



ATTORNEY SEARCH

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WOM SESSION

WOM SESSION AGENDA

- » WOM 101: The Masses are The Message Working with Influencers, Evangelists, Agents, and Fans
- » Successful WOM is all about real consumers spreading the word for you. Learn how to find them and work with them.
- » Influentials vs. the Average Joe
- » Are your existing customers the best evangelist?
- » How to identify active talkers in your database
- » Reaching out to highly connected people
- » Messages that influence influentials

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The Most Effective Marketing Is A Conversation

WOM 101: The Masses are The Message
Working with Influencers, Evangelists, Agents, and Fans

Laurie Weisberg
Informative, Inc.

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Ten percent of consumers hold the power to influence the other 90 percent.

WHAT IS THE SUCCESSFUL WOM?

There are two types of advocates: Stimulated vs. Natural

- Some advocates are typically paid or otherwise incented to talk about your services to others – this is “Stimulated WOM”
- Other advocates will proactively recommend your services to others because they truly believe in the service, which increases the impact of their recommendation. They also speak to others about your brand based on years of personal experiences – this is “Natural WOM”

Stimulated WOM maybe forced and unnatural



Natural WOM occurs naturally in everyday conversations



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HOW INFLUENCERS DIFFER FROM OTHERS

Greater Impact.

- Highly skilled in affective communication; extremely charismatic, ability to persuade others

Greater Reach.

- Social networks that are 3-4 times greater than the general population

Greater Frequency.

- On average make twice as many recommendations as the average consumers

Greater Knowledge.

- Influencers know your services and their needs

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Prestige Cosmetics Influencers

- Social networks of these Influencers are 3X the size of an average consumer
- Influencers make 2X more positive recommendations – some brands such as Clinique, Dior they make more than 15X positive recommendations
- Influencers make up 12% of the prestige cosmetic market, by tapping into them companies can reach 40% of potential prestige cosmetics consumers

Home Improvement Influencers

- Social networks of these influencers are 3X size of an average consumer
- Influencers make 1.5X more positive recommendations than the general POP- some brands such as Bosch, Skil or Stanley Works they make more than 4X positive recommendations
- Influencers make up 14% of the home improvement market; by tapping into them companies can reach 41% of potential home improvement consumers

YOUR MOST EFFECTIVE INFLUENCERS ARE EXISTING CUSTOMERS

Who better to talk about your services than the Influencers that use them

- They have hands on experience with your services and maybe even your competitors
- They know what works and what doesn't
- They know what would motivate someone to purchase your service
- They know how to talk to other consumers in their own language

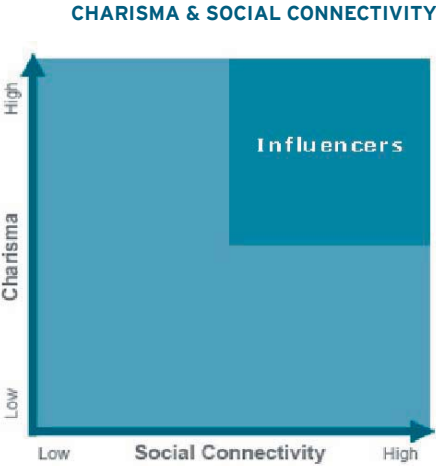
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HOW TO IDENTIFY INFLUENCERS IN YOUR DATABASE

- Influencers are those unique individuals that have both the ability to persuade others AND are socially connected
- To identify Influencers profile database on the following characteristics:

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RECOMMENDATION BEHAVIOR

Net Promoter

- Willingness to recommend a brand to others

Buzz-ability

- Actual number of positive / negative recommendations given / received

Reference-ability

- Impact the recommendations have on purchase intent