



AdvanceNet
Marketing & Communications

Buzz Marketing is Not about Bees
with Aki Kalliatakis







Welcome



The Power of Word of Mouth

*Why Some Messages Go Viral -
How to Harness the Power of
Contagious Messages*

Word of Mouth

The act of consumers providing information to other consumers in a *contagious* manner or a social epidemic

To be *talked about, shared, or imitated* by consumers, colleagues, and constituents

Why do some products, ideas, and behaviours succeed when others fail?

- They become popular because they are just plain better
- Their price is attractive – or even fantastic
- Advertising plays a role
- But these don't explain the whole story (Greek yoghurt?!?)

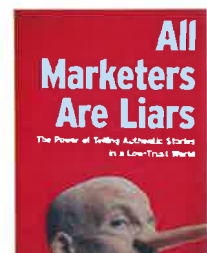
Influences on B2C and B2B purchases by customers (% of respondents)

• Colleagues & “friends” WOM	64%*
• Online reviews, including social media	53%
• Meetings, events and conferences	38%
• Sales representatives	36%
• Trade shows and exhibits	30%
• Direct mail, email and pop-ups	24%
• Print advertising	24%
• TV advertising	14%
• Press coverage	14%*
• Radio advertising	8%

Source: Jack Morton Worldwide

Why Are We Here?

- Traditional media are **expensive...** and getting worse
- Marketing **clutter**: WOM – 20 -50% of decision
- **Credibility & persuasiveness.** Customers trust nobody except “*people like me*”
- WOM is more **targeted**
- **Technology, internet & blogs** change everything*



What percentage of WOM happens online?

Most people say about 50%... sounds about right

But 50% is wrong! Not even close. The actual number is...

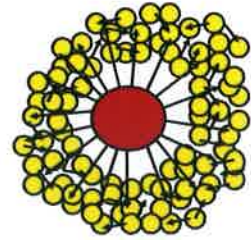
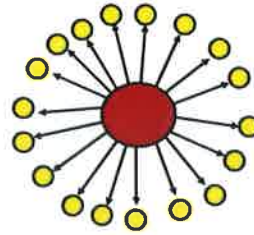
7%!



Looks Great on Paper

Traditional - B2B or B2C

Word of Mouth – B2C2C



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SAVE BIG THIS YOUTH DAY! FOOD LOVERS CARET

OUTsurance blames junior employee for 'racist' #FathersDay ad

Sub Africa | June 2017 07:16am

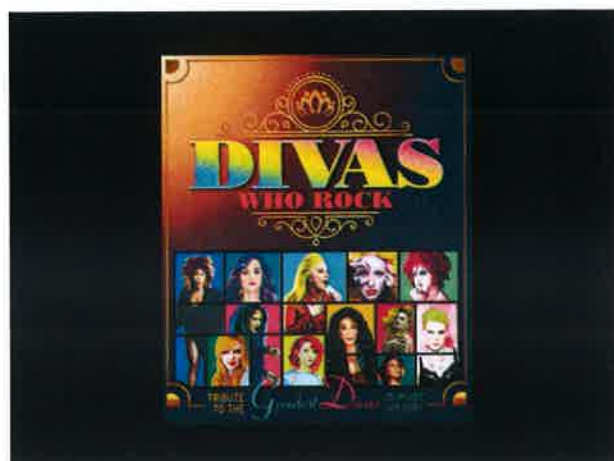
#FathersDay

Outsurance has blamed a junior employee for the anti-Black #FathersDay social media ad that backfired on the company after it caused a furore on social media.

The controversial ad set shows several children's faces whose eyes are covered, with the model's face also covered, and the children are asked to celebrate Sunco's #FathersDay.

The 100-advert was captioned '#FathersDay is all about dad, not me' but Twitter users were taking to the hashtag of the employee's complaint to the company as well as the responsibility of the country's demographics and showed that men who are not good fathers.

Tell us what you think



**People love
talking!**



The best news?

Available to everyone, not just companies with big budgets!

Word of mouth helps things
catch on



And people are talking about
you and what you sell right
now...

Whether you like it or not!

So you may as well get
involved in the conversation

Word of Mouth Marketing

- Give people a reason to talk about your stuff...
- And make it easier for that conversation to take place



Virality isn't born, it's made – even for “boring” products

The 6 Main Reasons People Talk About You

- 1. Social Currency: Will it make me more “cool”?
- 2. Triggers: Top of mind is tip of tongue
- 3. Emotions: When we care, we share
- 4. Public: *Monkey see, monkey do*
- 5. Practical Value: Usefulness, incredible value
- 6. Stories: Awesome stories that people want to tell



The 6 Main Reasons People Talk About You

- 1. Social Currency: Talking makes people feel good: Smart, important, helpful to others, expressing themselves, and be the centre of attention.

