

# Mobilize Your Customers: Create Powerful Word Of Mouth Advertising Using Social

"Nothing influences people more than a recommendation from a trusted friend."

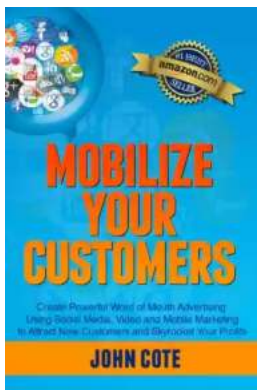
*- Mark Zuckerberg*



Word of mouth advertising is a powerful tool in the world of marketing. It has been a trusted marketing strategy for years, capable of significantly impacting consumer behavior and driving revenue for businesses. In today's digital era,

social media platforms and online communities have revolutionized the way word of mouth spreads.

With a well-planned social media strategy, businesses can mobilize their customers to become brand advocates and amplify their word of mouth advertising efforts. In this article, we will explore the various ways you can harness the power of social media to create a strong word of mouth advertising campaign.



## Mobilize Your Customers - Create Powerful Word of Mouth Advertising Using Social Media, Video and Mobile Marketing to Attract New Customers and Skyrocket Your Profits by John Cote(Kindle Edition)

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### 1. Engage with Your Audience

One of the keys to mobilizing your customers is to actively engage with them on social media. Respond to their comments, answer their questions, and address their concerns promptly. By establishing a genuine connection with your

audience, you can build trust and loyalty, making them more likely to advocate for your brand.

## **2. Encourage User-Generated Content**

User-generated content (UGC) is an excellent way to generate word of mouth advertising. Encourage your customers to share their experiences with your product or service on social media platforms. Offer incentives or create contests to motivate them to create and share UGC. This not only increases brand visibility but also helps establish social proof, as potential customers are more likely to trust the opinions of their peers.

## **3. Leverage Influencer Marketing**

Influencer marketing has gained significant popularity in recent years. Collaborating with influencers who have a strong social media presence and a relevant audience can help amplify your word of mouth advertising efforts. These influencers can create content promoting your brand, share their experiences, and make recommendations to their followers, further expanding your reach and credibility.

## **4. Run Social Media Contests**

Running contests on social media is an excellent strategy to mobilize your customers and generate word of mouth advertising. Create engaging and shareable content for the contest, and offer valuable prizes to encourage participation. By sharing the contest on social media, participants will spread the word about your brand, increasing its visibility and attracting new customers.

## **5. Monitor and Respond to Online Mentions**

Monitor online mentions of your brand and promptly respond to both positive and negative feedback. Acknowledging positive reviews and testimonials will

encourage further word of mouth advertising from satisfied customers.

Addressing negative feedback shows that you care about your customers and are willing to resolve any issues, preventing potential damage to your brand's reputation.

## **6. Create Share-Worthy Content**

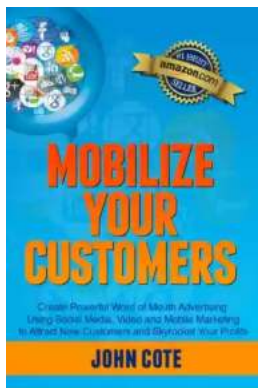
To mobilize your customers and encourage them to share your brand with others, create content that is valuable, informative, and share-worthy. This could be in the form of blog posts, videos, infographics, or interactive content. Make sure your content is visually appealing, easy to consume, and provides value to your audience. By consistently creating share-worthy content, you can increase the chances of your customers spreading the word about your brand.

## **7. Offer Referral Programs**

Referral programs are another effective way to mobilize your customers and generate word of mouth advertising. Incentivize your existing customers to refer their friends and family to your brand by offering rewards or discounts. This not only encourages them to advocate for your brand, but it also helps attract new customers who trust recommendations from people they know.

Harnessing the power of social media is crucial in mobilizing your customers and creating powerful word of mouth advertising. By actively engaging with your audience, encouraging user-generated content, leveraging influencer marketing, running social media contests, monitoring online mentions, creating share-worthy content, and offering referral programs, you can mobilize your customers to become brand advocates and significantly boost your word of mouth advertising efforts.

Remember, in the age of social media, the reach and impact of word of mouth advertising have never been greater. Tap into this powerful marketing strategy and watch your brand soar to new heights.



