES. PROVIDE THEM WITH THE RESOURCES AND TRAINING THEY NEED TO EFFECTIVELY REPRESENT YOUR BRAND.

BUILDING RELATIONSHIPS WITH CUSTOMERS: FOCUS ON BUILDING STRONG, LONG-TERM RELATIONSHIPS WITH YOUR CUSTOMERS. SHOW THAT YOU VALUE THEIR FEEDBACK AND APPRECIATE THEIR LOYALTY.

PROVIDING EXCELLENT CUSTOMER SERVICE: EXCEPTIONAL CUSTOMER SERVICE IS ESSENTIAL FOR CREATING POSITIVE WORD-OF-MOUTH MARKETING. MAKE SURE YOUR CUSTOMERS HAVE A POSITIVE EXPERIENCE WITH YOUR BRAND AT EVERY TOUCHPOINT.

TRANSPARENCY AND AUTHENTICITY: BE TRANSPARENT AND AUTHENTIC IN YOUR COMMUNICATION. CONSUMERS ARE MORE LIKELY TO TRUST AND SHARE INFORMATION ABOUT BRANDS THEY PERCEIVE AS GENUINE.

CONCLUSION:

BUILDING CONTAGIOUS WORD-OF-MOUTH MARKETING IN THE DIGITAL AGE REQUIRES A STRATEGIC APPROACH THAT COMBINES UNDERSTANDING HUMAN PSYCHOLOGY WITH LEVERAGING THE POWER OF DIGITAL PLATFORMS. BY IMPLEMENTING THE STRATEGIES OUTLINED ABOVE AND CONSISTENTLY PROVIDING VALUE TO YOUR AUDIENCE, YOU CAN CULTIVATE A LOYAL FOLLOWING AND GENERATE ORGANIC BUZZ THAT WILL PROPEL YOUR BRAND TO NEW HEIGHTS. THIS IS JUST THE BEGINNING – STAY TUNED FOR PART 2, WHERE WE'LL DIVE DEEPER INTO SPECIFIC TACTICS AND ADVANCED STRATEGIES!

FAQs:

1. HOW CAN I ENCOURAGE CUSTOMERS TO LEAVE REVIEWS? MAKE IT EASY FOR CUSTOMERS TO LEAVE REVIEWS BY PROVIDING CLEAR INSTRUCTIONS AND LINKS ON YOUR WEBSITE AND IN YOUR EMAIL COMMUNICATIONS. YOU CAN ALSO OFFER INCENTIVES, SUCH AS A DISCOUNT ON THEIR NEXT PURCHASE, FOR LEAVING A REVIEW.
1. WHAT IF I RECEIVE NEGATIVE FEEDBACK? RESPOND PROMPTLY AND PROFESSIONALLY TO NEGATIVE FEEDBACK. ACKNOWLEDGE THE CUSTOMER'S CONCERNS AND OFFER A SOLUTION. PUBLICLY ADDRESSING NEGATIVE FEEDBACK DEMONSTRATES YOUR COMMITMENT TO CUSTOMER SATISFACTION.
1. HOW CAN I IDENTIFY THE RIGHT INFLUENCERS FOR MY BRAND? RESEARCH INFLUENCERS WHO ALIGN WITH YOUR BRAND'S VALUES AND TARGET AUDIENCE. CONSIDER THEIR ENGAGEMENT RATE, AUDIENCE DEMOGRAPHICS, AND PAST COLLABORATIONS.
1. WHAT TYPE OF CONTENT IS MOST LIKELY TO GO VIRAL? CONTENT THAT IS EMOTIONALLY RESONANT, USEFUL, AND EASILY SHAREABLE IS MORE LIKELY TO GO VIRAL. CONSIDER USING VIDEO, INFOGRAPHICS, AND INTERACTIVE CONTENT.
1. HOW CAN I MEASURE THE ROI OF MY WORD-OF-MOUTH MARKETING EFFORTS? TRACK KEY METRICS SUCH AS BRAND MENTIONS, WEBSITE TRAFFIC FROM SOCIAL MEDIA, AND CUSTOMER REVIEWS. COMPARE THESE METRICS OVER TIME TO ASSESS THE IMPACT OF YOUR EFFORTS.

ADDITIONAL RESOURCES

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