“I want to be the first in my group to...”

Most people would rather look smart than dumb...

Rich rather than poor...

Cool rather than geeky.

But nobody wants to be the “death of the party”



Social Currency

They want to feel connected to a group: They want to be part of a brand family, or part of a winning team, or to be “insiders”



barclay prime cheesesteak
 wagyu ribeye, foie gras, truffled cheese whiz on a fresh baked sesame roll \$120
 served with a 1/2 bottle of champagne

sides

tater tots 11 potato gratin 12 shoestring onions 10 sautéed corn 11
 creamed spinach 12 baked Idaho potato 12 jumbo asparagus 12 sautéed mushrooms 13
 whipped potatoes 11 truffle mac & cheese 18 butterball potatoes with aioli 12



Results?

- Incredible! *"Honestly indescribable, it was like eating gold!"*
 - People tried it - and rushed to tell others
 - *"Why don't we get it as a starter... that way we all get the bragging rights"*
 - It created a conversation piece – and was contagious
 - It was newsworthy: USA Today, WSJ, Discovery Channel, even celebrities
 - Restaurant is thriving after 10 years, (most fail within 3 years)
- 

Social Currency

i. Find your inner remarkability: *remarkable because it is novel, surprising, extreme, or just plain interesting, and makes me remarkable*

- *Interesting stuff is remarkable, (Chappies and Snapple)*
- *Secrets, mysteries and controversy are also often remarkable*
- *Unusual: Toilet paper? Hardly seems remarkable. But what if it was black?*



The Sex Pistols, Sid Vicious and Johnny Rotten
 Virgin leapt in where major record labels feared to tread...

That week, Virgin sold more copies of the now-banned Pistols single than the 'official' number one by Rod Stewart, and yet only charted at number 2. The truth for some people was just too hard to take

Social Currency

ii. Leverage game mechanics: *achievement, and visible status symbols*

- *BA Executive Class: Short of just 222 miles... so what did I do?*
- *Why? "Alpha male," beating the Joneses*
- *Your favourite game? Why?*
- *Fun and compelling, keeps you engaged, motivated, and wanting to achieve more.*
- *Season Tickets, TripAdvisor status medals, and being declared "The Mayor of Rivonia" or "Jet Setter"*

Social Currency

iii. Make people feel like *insiders*

- Makes it exclusive and scarce - and therefore very desirable, (like the velvet rope)
- Disney and its movies. (FOMO)
- The sooner it runs out, the better!
- In addition, it unleashes the power of friends telling friends



Social Currency

The little secret about secrets?

They tend not to stay secret very long!

*Please don't tell -
(Well, okay, maybe just one person)*



2. Provide *Triggers*: How do you remind people to talk about your products and ideas? **Triggers** are the stimuli that prompt people to think about related things

- *Peanut butter and*
- *Biltong, naartjies and ...*
- *Boerewors and ...*
- *Have a break, have a ...*
- *You can stay as you are for the rest of your life, or you can change to ...*



Provide Triggers

What gets talked about more:
Disney World or Corn Flakes?

Yes, experts say being interesting is essential if you want people to talk.

(Nobody talks about boring companies, boring products, or boring ads, right?)

They are wrong!

Provide Triggers

- People talk about whatever comes to mind: the more often people think about things or actually use them, the more they will be talked about
- Design products/ideas that are frequently triggered by the environment and create new triggers by linking them to prevalent cues in that environment
- *Top of mind leads to tip of tongue!*



Provide Triggers

Be interesting, surprising, funny, awesome or even shocking, or do something really different - *or people won't talk*

But remember: evidence is that interesting products don't receive any more word of mouth than boring ones

So if "interest" doesn't drive on-going word of mouth, what does? What keeps people talking? (Especially if it's not immediate?)

**What are you thinking about right now?
What's top of mind?**

- Maybe something happened this morning, right now, or maybe later today
- Stimuli (sights, smells, sounds,) in surrounding environment trigger related thoughts and ideas, making them more top of mind
- **Using** a product is a strong trigger – which is why you think of **Corn Flakes** more than Disney World

How do you get young people to eat their fruit and vegetables every day?

- "Live the healthy way, eat five fruits and veggies a day" vs. "Each and every canteen tray needs five fruits and veggies a day"
- Both slogans encouraged people to eat fruits and vegetables, but the **corny tray slogan** did so using a **trigger** – and effectively increased consumption by 25%+ **immediately** and in the **longer term**
- It was there **at the right time**



Why did sales suddenly and unpredictably increase a few years ago?



