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# Word of Mouth Marketing: How Smart Companies Get People Talking

By Andy Sernovitz



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## Word of Mouth Marketing: How Smart Companies Get People Talking By Andy Sernovitz

With straightforward advice and humour, word of mouth expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth. Learn the five essential steps that make word of mouth work and everything you need to get started. Understand how easy it is to work with social media, viral marketing, evangelists, and buzz. Start using simple techniques that start conversations: 3 Reasons People Talk About You; 4 Rules of Word of Mouth Marketing; 5 Ts of Word of Mouth Marketing; 6 Big Ideas: Deep Stuff That Changes Marketing Forever. Find out what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner -- and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion -- and why some multi-million-dollar advertising campaigns fail to get noticed. Open your eyes to a new way of doing business: Honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends.



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With straightforward advice and humour, word of mouth expert Andy Sernovitz will show you how the world's most respected and profitable companies get their best customers for free through the power of word of mouth. Learn the five essential steps that make word of mouth work and everything you need to get started. Understand how easy it is to work with social media, viral marketing, evangelists, and buzz. Start using simple techniques that start conversations: 3 Reasons People Talk About You; 4 Rules of Word of Mouth Marketing; 5 Ts of Word of Mouth Marketing; 6 Big Ideas: Deep Stuff That Changes Marketing Forever. Find out what sparks the irrepressible enthusiasm of Apple and TiVo fans. Understand why everyone is talking about a certain restaurant, car, band, or dry cleaner -- and why other businesses and products are ignored. Discover why some products become huge successes without a penny of promotion -- and why some multi-million-dollar advertising campaigns fail to get noticed. Open your eyes to a new way of doing business: Honest marketing makes more money, because customers who trust you will talk about you. Learn how to be the remarkable company that people want to share with their friends.

## **Word of Mouth Marketing: How Smart Companies Get People Talking By Andy Sernovitz Bibliography**

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### **Editorial Review**

#### Review

"I highly recommend this book because it is so practical, tactical, and hysterical." --Guy Kawasaki, author of Rules for Revolutionaries

"It's brief. It's elementary. It's obvious. But the truth often is. Read this book to relearn what you always knew just in time for it to change your business life." --Bob Garfield, co-host of NPR's On The Media

"No one knows word of mouth (the good, the bad, and the measurable) better than Andy Sernovitz." --Peter Fader, Professor, Wharton School of Business

"A quick, practical, and extremely useful guide to word of mouth marketing." --Emanuel Rosen, author of The Anatomy of Buzz

"This book is to Gladwell's The Tipping Point as engineering is to physics. If you want to understand the deep sociological theories behind interpersonal communication, this isn't the book for you. If you want to understand how to harness interpersonal communication to drive your business, then buy this book." --David Godes, Associate Professor, Harvard Business School

"Great book on WOM. Nicely written." --Jack Trout, author of Positioning: The Battle for Your Mind and The 22 Immutable Laws of Marketing

"Word of mouth is the valuable currency in today's advertising-saturated world. Andy Sernovitz has written a book packed with ideas on how to do word of mouth marketing the right way." --Jackie Huba and Ben McConnell, authors of Creating Customer Evangelists

"Andy brings it together perfectly: the vision, the strategy, and the practical how-to. It's all here." --Geoff Ramsey, CEO, eMarketer

"It's an actionable guide for anyone looking to capture the power of word of mouth. Andy has written a book that shows just how simple it is to get people talking about your business. You should read this book and then tell a friend." --Brad Santeler, Kimberly-Clark

"A primer chock-full of great stories, tips, and exercises to make you a better word of mouth marketer, no matter what size company you work for. Read it, and you will increase your influence with your customers and make yourself more influential in your company." --Ed Keller and Jon Berry, authors of The Influentials

"It's easy to agree that word of mouth is important. But it's time to become students of how it works and why it is so valuable to our customers. Start or continue your journey by reading this book." --Bob Pearson, Dell

"Andy's approach is practical, affordable, and, best of all, ethical. Don't waste your money on mass marketing: Spend it on this book and start people talking." --Greg Stielstra, author of PyroMarketing

"The coolest book on the hottest topic in marketing and communication. Andy tells it all and tells it like it really is. The Five Ts are the best organizing framework for word of mouth I have seen yet. Use them and profit. No hype. No smoke and mirrors. No overblown promises." -- Don E. Schultz, Professor Emeritus-in-

