

Word of Mouth in Nonprofit Marketing



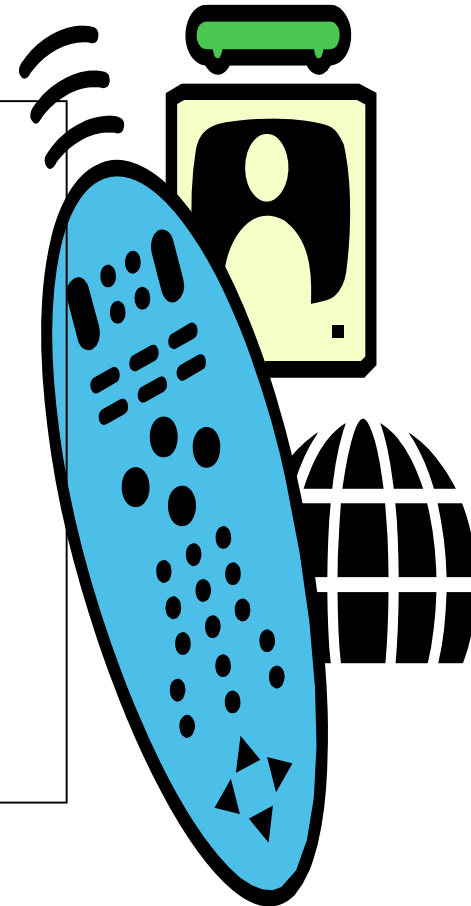
Andy Sernovitz, CEO

Peter Waldheim, Sr. Consultant

**Word of Mouth Marketing
Association**

THE ONLY
CONSTANT IS
CHANGE!

– TRUISM



People are talking about you.
Do you know what they're saying?



WHAT IS WORD OF MOUTH?

- **Word of Mouth:**
The act of one person sharing information with another
- **Word of Mouth Marketing:**
Motivating people to talk about your products and services, and making it easier for that conversation to take place.

OLD MEANS, NEW FORMS

- **Challenge:**
To synergize traditional media, online marketing, and social networks to motivate & enable your members and interested public to carry your message forward
- **Opportunity:**
Non profits are uniquely qualified – you've been listening to people for years. Corporations are having a hard time, but your entire culture is an advantage

TYPES OF WORD OF MOUTH MARKETING

- **Creating and working with blogs**
- **Activating evangelists, street teams and enthusiastic volunteers**
- **Viral marketing**
- **Community Marketing**
- **Grassroots Marketing**
- **Evangelist Marketing**
- **Influencer Marketing**
- **Track issues & trends before they go public**

People Talk!

- **Consumer-Generated Media (CGM) is becoming bigger than controlled media**
- **Everything lives forever in Google**
- **Organizations can't use advertising / marketing to force a message that is counter to reality**

Why do people talk?

- **Yes:**
 - Status
 - Feeling like an insider
 - They care
- **Not**
 - Incentives and rewards depress WOM
 - You're doing it for love, not money
 - Because of promotion
 - You don't talk about things that everyone knows about

Marketing isn't just direct mail It's every contact with a constituent

- **Nothing is a better promotion than a satisfied customer**
- **Nothing will cost you more than an angry constituent with a blog**

You need to join the conversation

The basic steps in creating word of mouth:

1. Find the right people to talk about you
2. Give them something to talk about
3. Provide the tools to make it easier
4. Get involved in that conversation
5. Track and measure the results

3 Easy Ways To Start

- **Simple Blog**
 - Create everyday involvement
- **Tell-a-Friend on every page**
 - Make it too easy to resist
- **Insider Information**
 - Being in-the-know energizes evangelists. They can't spread the word if they have nothing to say.

2 Hard Questions You Need to Ask

- **Are you buzzworthy?**
 - At the end of the day – why would anyone bother telling a friend about you?
 - Find something!
- **Where does negative WOM start?**
 - Grouchy receptionist? Slow response times?
 - Overly aggressive telemarketing? Does a refusal become a future detractor with 5-to-1 impact?

5 Ways To Make This Work In Your Organization

- **Put someone in charge**
- **High-level interdepartmental working group tasked with responsibility and oversight**
- **Evaluate WOM impact for every program and activity**
- **Spread the excitement – evangelize internally**
- **Don't try to “go it alone.” Learn and work with others**

IT'S NOT THE NEXT QUARTER
IT'S THE NEXT QUARTER CENTURY!

WILL YOU BE READY?





**Learn more about WOMMA and how
we can help you improve your word
of mouth marketing at:
www.womma.org**