- Hershey had neglected the iconic brand for many years
- 5% decline in sales every year
- Brilliant jingle - more famous than "YMCA"



Most important reason was that coffee is a particularly good thing to link the brand to - because it is a frequent stimulus in the environment

- 2007, Colleen Chorak decided to revive it, (with little investment and modest support)
- Research: People eat Kit Kat to have a break, and usually have it with a hot beverage
- Paired **Kit Kat and Coffee**: (Coffee = Trigger)
- End 2007: sales up 8%. (Up 32% in 2008)
- Brand value increased from \$300m to \$500m

Triggers = Foundation of WOM and contagiousness

In a rock band, **social currency** is the lead singer, the front man/woman. Exciting, fun and they get the most attention

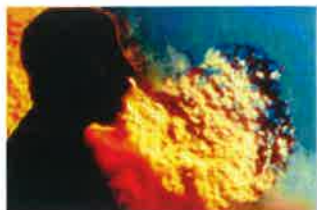
Triggers are the drummer or the bassist - not as sexy, but the workhorse that keeps everything on track and *lead* the rest of the band

The more something is triggered, the more it is thought about, ("top of mind,") and talked about, and the more likely it will succeed

Kindle the Fires of Emotion

What emotions & topics are likely to lead to sharing?

- **Useful stuff** and "how to tips and hints"?
- **Interesting things**: Everyday things that happen to us
- More **interesting** articles were 25% more likely to make the most emailed list. More **useful** articles were 30% more likely to make the list



Even competitors can act as a trigger

How can public health organizations like the anti-smoking campaign compete with giant companies that have marketing strengths and vast marketing budgets?



The 6 Main Reasons People Talk About You

3. Kindle the Fires of Emotion: Make people feel something

- Emotional things get shared, so rather than harping on *function*, we need to focus on *feelings*
- Even some negative emotions **increase** sharing, (while others actually **decrease** sharing)
- Pick the **right emotions** to evoke

When we care, we share!



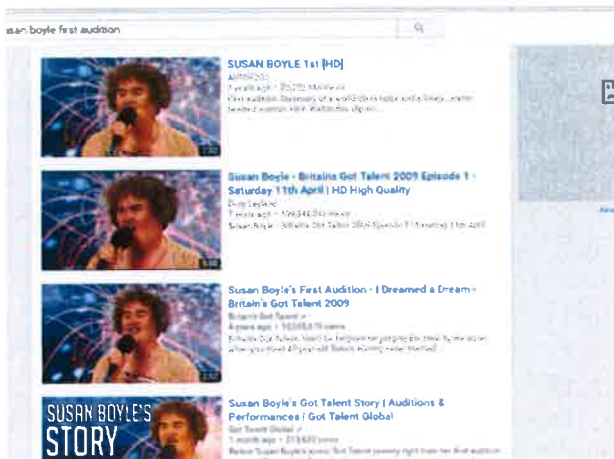
Awesomeness is essential...

You are amazed. You are humbled. You are overwhelmed. You feel elevated and privileged to have been there to see it

This is awe!

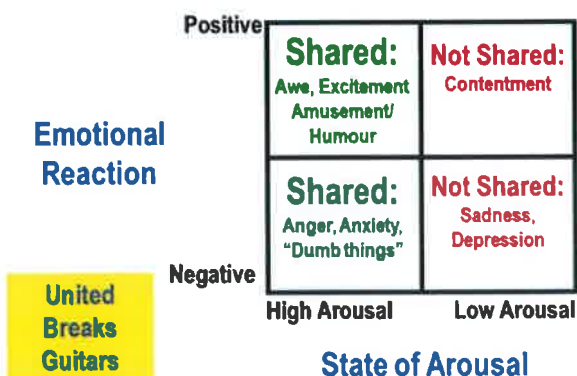
Albert Einstein noted:
“The most beautiful emotion we can experience is the mysterious. It is the power of all true art and science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead”

**Awe
 boosts
 sharing!**



- Does Any Emotion Boost Sharing? **No**
- So would any type of emotional content be **LESS** likely to be shared? **Yes**
- Is positive emotion more likely to be shared than negative? **It depends**

The Arousal Matrix



The 6 Main Reasons People Talk About You

4. Make it **Public**: Can people see when others are using our product or engaging in desired behavior?
 - “*Monkey see, monkey do*” - captures more than just the human tendency to imitate
 - Making things more observable makes them easier to imitate, which makes them more likely to become popular
 - Design products/ideas that create “*behavioural residue*” after people have bought them



