Driving Word of Mouth by Providing Unexpected Value
People don’t like advertising!
The goal of advertising is to influence purchase decision by dragging people towards your brand.

Right?
But how can you possibly drag people towards your brand with something they don't want?
People are saturated by over 3000 ad messages every day!
They now have the ability to hide/skip ads or choose ad-free media.
Only 47% trust advertising vs 75% in 2009!
(Nielsen - 2012)
Advertising lost its place as #1 driver of customer purchase decision to...
...word of mouth
(Keller Fay Group - 2012)
We are witnessing a paradigm shift in the very foundations of marketing.
Your new mission: turning happy customers into pro-active brand advocates!
What do people love to talk about most?
(Hint: it's not your brand)
Theymselves!
People love to talk about what they have accomplished.
What do you want people to talk about?
People actively recommend a brand when it provides more value than they had expected.
recommendation

noun, [rek-uh-men-dey-shuh n]

Origin: 1400-50; late Middle English recommendacion < Medieval Latin recommendātiōn- (stem of recommendātiō), equivalent to recommendāt (us) (past participe of recommendāre to recommend).

The only kind of word of mouth that influences purchase decisions, and thus drives sales.
Instead of advertising what you're best at, provide extra value where people have **low expectations**:

- **Customer Service**
- **Advertising**
- **Free stuff**

...
What is valuable to your customers?
Look at what is being discussed in your target communities.

What are common pains and aspirations?
Provide something that will enable your customers to achieve things they see as very challenging to accomplish.
For example, Nike, Pampers or Bank of America did it!
Nike+ enables runners to track their evolution and motivates people to surpass themselves. For free.
Pampers replaced their corporate website by a community platform helping new moms to take care of their babies.
Bank of America rounds up every payment you make with their credit card and sends the extra money to your savings account.

Saving money by using your credit card? You didn’t expect that, did you?
Nike, Bank of America and Pampers received unseen amounts of word of mouth and drastically grew their sales.

= SALES
People love to talk about what they have accomplished.
Only, now we can get them to talk about what they have accomplished thanks to your brand.