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Mobilize Your Customers - Create Powerful Word of Mouth Advertising Using Social Media, Video and Mobile Marketing to Attract New Customers and Skyrocket Your Profits

Ask anyone, "What is the best form of advertising?" Word of mouth is almost always the answer.

People know, like and trust the opinions of their friends and family. Wouldn't it be great if your customers were telling all of their friends and family how great you are? Your reputation online will determine how you appear on social media sites

and in the search engine results and that will have a lasting effect on your income.

In this book, John Cote reveals the techniques he uses to help his clients find more customers, follow up with them and generate more revenue in their business. Inspired by the many conversations he has with business owners and the questions they ask, he will help you discover how to effectively use social media, video and mobile marketing.

Several real case studies and examples help to illustrate the effectiveness of these tactics. Business owners, entrepreneurs, authors and speakers can all benefit from using them. No matter what you are selling from cars to pizza or plastic surgery to houses and everything in between, cross channel marketing is a must.

It's also important to understand the incredibly fast moving trend that is happening globally with mobile devices. Did you know:

- Mobile traffic has 6 time higher purchase intent than online advertising
- In 2014 mobile internet traffic will exceed desktop traffic online
- 60% of mobile phones will be Smartphones at the end of 2012
- Consumers spend 23% more time with mobile apps then they do on mobile websites
- 78% of consumers trust peer recommendations
- 80% of consumers will decide NOT to buy based on negative reviews
- One negative review can reduce your revenue by 5%-9%

These statistics should help drive home the inevitable truth: You must be mobile optimized since smartphone and tablet usage are exploding. Your customers want to have two-way conversations with you on Facebook, YouTube, Twitter,

Pinterest and your blog among others. They are talking about you online whether you like it or not. Learn how to be part of the conversation or your competitors will!

Still not sure you need to read this book? These chapter titles were created from entrepreneur's questions and the answers will provide you with effective tactics to implement immediately.

Chapter 1 “Why Should I Care?”

Chapter 2 “What is Social Media Marketing?”

Chapter 3 “I Have Some Likes On Facebook, Where Are My Sales?”

Chapter 4 “Why Should We Use Video and YouTube to Promote Our Business?”

Chapter 5 “How Can Online Reviews Increase My Profits?”

Chapter 6 “What is Cross Channel Marketing?”

Chapter 7 “Why is Mobile Marketing Important and How Do We Integrate It?”

Chapter 8 “How Can We Use Advanced SMS Techniques to Generate Traffic?”

Chapter 9 “Can a Mobile App Really Help Market My Business and Make Money?”

Chapter 10 “I Thought Building Email Lists Was Old School?”

Chapter 11 Putting It All Together

You will also learn some amazing tips on how to:

- Get a 95% open rate on your marketing messages
- Create digital word of mouth and spread it via social media
- Get your customers wanting to leave glowing reviews about you online
- Generate scarcity and revenue on slow days to get your customers buying
- Launch a new business with a text message campaign that will drive more traffic than you can handle
- Capture the contact information of potential clients when you are speaking and

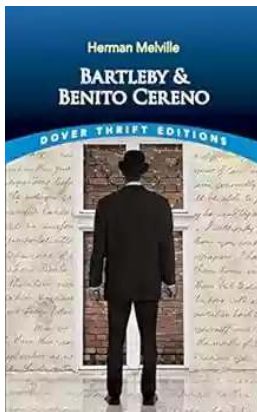
follow up with them effortlessly

- Improve your sales at trade shows, events and conventions

This 70'ish page book gives you the steps you need to create super successful marketing campaigns. Consider it your personal tour across the cutting edge of social media, video and mobile marketing.

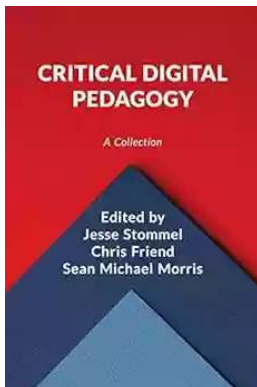
This is a marketing book so here is my call to action:

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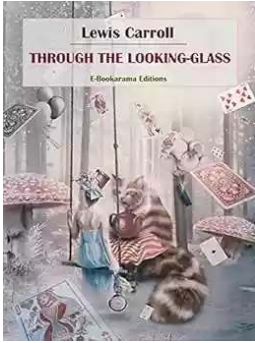
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