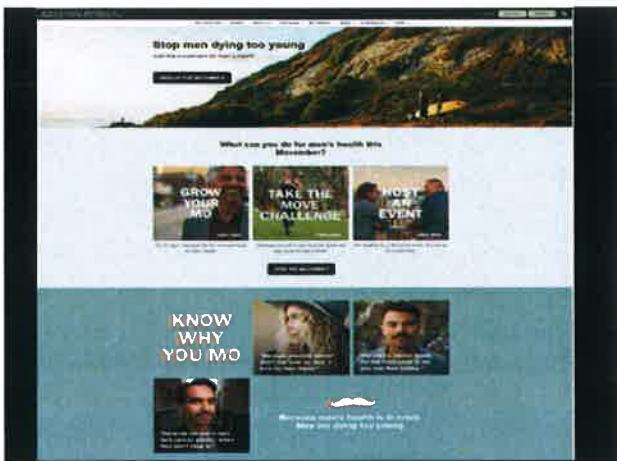


How can you stop binge drinking by students?

Share their REAL OPINIONS about how they feel about it – because most don't support it, but are too embarrassed or intimidated to say so



What is "Movember"?



The 6 Main Reasons People Talk About You

5. **Practical Value:** How can we craft content that seems useful? People like to help others: show them how products/ideas will save time, improve health, or save money, they'll spread the word
 - But people are inundated with information: we need to make our message stand out.
 - What makes something seem like a particularly good deal?
 - Highlight the incredible value of what we offer—monetarily and otherwise
 - Package knowledge/expertise so that people can easily pass it on



The 6 Main Reasons People Talk About You

6. **Tell Stories:** What broader narrative can we wrap our idea in? **People don't just share information, they tell stories**



Tell Stories

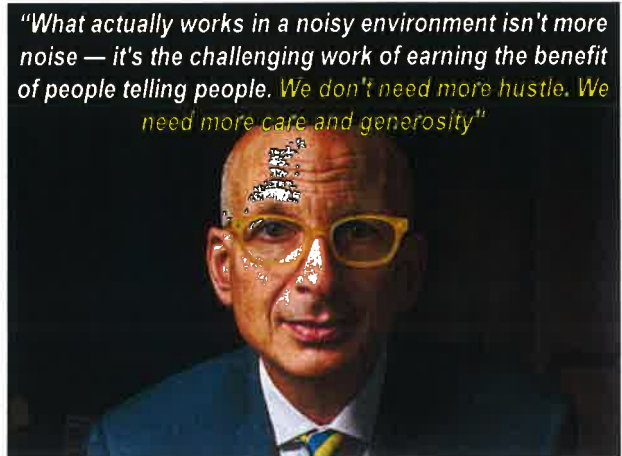
- Stories are vessels that carry morals & lessons
- Information travels under the guise of “idle chatter”
- Build your own Trojan horses, embedding products/ideas in stories that people want to tell others
- But do more than just tell a great story: *Make virality valuable.* Make your message so integral to the narrative that people can't tell the story without it

I Spread Your Ideas Because...

- *It makes me feel generous*
- *I feel smart alerting others to what I discovered*
- *I care about the outcome and want you (the creator of the idea) to succeed*
- *I have no choice. Every time I use your product, I spread the idea (Outlook, iPad, a tattoo)*
- *There's a financial benefit directly to me (Amazon affiliates)*
- *It's funny - and laughing alone is no fun*
- *I'm lonely and sharing an idea solves that problem, at least for a while*
- *I'm angry and I want to enlist others in my outrage (or in shutting you down)*
- *Both my “friends” and I will benefit if I share the idea (Groupon)*
- *You asked me to, and it's hard to say no to you*
- *I can use the idea to introduce people to one another, and making a match is both fun in the short run and community-building*
- *Your service works better if all my friends use it (email, Twitter, amazon.com)*
- *If everyone knew this idea, I'd be happier*
- *Your idea says something that I have trouble saying directly (AA, a blog post, a book)*
- *I care about someone, and this idea will make them happier or healthier*
- *It's fun to make another person snicker about prurient stuff we're not supposed to see, (see Buzz Buttons)*
- *The tribe needs to know about this if we're going to avoid an external threat (WikiLeaks and Edward Snowden)*
- *I'm in awe of your art and the only way I can repay you is to share that art with others*

If you earn the respect and recommendations of your customers, then they will do the rest...

- Annoy people and they will walk away - taking all of their friends with them
- Treat people well and they will do your marketing for you – for free
- Be interesting – or be invisible...
- **Because advertising is the price you pay for being boring**



Core Solutions