

Never Underestimate - 4

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The Power of Word of Mouth

How many times have we thought of consulting someone when making an 'involved' purchase? "Involved" does not necessarily mean expensive; "Involved" is where the customer is taking an active, conscious and deliberately thought-out decision when making a purchase; Certainly, most often when the item in question is expensive - but also, equally, when the item is of great interest and criticality to him/her.

From computers and hi-tech equipment to the latest restaurant in town to a new branded food item or skin cosmetic that has come into the market to a decision on a financial investment instrument or the service at the salon round the corner - yes, word-of-mouth plays a crucial role.

There is a vast difference in credibility between a brand claiming something in its advertisements versus its customers spontaneously endorsing the same benefits.

How many marketers allocate a share of their marketing budgets to 'word-of-mouth' development? Worth thinking about. Its one thing to satisfy your customers - its another to get them to actually voice their satisfaction to others! Social Media Marketing, here we come.....