Service, Northwestern University

"There is no wasted word in this practical guide. Pure nuts-and-bolts how-to's for people who want to start implementing a word of mouth marketing program today. Other books cover the theory, but Andy gets to the actual action best." -- George Silverman, author of *The Secrets of Word-of-Mouth Marketing*

"Another must-read if you're at all interested in word of mouth marketing." --Mark Hughes, author of *Buzzmarketing*

"Andy Sernovitz's book will give all marketers a reason to talk. Sernovitz not only legitimizes word of mouth marketing, he provides THE road map to what drives it." ----MaryLee Sachs, Chairman, U.S., Hill & Knowlton

"As I read through *Word of Mouth Marketing*, I felt, more than anything else, relieved. Relieved that we finally have a marketing author who understands the simplicity (and complexity) of this business; who recognizes that honesty is the only workable policy for advertisers; and who see --You'll learn how to be that remarkable company people want to share with their friends.

"As I read through *Word of Mouth Marketing*, I felt, more than anything else, relieved. Relieved that we finally have a marketing author who understands the simplicity (and complexity) of this business; who recognizes that honesty is the only workable policy for advertisers; and who sees that in a flat, information-flooded world, nothing but the right product -- a product fashioned around your customers' needs -- will cut it. Sernovitz has managed to achieve a pretty rare twofer in providing a simple, tactical, how-to guide that anyone could use to improve their communications efforts, while simultaneously sketching out a whole new philosophy for marketers and advertisers everywhere. Oh, and the guy has fun anecdotes and a readable style too. Seriously, I know you're bored silly by all those marketing texts and I am too, but this one's worth your time." ----Jonah Bloom, Executive Editor, *Advertising Age*

From the Back Cover

**You can have amazing word of mouth. This fun, practical, hands-on guide will teach you how.**

What sparks the irrepressible enthusiasm of Apple, IKEA, Harley-Davidson, Southwest, Zappos, and Patagonia fans?

Why is everyone talking about a certain restaurant, car, band, or dry cleaner -- and why are other businesses and products ignored? Why do some products become huge successes without a penny of promotion -- and why do some multi-million-dollar advertising campaigns fail to get noticed?

In this book, word of mouth expert Andy Sernovitz will teach you exactly how you can create passionate, loyal fans that do your marketing for you, for free.

We're going to get specific: where to start, what to do, and how to make it successful. You'll learn how to use word of mouth to become more profitable, how to spend less on marketing, and how to make your customers happier.

You'll learn how to be that remarkable company people want to share with their friends.

About the Author

Andy Sernovitz teaches word of mouth marketing.

He's the leader of the word of mouth movement, which teaches companies to earn the respect and recommendation of their customers. He's passionate about marketing ethics and travels the country teaching companies how to be nicer to people.

He runs SocialMedia.org, the community for social media leaders at the world's greatest brands, and WordofMouth.org, where marketers and entrepreneurs learn to be great at word of mouth marketing.

Andy taught word of mouth marketing at Northwestern University and internet entrepreneurship at the Wharton School of Business, ran a business incubator, and started half a dozen companies. He created the Word of Mouth Marketing Association and the Association for Interactive Marketing.

You can read his fantastic blog "Damn, I Wish I'd Thought of That!" at [damniwish.com](http://damniwish.com).

## **Users Review**

### **From reader reviews:**

#### **Edward Rideout:**

Book is usually written, printed, or outlined for everything. You can understand everything you want by a book. Book has a different type. As we know that book is important factor to bring us around the world. Alongside that you can your reading skill was fluently. A publication Word of Mouth Marketing: How Smart Companies Get People Talking will make you to possibly be smarter. You can feel more confidence if you can know about almost everything. But some of you think in which open or reading a book make you bored. It's not make you fun. Why they are often thought like that? Have you searching for best book or suited book with you?

#### **Brandi Huff:**

In this 21st century, people become competitive in most way. By being competitive currently, people have do something to make these people survives, being in the middle of the actual crowded place and notice simply by surrounding. One thing that at times many people have underestimated this for a while is reading. That's why, by reading a guide your ability to survive improve then having chance to stay than other is high. In your case who want to start reading a new book, we give you this specific Word of Mouth Marketing: How Smart Companies Get People Talking book as beginner and daily reading book. Why, because this book is usually more than just a book.

#### **Micheal Mata:**

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represented of the world in this particular book.

**Aida Zambrana:**

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